

2009 Marketing Programs

***Babytalk's* Pregnancy Planner Registry Guide**

Online registry guide customized to each mom-to-be's needs. The comprehensive registry list will allow consumers to personalize their registries based on family and lifestyle questions. Marketers are able to exclusively sponsor their product category and recommend specific products for different types of moms—with add to registry and click to buy capability. Program exposure includes in-book promotional pages and promotional units on parenting.com.

Timing: Launch TBD; annual sponsorship

***Babytalk's* Love Your New Mom Body**

TPG Marketing and StrollerFit® will promote *Babytalk's* Love Your New Mom Body editorial platform via an integrated marketing program that helps new moms embrace and take care of their post-baby bodies. *Babytalk* magazine will encourage moms to participate in LYNMB workouts in StrollerFit classes nationwide, giving marketers a positive and fitness-focused environment to sample or distribute literature. Program exposure includes exposure in *Babytalk* magazine, online promotional site, and sampling in StrollerFit locations.

Timing: April issue

***Babytalk's* World's Biggest Playgroup**

What started in our own backyard (New York City) quickly became *Babytalk's* signature grass-roots marketing event, crisscrossing the country since 2005. This day of fun for moms, babies, and young children includes free interactive classes, live entertainment, raffle drawings, free product samples, and hands-on activities. Marketers have the opportunity to showcase, sample, and raffle products to moms and their young children. Pre-event exposure includes a promotional spread in *Babytalk* magazine, worldsbiggestplaygroup.com, and local media outreach.

Timing: November issue

***Babytalk's* Breastfeeding Resource Guide**

In honor of National Breastfeeding Awareness Month, *Babytalk's* Breastfeeding Resource Guide is an in-book gatefold that features a wide array of products and accessories to make breastfeeding baby easier for new moms. This special section allows advertisers to be a featured anchor sponsor of their category or have their product featured within—including product descriptions and online resources. Exposure includes a brand mention both in-book and online; anchor sponsors also receive product shot and logo exposure.

Timing: August issue

2009 Marketing Programs

Babytalk's Signature Chefs Auctions with March of Dimes

The Parenting Group will partner with March of Dimes at 10 Signature Chefs Auction events in 2009 where we can create customized packages for our advertisers through auction donations, give-aways and on-site activation points.

Timing: August issue

Parenting's Mother's Day Brunch with Young Chefs Academy

On Mother's Day weekend, *Parenting* will host a free and fun brunch workshop for moms and kids at Young Chefs Academy locations across the country. The 90-minute class includes elements that can be customized for any advertiser based on their objectives. Program exposure includes in-book promotional page, online custom site, and onsite customization and/or sampling.

Timing: May issue

Parenting's Family Road Trip

Parenting's Family Road Trip will profile one family's adventure during the ultimate family tradition—the road trip. Advertisers can gain valuable exposure through in-book, online, and organic brand integration. Sponsorable elements include: an in-book promotional spread documenting a family's actual trip and highlighting advertiser goods/services/locations along their route; an online hub featuring the family's live trip footage and blogs as well as useful travel information and tools; and a contest to win a family road trip. In 2009, *Parenting's* Family Road Trip will partner with *National Geographic Kids* to enhance the program through the winning family's destination stops, an online interactive map, and other elements. Additionally, a significant PR push will announce the family's trip in 2009.

Timing: July issue

Parenting School Years' Back to School Program

Parenting School Years' comprehensive back-to-school program helps make this busy time less stressful for moms and their kids. A custom-published booklet featuring timely content will be distributed at 1,000 pre-qualified pediatricians' offices nationwide, reaching moms when they are focused on their child's well-being for the upcoming school year. An online portal will house additional content and feature interactive sponsored elements.

Promotional exposure includes an in-book promotional page in *Parenting School Years*, online at ParentingExtras.com, and online traffic drivers on parenting.com.

Timing: September issue

2009 Marketing Programs

***Parenting's* Popcorn Club with National Amusements**

Parenting will partner with National Amusements movie theaters to enhance their kids' club membership program. Each Popcorn Club member receives a backpack filled with goodies just for them. Marketers have the opportunity to provide mom- and kid-friendly samples in a fun and engaging environment. Promotional exposure includes in-book *Parenting* Extras listings, and an online custom site.

Timing: Monthly

***Parenting* and *Babytalk's* Active Family Day**

The *Parenting* Group has partnered with My Gym and National Geographic Kids to create a national, grassroots program that raises awareness on the importance of an active lifestyle for the entire family. In Summer 2009, TPG will host a family activity day at My Gym locations nationwide. This day will encompass fun and interactive activities both parents and kids can enjoy and be filled with music from National Geographic Kids' Mama Mirabelle. Marketers have the opportunity to distribute samples/literature on the day of the event at 175 locations nationwide. Program exposure includes in-book promotional pages, online custom site, and onsite logo inclusion on window graphics, invitation, event banner and :30 event promo unit on the Channel M network.

Timing: May issues

***Parenting* Extras and *Babytalk* Extras**

Extras is the ultimate resource for moms who are seeking information about *Babytalk* and *Parenting* events, promotions, and sweepstakes, plus special offers and product announcements from our advertisers. The monthly in-book pages each have corresponding websites to bring our audience online and offer customizable brand extensions. Marketers have the opportunity to create dedicated content such as custom sites, online sweepstakes, downloadable coupons, and podcasts to enhance their campaigns and extend online exposure. Visit babytalkextras.com and parentingextras.com.

Timing: Monthly

To build a customized, ownable sponsorship that meets your brand objectives, please contact your Parenting Group Account Manager.

Custom Content

About

The Parenting Group's Custom Content division leverages the power of *Parenting* and *Babytalk* magazines to create targeted, effective, and powerful marketing solutions. Our twenty-year history of research into the mom market plus our well-developed distribution channels and award-winning editorial expertise combine to build content platforms that break through clutter and connect with moms.

Custom content works!

- 80% of readers prefer to receive their information on a company in the form of a custom publication.
- 68% reported that they would save an advertiser-branded custom publication.
- 92% of moms say the #1 reason to try a new brand is free samples.

Sources: Roper Public Affairs Report for the Custom Publishing Council, Spring 2005. MomConnection®, Why You Buy study.

Services

The Parenting Group (TPG) works with our marketing partners to build mom-targeted marketing solutions that position brands as those who understand her needs, will help solve her problems—big or small—and want the same thing she does: what's best for her family.

Content Platforms

- Custom published magazines
- Print collateral such as brochures and postcards
- Event or in-store signage
- Targeted sampling

Creative & Production Services

- Art direction and graphic design
- Language translation
- Editorial crafting and fact checking
- Image selection
- Medical and legal approvals
- Printing, packing, and shipping
- Database management

Hispanic capabilities

TPG has created educational and engaging publications for the Hispanic mom community. By understanding the fundamental similarities and key differences to general mom market, our custom publications speak to her in a language and voice she understands and can identify with.

Custom Content

Our proprietary distribution channels include:

- OB/GYN offices
- Hospital maternity wards
- Pediatricians' offices
- Childbirth educators
- Women, Infants, and Children (WIC) clinics
- *Babytalk* and *Parenting* subscribers
- Retail partners

Medical Database

With two decades of experience, TPG has built the largest medical database in the industry. Over 20,000 medical offices are part of our proprietary, pre-qualified database. This database can be segmented against geographic, demographic, socio/economic factors, and for Hispanic audiences.

WIC

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), serves to safeguard the health of pregnant and postpartum women, infants, and children up to age five who are at nutritional risk. WIC serves over eight million people per month through 10,000 local clinics. Forty-five percent of all infants born in the United States are served by WIC.

The Parenting Group has a long-standing and deep relationship with WIC, stemming from a decade of strategic partnership on custom publication and sampling programs. As a member of the WIC Business Partnership Council, TPG has established a WIC editorial review board to consult on program development, helping us effectively engage the WIC audience with simple, user-friendly, visually-appealing programs.

Consumers

Custom content can be delivered to moms outside of the medical environment by tapping into *Parenting* and *Babytalk's* subscriber database or working with our retail partners.

For more information on how to accomplish your business goals through TPG's research-based assets, contact your Parenting Group Account Manager.

Creative Services

About

Creativity informed by connectivity.

With two decades of experience in the mom market, The Parenting Group's Creative Services' work speaks directly to the hearts and minds of moms.

Services

Functioning as a full-service creative agency, Creative Services capabilities include conceptualization, development, production, and execution of all advertising and marketing needs:

- Print campaigns: run-of-book ads and custom units
- Online campaigns: ad units, email blasts, newsletters, custom sites
- Logo development and branding collateral
- Promotional extensions: invites, packaging, event signage, or premiums
- Video and audio production (podcasts, radio spots, webinars)
- Custom photography
- Website development
- Flash programming for websites and online ad creative

Rates

Rates for Creative Services are assessed individually based on brand objectives and budget requirements.

For information on our menu of services and how they can work to accomplish your business goals, please contact your Parenting Group Account Manager.

Strategic Insights

About

Dig deeper.

The Parenting Group's Strategic Insights is your direct and intimate link to mom. We draw on a menu of flexible, proprietary tools to deliver compelling, comprehensible results. Our actionable insights can immediately impact your success in the mom marketplace.

Strategic Insights' direct link to moms is through MomConnection[®], a branded, nationally representative online consumer panel of 5,000 moms, used exclusively by The Parenting Group and its partners.

About MomConnection[®]

Built in 2003, MomConnection[®] has fielded over 200 surveys and polls to date. Segmentation capabilities include pregnant women, first-time and repeat moms, age of child(ren), employment status, and more. MomConnection.com serves as an ongoing resource and online home for panel members, with survey results, an active bulletin board, vibrant chats, press pickups of surveys, etc.

The MomConnection[®] Difference

- The most timely information on the mom market
- More accurate projections to total U.S. than reader panels
- Better response and screeners than email lists
- Focused, promotion-free environment unlike commercial website panels
- Controlled use to reduce respondent fatigue
- Consistent use to build respondent relationship and trust
- Single-subject surveys, resulting in well-considered responses

Strategic Insights

Services

Strategic Insights' services encompass a full range of research options that can assist you in optimizing individual product campaigns:

- **Quick Polls:** Find out what mom is thinking—*fast*. Quick Polls give you answers in hours, so you can gauge response to events and news, and meet even the tightest deadlines.
- **Full Surveys:** More extensive than Quick Polls, yet still timely (answers in days), Full Surveys probe mom's purchase decision influences or brand preferences, and collect attitudinal, behavioral, and market trend data. Verbatims can be used to add depth and texture to your insights.
- **Perceptual Mapping:** Want to know where you stand? Perceptual mapping will determine your brand positioning relative to the competition to help you better understand your brand equity.
- **Mom Test Lab:** The most immediate real world product testing, timed to coincide with the in-market customer's needs. Moms can be targeted based on geographic and demographic needs.
- **Viral Marketing:** Open the door to the word-of-mom network by enlisting MomConnection panel members as your brand evangelists.
- **MomTalk:** Frannie, MomConnection's trusted panel administrator, will introduce a discussion thread on the MomTalk message board on your behalf, allowing you to receive feedback and verbatims directly from moms.
- **My Chat:** Moderated, invitation-only chats with groups of pre-screened, targeted mom consumers.
- **Mom Meter:** Test your copy and creative communications with moms, via any medium that can be served online—print, TV, radio, online, mobile, etc.
- **Trend Scouts:** What's now? What's new? What's next? If you need to know, talk to our Trend Scouts, moms we recruit to give us real-world insights into marketplace activity.
- **Event ROI:** Printed postcards distributed at your event will drive moms to MomConnection.com for a survey about the event / marketing program they just participated in.
- **Mom U:** On-site seminars tailored to your objectives. Marketing information seminars, brainstorming sessions, lectures, results of custom research, primers on panel building, and more.
- **Mom Optimizer:** This proprietary system rates messaging channels according to types of information and dayparts, taking into account the consumer's attention paid to media as well as openness to messaging. Marketers use the Mom Optimizer to hone individual product campaigns by determining optimum use of consumer touchpoints.

Strategic Insights

Insights

Mom Matters is The Parenting Group's established and respected B-to-B e-newsletter. Published monthly, it digs deeper into important topics in mom's world such as toy safety, going green, kids' nutrition, holidays, and relationships.

Mom Matters can also be customized and co-branded for trade shows, sales meetings, with information provided by the industry's most renowned research experts.

Rates

Rates for Strategic Insights' services are assessed individually based on brand objectives and budget requirements.

For information on our menu of services and how they can work to accomplish your business goals, contact your Parenting Group Account Manager.

The Parenting Group 2008 Media Highlights



Live with Regis and Kelly's Beautiful Baby Search with Parenting magazine

- **32 on-air mentions** broadcast live to Regis and Kelly's audience of over 4 million viewers per day.
- **Record-breaking traffic** to Parenting.com's Beautiful Baby Search photo galleries, resulting in over 8 million page views in the month of January alone.

Parenting Privileges Launch

*"Bonnier Corp.'s Parenting group, publisher of Parenting and Babytalk magazines, recently announced the launch of its subscriber rewards program that allows families to earn up to 20 percent cash back rewards at online retailers-- **talk about perfect timing.**" -- Circulation Management magazine*



Parenting.com

AP Associated Press



The New York Times

Parenting.com in the News

- Parenting.com surveys featured on **TODAY, The Tonight Show with Jay Leno, The View**, in articles from **Associated Press, The New York Times**, and hundreds of media outlets nationwide.
- Parenting.com's Child Health Guide tool in **USA Weekend**: *"Parenting.com has a new tool that breaks down symptoms and indicates under what conditions your child needs to see a doctor."*
- Parenting.com's "Messiest Car Contest" on **TODAY**: *"Car Cleanup: Organize Your Automobile with Parenting magazine's Lisa Bain."*
- Parenting.com's partnership with Zag in **Digital Media Report**: *"In a novel partnership, the car dealer network Zag.com fuels a Cars for Moms section of Parenting.com."*



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The Parenting Group 2008 Media Highlights

MomConnection in the News

MomConnection survey results and the MomMatters newsletter have received extensive coverage in the trade and consumer press, from an exclusive survey for Brandweek that headlined the trade publication's **special report on Gen Y moms**: "The Post Soccer Mom," to a **Mother's Day survey** conducted on behalf of the New York Daily News for a feature story on stay-at-home moms.

MomConnection

BRANDWEEK DAILY NEWS



Babytalk/Good Morning America Cover Contest

- ABC's national morning show partners for the third year with Babytalk on its annual search for its November cover baby.
- The six-month program features on-air promotion on three GMA broadcasts and online at abcnews.com. **GMA's 5 million+ viewers** vote online to select the winner.

On Parenting's 2009 strategy:

- "While tough times have prompted many media outlets to consolidate their publications, Bonnier is doing the opposite with Parenting magazine. Next year, it will split the title into two editions: Parenting Early Years and Parenting School Years." – **Media Daily News**
- *Separated at Birth: Bonnier splits Parenting into demotargeted editions – "...research found moms of older kids weren't well served by existing magazines, suggesting big growth potential for School Years."* -- **Mediaweek**
- "This is going to facilitate us in having a longer relationship with moms," said Greg Schumann. – **DM News**
- "...separating the magazine into two editions will significantly increase the potential for audience growth." – **Circulation Management**



About Bonnier

- Bonnier Corporation: one of the largest consumer publishing groups in America with 40 magazine titles.
- The 4th largest publisher in the U.S.
- Parent company The Bonnier Group: international multi-media company with 150 companies in 20 countries.
- Book, newspaper, and magazine publishing.
- Film, television, and music production and distribution.
- A multi-media company that connects people to their passions.



Jonas Bonnier

Chairman of Bonnier Corporation selected by Folio Magazine as one of the most influential industry executives for 2007.



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