

2011 *Conceive* Enhancements

The Parenting Group is pleased to offer *Conceive* advertisers the opportunity to reach more women at the moment they shift into the pre-conception mindset.

A New Platform

Starting in 2011, *Conceive* will operate as a flip issue with its sister publication *Babytalk* Pregnancy Planner. The flip issue will be an annual publication.

Conceive and *Babytalk* Pregnancy Planner content will be presented with individual front covers and editorial voices – *Conceive* will focus on pre-conception and *Babytalk* Pregnancy Planner will cover pregnancy. The editorial content will ride along as one single magazine offering women a comprehensive resource as she anticipates and prepares herself for the world of motherhood.

ConceiveOnline.com will relaunch in April 2011 and will focus infertility content into sections including infertility, a diagnosis guide, alternatives, support and tools. *Conceive's* expertise will also continue to drive Parenting.com's fertility content.

Reach a Greater Audience

The *Conceive/Babytalk* Pregnancy Planner flip issue will have a 2,400,000 annual circulation and will be 100% distributed through the OB/GYN channel from April 2011 through April 2012.

Details

- Frequency: Annual issue
- Timing: April 2011 – April 2012
- Circulation: 2,400,000
- Distribution Channel: OB/GYN offices
- Magazine Specs: 6.75" x 9.125"
- National Ad Close: March 7, 2011
- Material Due Date: March 14, 2011
- Distribution Date: April 29, 2011

The Parenting Group
2 Park Avenue, 10th floor
New York, NY 10016
212.779.5000



NATIONAL ADVERTISING SALES

Mark Wildman Vice President, Group Publisher	212.779.5302 mark.wildman@bonniercorp.com
Jamie Engel Group Associate Publisher	212.779.5121 jamie.engel@bonniercorp.com
Jennifer Evans Associate Publisher, Marketing	212.779.5358 jennifer.evans@bonniercorp.com

ADVERTISING SALES | NEW YORK

2 Park Avenue, 10th floor, New York, NY 10016 | 212.77.5000

Rebecca Diamond Account Manager	212.779.5303 rebecca.diamond@bonniercorp.com
Mary Smyth Account Manager	212.779.5304 mary.smyth@bonniercorp.com
Brett Sylver Account Manager	212.779.5276 brett.sylver@bonniercorp.com
Brooke Tishler Account Manager	212.779.5268 brooke.tishler@bonniercorp.com
Lauren Krieger Account Manager	212.779.5234 lauren.krieger@bonniercorp.com

ADVERTISING SALES | NEW ENGLAND

25 Old Colony Road, Wellesley, MA 02481

Mary Joe Clark Account Manager	781.235.2969 maryjoe.clark@bonniercorp.com
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DIGITAL AND CUSTOM CONTENT

Stephanie Katzman Eastern Digital Advertising Director	212.779.5313 stephanie.katzman@bonniercorp.com
Olivia Kopchik Digital Sales Manager	212.779.5092 olivia.kopchik@bonniercorp.com
Bruce Leong Digital Sales Manager	212.779.5283 bruce.leong@bonniercorp.com

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ADVERTISING SALES | CHICAGO

625 N. Michigan Avenue, Suite 1270, Chicago, IL 60611

Jacie Brandes Midwest Ad Director	312.252.2840 jacie.brandes@bonniercorp.com
Jamie Glorch Letizia Account Manager	312.252.2842 jamie.letizia@bonniercorp.com
Gina Milkovich Account Manager	312.252.2841 gina.milkovich@bonniercorp.com
Jodie Klein Account Manager	312.252.2850 jodie.klein@bonniercorp.com

ADVERTISING SALES | TEXAS

5001 Joshua Drive, Flower Mound, TX 75028

Corie Stagner Account Manager	817.464.0060 corie.stagner@bonniercorp.com
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ADVERTISING SALES | LOS ANGELES

100 N. Sepulveda Blvd, Suite 1800, El Segundo, CA 90245

Amy Lloyd Western Ad Director	310.227.8953 amy.lloyd@bonniercorp.com
Monty McMurray Account Manager	310.227.8962 monty.mcmurray@bonniercorp.com
Shirly Chiang Account Manager	310.227.8954 shirly.chiang@bonniercorp.com

ADVERTISING SALES | SAN FRANCISCO

415 Jackson St., 2nd Fl., San Francisco, CA 94111

Angela Shields Freeborn Account Manager	415.671.8855 angela.freeborn@bonniercorp.com
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New York, NY 10016
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ADVERTISING SALES | ATLANTA

2827 Mt Wilkinson Pkwy SE, Atlanta, GA 30339

Nicole Hladko Account Manager	404.307.1915 nicole.hladko@bonniercorp.com
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2011 AD CLOSES

ISSUE	APRIL
NATIONAL AD CLOSE	03/07/11
AD MATS DUE	03/14/11
ON SALE DATE	04/29/11

Printing material and insertion orders are due to Production on the appropriate closing date.

Extensions for receipt of materials may be requested by contacting Kristin Prohaska, Production Department 407-571-4942.

FOR RATE INFORMATION PLEASE CALL 212-779-5302

Babytalk Pregnancy Planner/Conceive subscribes to the SWOP (Specifications for Web Offset Publications) standards.

MAGAZINE SPECIFICATIONS

- Trim size: 6 3/4 x 9 1/8
- Binding Method: Saddle-Stitch
- Printing Method: Web Offset
- Jogs to the Foot
- Cover Stock: #80
- Stock Body Stock: #40

DIGITAL REQUIREMENTS

Pregnancy Planner/Conceive utilizes a digital workflow and requires all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be rejected, or corrected and the advertiser billed for the required production.

AD SIZES

All ads must be created to the exact size specifications or will incur charges for resizing. All ad files must be supplied with trim and bleed marks. No live copy within 1/4" of gutter or trim on full page or spread ads.

REQUIRED FORMAT

PDF/X-1a is the required file format for all ad submissions. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see www.adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions. We do not accept application files.

PROOFS

Advertisers must submit a contract-level digital proof at 100% that conforms to SWOP standards (including color bar) for all ads. To obtain information on acceptable proofs, visit the SWOP website at www.swop.org. Client supplied contract proofs are required in order to guarantee color. Ads without color proofs will be accepted with the understanding that the publisher cannot be held responsible for color reproduction.

MEDIA CD-ROM, DVD

ELECTRONIC TRANSMISSIONS adportal.bonniec corp.com

Select the publication and the issue you are submitting the ad for. Fill out the form, attach the hi-res file for print and low-res file for quality check and upload your ad. You will receive a confirmation email after your file uploads successfully.

SHIPPING INSTRUCTIONS

When shipping ad materials, make sure to identify the magazine and issue in which the ad is scheduled to run.

INSERTS Full page inserts: 7" x 9 3/8"

BIND-IN INSERTS & BRC'S:

Minimum requirement is 5 (face to spine) x 4 (head to foot) Maximum requirement is 8 (face to spine) x 9.375 (head to foot). Bind-in cards must be on minimum paperweight of 7 pt. card stock.

RECOMMENDED PERF:

A minimum of 1/2" from binding gutter.

TRIM ALLOWANCE:

13/16" on foot, head, 1/8" face.
Live matter should be kept 3/8" from final trim.

BINDING FLAP:

Minimum 3 1/2" high folio flap/low folio insert. Inserts are to be supplied folded, measuring 5" face to spine and 4" and over head to foot.

BINDING LIP:

Low folio pages must be a minimum of 3/8" wider than the high folio pages.

BLUELINES:

Preprinted inserts must be approved by the advertising production department prior to printing. Please send a blueline of the planned insert to the following address, allowing a 3-day turnaround, to the attention of:

Attn: Kristin Prohaska
Bonniec Corp.
460 N. Orlando Ave.
Suite 200
Winter Park, FL 32789

Please do not print insert/brc until approval has been received from the Parenting Group.

QUANTITY:

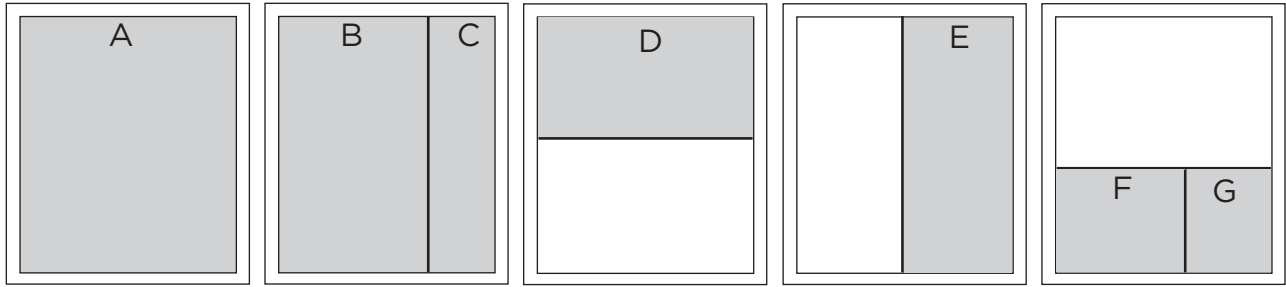
Full-run quantities are: 2,620,000 includes spoilage. For partial or regional runs, call to confirm quantity.

PRINTED BRC'S/INSERTS

Should be skid packed (for unusual inserts please call for packaging info). Label all skids with insert name, issue name, issue month and Brown Printing's issue tracking number (please call Kristin Prohaska 407-571-4942 to receive tracking number). Postal regulations: To mail postcard rate, cards must be a minimum of 5" (face to spine) x 3 1/2" (head to foot) and a maximum of 6" (face to spine) x 4 1/4" (head to foot). The bar code must be kept 1/4" from final trim.

NOTE:

If The Parenting Group will be printing the insert/brc, it is absolutely essential that ad production be notified as soon as possible. Materials must arrive by the We-Print due date.



Unit Sizes	Non-Bleed (Live Area)	Bleed	Trim
Spread	12 1/2 x 8 5/8	14 x 9 3/8	13 1/2 x 9 1/8
A Full Page	6 1/4 x 8 5/8	7 x 9 3/8	6 3/4 x 9 1/8
B 2/3 Vertical	4 x 8 5/8	4 3/4 x 9 3/8	4 1/2 x 9 1/8
C 1/3 Vertical	1 3/4 x 8 5/8	2 1/2 x 9 3/8	2 1/4 x 9 1/8
D 1/2 Horizontal	6 1/4 x 4 1/16	7 x 4 13/16	6 3/4 x 4 9/16
E 1/2 Vertical	2 7/8 x 8 5/8	3 5/8 x 9 3/8	3 3/8 x 9 1/8
F 1/3 Square		4 3/4 x 4 13/16	4 1/2 x 4 9/16
G 1/4 Page	3 3/8 x 4 3/4	3 5/8 x 4 13/16	3 3/8 x 4 9/16

LIVE MATERIAL AND SAFETY FOR BLEED UNITS

Live matter intended to print must be positioned in accordance with the non-bleed size of the ad, for both full and partial page ads.

BLEED PAGE UNITS

- Safety for live area (type or image not intended to bleed off the page) is 1/4" from top and bottom and 5/8" on either side.
- All ads will be centered on the page unless accompanied by a ruled proof.

OVERSIZED NON-BLEED MATERIAL

Any ad unit that measures in excess of the non-bleed requirements is considered to be a bleed unit; the bleed rate will apply.

Send all advertising proofs to:

Attn: Kristin Prohaska
 Pregnancy Planner/Issue Date
 Bonnier Corporation
 460 N. Orlando Ave, Suite 200
 Winter Park, FL 32789
 407-571-4942

2011 INSERT DEADLINES

ISSUE	APRIL
NATIONAL AD CLOSE	03/07/11
WE PRINT MATERIALS DUE IN NY	02/28/11
SUPPLIED INSERTS DUE AT BROWN	1st BINDING 04/06/11
	2nd BINDING 10/06/11

PRIOR TO SHIPPING PRINTED MATERIALS, PLEASE CONTACT KRISTIN PROHASKA AT (407) 571-4942 TO RECEIVE THE BROWN'S ISSUE TRACKING NUMBER.

SHIP ALL MATERIALS TO THE FOLLOWING ADDRESS:

Brown Printing
ATTN: Jason Peters
11595 McConnell Road
P.O. Box 1149
Woodstock, IL 60098

Please call for appointment prior to delivery (815) 206-6385

Contact: Kristin Prohaska
Production Manager
(407) 571-4942 Fax (407) 637-3570
E-mail: kristin.prohaska@bonniercorp.com

2011 INSERT SPECS

Magazine trim size: 6 3/4" x 9 1/8" (live area for a full page insert is 6 1/4" x 8 5/8")

Bindery method: Saddle-Stitch, jogs to foot.

Full page inserts: 7" x 9 3/8"

Bind-in inserts & BRC's
Minimum requirement:
Maximum requirement:

5" (face to spine) x 4" (head to foot)
6" (face to spine) x 9 1/8" (head to foot)
Bind-in cards must be on a minimum paperweight of 7 pt. card stock.

We-Prints: If The Parenting Group will be printing the insert or BRC, it is absolutely essential that ad production be notified as soon as possible. Materials must arrive by the We-Print due date.

Recommended Perf: A minimum of 1/2" from binding gutter.

Trim allowance: 13/16" on foot, head, 1/8" face
Live matter should be kept 3/8" from final trim

Binding Flap: Minimum 3 1/2" high folio flap/low folio insert.
Inserts are to be supplied folded, measuring 5" face to spine and 4" and over head to foot.

Binding Lip: Low folio pages must be a minimum of 3/8" wider than the high folio page.

Bluelines: Preprinted inserts must be approved by the ad production department before printing. Please send (2) bluelines of the planned insert of the following address. Please allow for 3-day turn around.

ATTN: KRISTIN PROHASKA
Bonnier Corp.
460 N. Orlando Ave, Suite 200
Winter Park, FL 32789

Quantity: Full-Run quantities are: 2,620,000 includes spoilage.
For partial or regional run, call to confirm quantity.

Shipping Instructions: Should be skid packed (for unusual inserts please call for packing info). Label all skids with insert name, Publication name (Pregnancy Planner), issue date and Brown's Issue tracking number. PLEASE CALL KRISTIN PROHASKA (407) 571-4942 TO RECEIVE TRACKING NUMBER.

Postal regulations: To mail at Post Card Rate, cards must be a minimum of 5" (face to spine) x 3 1/2" (head to foot) and a maximum of 6" (face to spine) x 4 1/4" (head to foot).
The bar code must be kept 1/4" from final trim.

About Bonnier

Bonnier Corporation is the leading developer of passionate enthusiast audiences in the U.S., reaching one out of every three American adults with our content. Our audiences represent “precision mass” -- and can be segmented by almost any demographic that advertisers want to reach. We deliver these audiences efficiently, but more importantly, effectively. Effective delivery means our consumers trust our content brands—our readers come to us for advice on how to do it, what to buy, and where to go.

Our brands are instantly recognized by consumers as the “expert” in the areas in which they provide information, regardless of form factor. We provide information to consumers in the format and context that they want most; and deliver whatever, whenever and wherever they need it.

Our content provides a level of expertise that creates a connection with our readers based on trust and loyalty. And we connect because we are not just observers, we’re passionate participants too, driven by the same enthusiasm that fascinates and fuels our readers.

Our Corporate website: bonniercorp.com (for media kits and other details).

