



Reach Mothers with the Most Spending Power



THE MOM MARKET

There are 50 million moms in the U.S. today. They all can't possibly be alike — and they're not! There are three types of moms that make up the mom market — Moms with Careers, Clock Watching, and Stay-at-Home moms.

Moms with careers are the Working Mother readers. They are the moms not to miss.

- More affluence
- Greater spending power
- Wider interests
- Higher confidence level
- Commitment to family
- Knowledge of latest technology

There is only one magazine that will put you in touch with the most influential, trendsetting segment of the mom market: Working Mother magazine.

AFFLUENT & EDUCATED

	CAREER-COMMITTED	CLOCK-WATCHING	STAY-AT-HOME
Median HHI	\$88,350	\$49,225	\$41,469
College Graduate+	179	37	62

BROAD PURCHASES & INTERESTS

	CAREER-COMMITTED	CLOCK-WATCHING	STAY-AT-HOME
Purchased Online/Past Month	159	96	83
Bought New Vehicle/Past Year	132	94	79
6+ Domestic Vacations/ Past Year	144	62	68
Own Stock	125	56	68
Engaged in Fitness Program	132	95	79
Cook for Fun	126	89	94

Audience Profile

total audience: 2,251,000

GENDER	%
Women	93.5
Men	6.5

AGE	
18 – 34	40.8
25 – 44	57.9
25 – 49	75.7
18 – 49	85.5
25 – 54	82.1
50+	14.5
Median Age	38.8

HHI	
\$50,000 – \$99,999	25.9
\$100,000 – \$149,999	18.0
\$150,000 +	13.3
Median HHI	\$59,904

EDUCATION	
Attended College +	62.5
Graduated College +	28.5

EMPLOYMENT	
Total Employed	74.7
Full-time	60.1
Part-time	14.6
Professional/Managerial	36.2

MARITAL STATUS	
Married	52.2
Single	23.7
Wid/Sep/Div/Other	24.1

CHILDREN IN HH	
Any Kids < 18	75.9
Kids < 6	37.8
Kids 6 – 11	38.7
Kids 12 – 17	37.5
Avg Age of Children in HH	8.8
Avg Number of Children in HH	2.1

RESIDENCE	
Own Home	63.7
Rent	35.6





Editorial Calendar

February/March

YOUR FAMILY'S HEALTH

- Benefits of Living Healthy
- Surviving Cold & Flu Season

DIVERSITY IN ACTION

- Black History Month
- Women's History Month

PLUS:

- Role Reversal at Work and Home
- Unique Family Getaways
- Stylish Kids: Spring Fashion
- Children's Shoe Guide
- Continuing/Online Education

April

SPRING FUN

- Ultimate Guide to Play Dates
- Reducing Stress
- Healthy Convenience Foods
- Easter & Spring Holidays

GREEN BUSINESS/EARTH DAY

- Best Green Companies for America's Children

PLUS:

- Your Money
- Being a Franchise Owner

May

CELEBRATE YOU

- Beauty Awards
- Must-Know's for Working Moms
- Parenting by Personality
- Celebrating Mother's Day

HOURLY WORKERS IN AMERICA

- A National Report
- Best Companies for Hourly Workers

June/July

YOUR BEST SUMMER

- Making Time for Friendships
- Husbands Who Do Housework

ADVANCING MULTICULTURAL WOMEN IN THE WORKPLACE

- A Special Report
- Best Multicultural Companies

PLUS:

- Summer Grilling
- Father's Day Fun

August/September

BACK TO SCHOOL

- Stylish Kids: Back to School Fashion
- Discipline Tips from Teachers
- Safety & Driving

ADVANCEMENT OF WOMEN

- The Role You Play at Work
- Mentoring Moms
- Best of Congress
- Franchises for Moms
- Continuing/Online Education

October

WORKING MOTHER 100 BEST

- Special 25th Anniversary of the Working Mother 100 Best Companies
- 100 Best Companies Profiles

FOCUS ON FAMILY

- Family Rituals Worth Saving
- Halloween Treats

PLUS:

- Turning Weaknesses into Strengths

November

SPECIAL 25TH ANNIVERSARY

- Working Mothers of the Year from the 100 Best
- Challenge to America Research

EXPERT ADVICE FOR MOMS

- Taking Care of You
- Launching a Mom-Inspired Business

PLUS:

- Thanksgiving Celebrations

December/January

FAMILY FIRST

- Communicating with Caregivers
- Holiday Activities & Treats
- Holiday Gift Guide
- Stylish Kids: Holiday Fashion



regular features

- * This Is How She Does It * You: Style * You: Beauty * Healthy Mom
- * Money Talks * Entrepreneur Mom * Job Coach * Working New Mother
- * Learning Curve * Just for Fun * Playtime * Healthy Child * Let's Eat

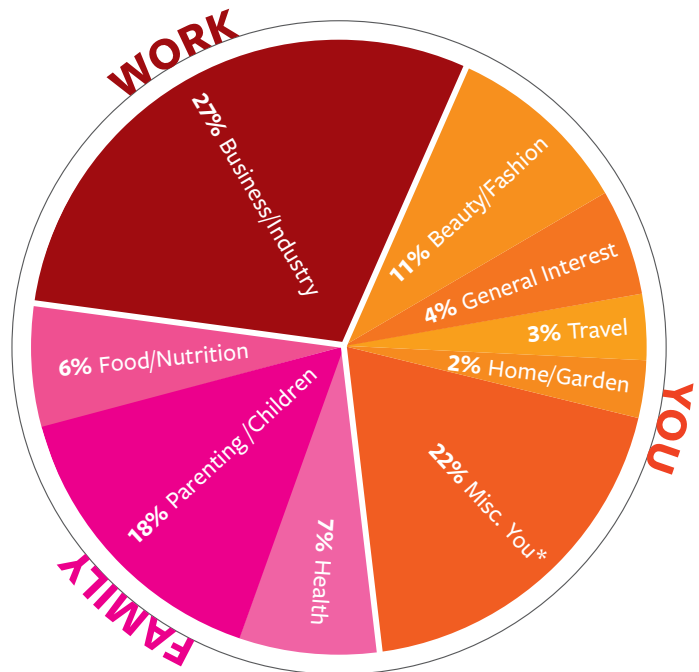


Editorial Coverage



WORKING MOTHER DELIVERS BALANCED CONTENT

Working Mother readers seek balance among their work, their families, and their personal lives, and our editorial helps readers achieve a sense of balance. By focusing on issues in parenting and business in addition to health, culture and relationships, our editorial satisfies every aspect of a busy mom's life. No other title offers our inspirational mix of stories to help integrate her life as a woman, mother, and executive.



* Misc. You Includes: Consumer Electronics, Culture, Entertainment/Celebrity, Personal Finance, Self Help/Relationships, Sports/Recreation/Hobby, Covers/Index/Announcements

2.25 Million Readers

Working Mother



Working Mother

Published 8x year
 2.25 Million Readers
 825,000 Circulation

ADVERTISING RATES

Display Rates:

\$1,400.00 per inch

Word Rate:

\$19.00 word (10 word Min.)

ABOUT THE READERS

Median Age: 38.8
 College Educated: 62.5%
 Median HHI: \$59,904
 Employed: 74.7

Working Mother

As the vibrant voice of over 2.2 million* working mothers, Working Mother acts as a true community for women who work and raise a family. No other magazine can claim our unique blend of personal, professional and family-related editorial content.

The magazine has proven itself to be a serious advocate for the issues that matter most to working mothers. The magazine's Working Mother 100 Best Companies initiative has become a vital benchmark for corporate America. Our groundbreaking Best Companies for Multicultural Women initiative has drawn national attention to issues of diversity, race and gender in the workplace.

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

<u>ISSUE</u>	<u>CLOSE DATE</u>	<u>ON-SALE</u>
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If you have any questions, please call your representative:

Or call (800) 675-7636