

This isn't her mother's pregnancy

TODAY'S MOM IS ON THE GO, 24/7....ARE YOU?

Did you know...

- Today's first time mom is a member of the highly mobile Millennial Generation?
- A whopping 66% of that mobile audience take action on mobile advertising?*
- 40% actually make a purchase based on mobile advertising?*

We do.

Which is why Pregnancy Magazine's new digital format has all of the features and functionality that today's new mom expects, and advertisers like you need.

From imbedded links direct to your retail website to in-app videos and other rich media opportunities, Pregnancy digital editions showcase and sell your products and services like no other resource. And as the only expectant and new mom magazine available in Apple App and Google Android store, we are the premier resource reaching today's mom in a way that seamlessly integrates into her digital lifestyle.

* © 2011 Texterity, Inc. and BPA Worldwide "Mobile App Readership Survey" www.texterity.com/survey

**INTRODUCING
PREGNANCY MAGAZINE
DIGITAL PUBLICATIONS
FOR TODAY'S
MOBILE MOM**

- Special interest digital publications with year-long shelf life
- Category exclusive advertising
- Integration with on-line and newsletter options
- Magazine sponsorships available for advertiser distribution
- Complete rich media opportunities for active engagement with today's new mom
- Editorial, advice, and information from the brand that new moms know and trust



DIGITAL EDITION FOR iPADS AND TABLETS

Moms are the world's most engaged consumers and mobile devices are where new moms engage the most. The new digital edition of **Pregnancy Magazine** reaches young moms where they want to read magazines: on iPad, iPhone, Android devices and the new Kindle Fire. Pregnancy will continue to offer entertaining content that's witty and intelligent, giving information-hungry pregnant women and new moms the latest how-to articles, fashion tips, and buying advice.

- Full size magazine with **2 to 1 editorial to ad ratio** for more visibility
- Year-long digital shelf presence
- Category exclusivity for each advertiser

DIGITAL EDITION AD RATES

Inside Front Cover Spread	\$10,000
Double-Page Spread Full Page	\$7200
Full Page (facing content pages)	\$4000
Half Page	\$2500
1/3 page	\$2000
Outside Back Cover	\$2000

1. These rates apply to all 4-, 3-2-color and B&W pages.
2. All prices are NET and EXCLUDE any agency commissions.
3. Terms net 30 days after receipt of publication invoice.

Sponsorships

- Sponsored editions
- Special mini-pubs

ONLINE AT PREGNANCYMAGAZINE.COM

PregnancyMagazine.com is designed to reach today's new moms. We reach an audience of 200,000 unique visitors. We provide news and the latest product reviews so that the mobile mom can immediately share with friends or make an on-the-go purchase with a click-through. We offer Web 2.0 capabilities such as group blogging, live streaming video, and sponsorships that go beyond pregnancy through our partnerships with Mom360.com and GreatDad.com.

Digital newsletters

Weekly newsletters go out to 15,000 pregnant moms hungry for the latest information and news on pregnancy, babies, gear, clothes, and beauty.

Social media

Full integration with an active community on Twitter and Facebook.

ONLINE PROGRAMS

Monthly

Skyscraper	120x600
Rectangle	300x250
Leaderboard - Top banner	728x90

Monthly giveaways
(Promoted on homepage,
Facebook, and Twitter)

Weekly Newsletters

Pregnancy Magazine newsletter with the latest news and advice for pregnant and new moms.

300X250 Rectangle

50X50 Square

Online packages and sponsorships on request

For more information, please contact: Paul Banas | Tel. 415-572-8181 | paul@pregnancymagazine.com