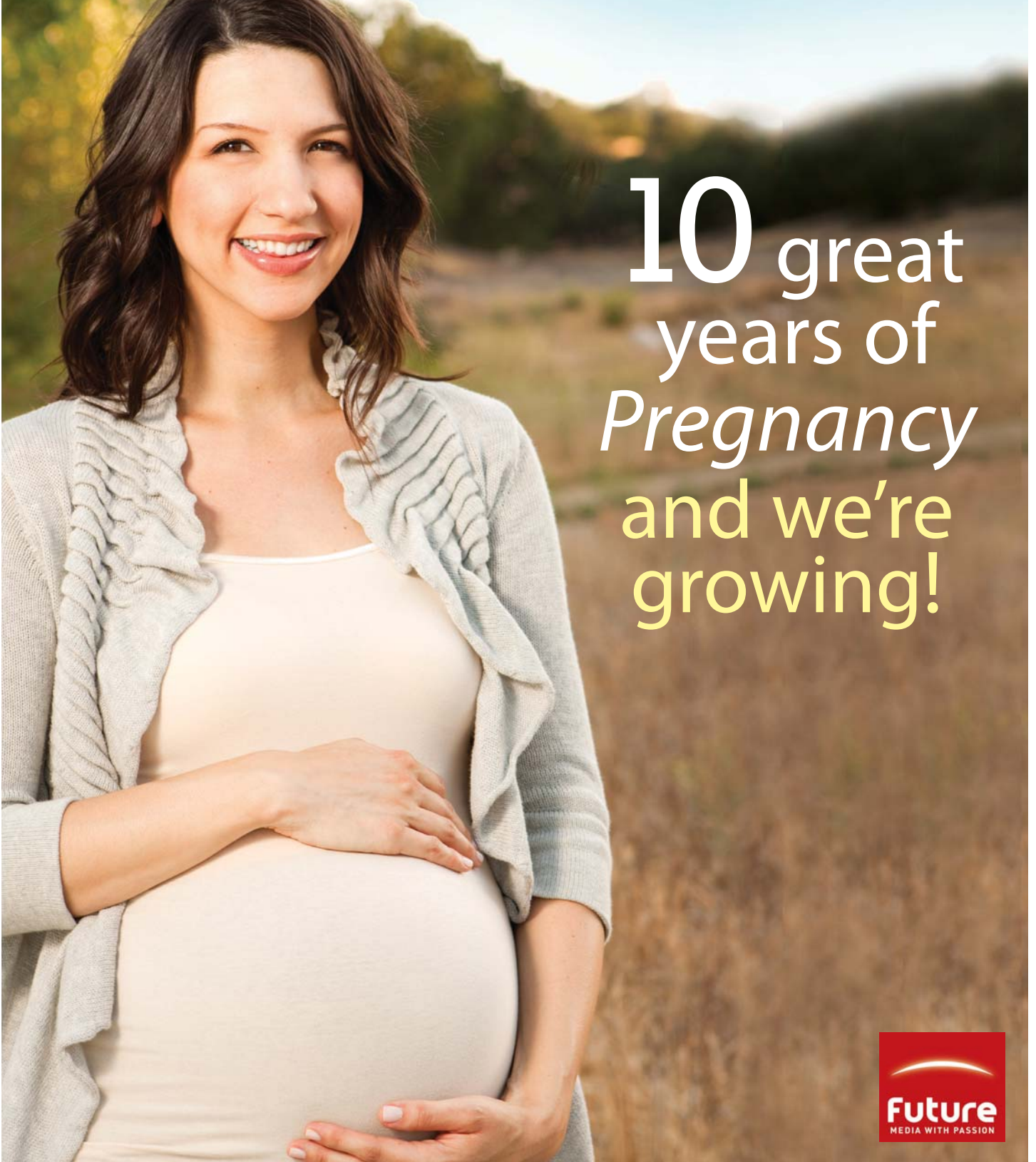
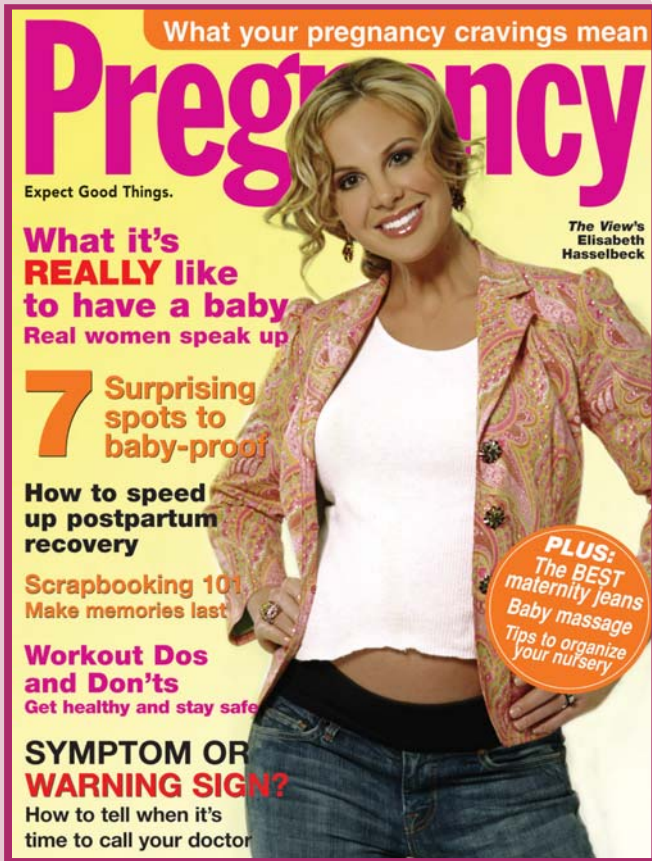


A NEW LOOK AT MOTHERHOOD

pregnancy

10 great
years of
Pregnancy
and we're
growing!





Pregnancy

Published 12x year
 820,000 Readers
 225,000 Circulation

ADVERTISING RATES

Display Rates:
 \$895.00 per inch

Word Rate:
 \$15.95 word (14 word Min.)

ABOUT THE READERS

Average Age: 32
 College Educated: 85.63%
 Average HHI: \$69,000

Pregnancy

Pregnancy is a friendly, information-rich, service - oriented magazine for expecting moms who want a comforting, practical resource to guide them through nine of the most exciting months of their lives.

HOW TO PLACE YOUR AD

Simply complete the order form and fax it back to us at (352) 597-6201 or mail it to:
AMERICA'S MediaMarketing
 13169 Jacqueline Rd.
 Brooksville, FL 34613

ISSUE CLOSE DATE ON-SALE

If you have any questions, please call your representative:

Or call (800) 675-7636

Capture and influence an audience of highly engaged moms at every touchpoint.

pregnancy is a truly integrated media brand that reaches today's moms in unprecedented ways through exclusive channels and synergistic partnerships. Through customized, integrated programs that include print, digital and experiential marketing opportunities, we provide the unique reach, authentic voice, fresh design and entertaining content that cannot be found elsewhere.



Print

Moms are the world's most engaged consumers. They want multiple points of view and enriching dialogue on everything they care about. Reaching an audience of 1.3 million, with a rate base of 250,000, **Pregnancy** offers entertaining content that is witty but intelligent, giving today's moms the latest how-to articles, fashion tips, and buying advice that they are hungry for.

Online

Pregnancy360.com is our one-stop media community designed to reach today's moms. We reach an audience of 250,000 unique visitors, and offer new and relevant information that the digital mom can immediately put to use and share with friends. **Pregnancy360.com** is a powerhouse media community for new moms through which advertisers can build their brands amidst an engaged, educated, powerful buying audience. We offer unique Web 2.0 capabilities such as video blogging and sponsorship through our partnership with MommyBlips.com, TheCradle.com, NewBaby.com, and MomTV.com.



Our partners include:

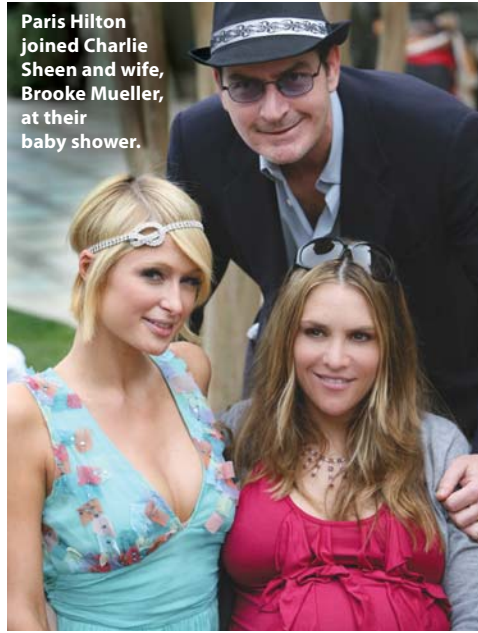


Generate the best results with a 360° approach.

Ana Ortiz opening presents at her baby shower.



Paris Hilton joined Charlie Sheen and wife, Brooke Mueller, at their baby shower.



Events

Pregnancy offers exclusive sponsorships for an extensive array of events that focus on the new world of motherhood. Our events reach unique and untapped audiences and provide you with another channel of exposure! From our sponsorship of *Pregnancy Awareness Month* and customized nursery giveaways, to our top-notch baby showers for celebrities like Ana Ortiz, Charlie Sheen, and Judy Reyes—our exclusive partnerships provide many opportunities for exceptional product exposure, unique PR coverage, and viral word-of-mouth marketing.

Exclusive celebrity event partner:



Experiential Opportunities

Pregnancy is at the forefront of experiential marketing with innovative experiential events such as mom influencer mixers, in-home parties, and online social media tours. These unique events are conducted through our exclusive partnership with mom marketing expert, Maria T. Bailey, and they are designed to generate the viral social media buzz we all seek. Some events have generated up to 10 million+ impressions! Contact us to develop a customized program for your brand and products!

Mom influencers gather at a *Pregnancy* mom mixer event.



pregnancy

2010 Editorial Calendar 10 monthly issues, 4 specials

December/January

HOLIDAY: Gift ideas for mom-, dad-, and baby-to-be. How the new science of Epigenetics can help you build a better baby; holiday makeup; setting holiday ground rules; made by mom products; greenest holiday helpers; 9 months of “mocktails”; your unique birth plan; video camera roundup

Special 1

WINTER: New year, new sex life; the “clean out your closet” party; smart shopping tips; DIY hair coloring and tips for making it last; the no-gym-required workout; the art of accessorizing; ideas and gear for organizing kids’ stuff; simple and fun craft for rainy days

February

LABOR OF LOVE: Self-induction myths, tools, and tricks; the skinny on artificial sweeteners; a photo tour of the delivery room; how to avoid interventions; c-section survival guide; hospital gown fashions; stroller roundup

March

SLEEP EASY: Your trimester guide to real rest; secrets of a baby sleep consultant; maternity PJ’s; the new labor; knowing your risk for PPD; easy digital crafts; crib roundup; boy or girl, will you find out?

April

FOOD FOR THOUGHT: The morning-sickness diet; what you should know about oral care; how to handle breastfeeding bullies; top wireless gadgets of busy moms; organic baby food roundup; best methods for baby bonding

Special 2

SPRING

May

SAFETY FIRST: Babyproofing—the must-do’s and the don’t-bothers; raw truth about what’s not safe to eat; high-risk pregnancy primer; gadgets to help you organize and recharge; maternity leave before, during, and after; car-seat roundup

June

BODY BY BABY: Ready your body for smoother labor; foods to beat the belly bulge; introducing your post-pregnancy body; building a better grandparent; gadgets and apps for Dad; pre and postpartum workout; fitness fashions roundup

July/August

MOTHER KNOWS BREAST: The science behind breastmilk; 10 things every nursing mother needs; how to train your brain for delivery; all about digital picture frames; formula feeding know how; nursing bras and tops roundup

Special 3

SUMMER

September

NEWBORN KNOW HOW: The how-to’s of newborn care—change diaper, take temperature, clip nails, bathe, dress; finding the right pediatrician; preparing for going back to work; baby monitor roundup

Special 4

FALL

October

NESTING AND NURSERY: Nursery feng shui; nursery colors that go beyond the expected; world’s craziest nesting stories; creating a realistic registry; high-tech toys; “Which water’s best?”; crib bedding roundup

November

MOM’S CHOICE: The newcomer’s guide to birthing methods, doctors, midwives, and doulas; childcare screening—how to find the right person for your baby; how to make baby food; the stay-at-home survival guide; high-tech gifts roundup

IN EVERY ISSUE:

- New health column by Drs. Mehmet Oz and Michael Roizen
- Household advice by Nanny Stella from Nanny 911
- Must-have nursery gear picked by the experts in “Styled By”
- Exclusive Hot Moms Club coverage of celebrity baby showers and nurseries
- Latest maternity fashions ■ Green living