

## 2012 Media Kit



*Babytalk* recognizes that there are a few ways to have a baby, but lots of different ways to raise one! Providing information that moms-to-be and new moms covet, *Babytalk* delivers straight talk to modern moms who are learning to navigate the new (overwhelming, yet incredible) world of motherhood.

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

the  
parenting  
group

# babytalk editorial calendar 2012

## FEBRUARY *Babytalk 100 / Love Your New Bod Issue*

- **Babytalk 100** Editors' picks of the best baby gear available right now
- **The First 100 Days** A new mom's top questions about bringing home baby—answered!
- **Love Your New Mom Bod** Experts and real moms share their post-baby-health success stories, including fitness and nutrition advice, products and more

## MARCH *Foodie Issue*

- **Baby's First Foods** Expert and real-mom advice on everything from breast- and bottle-feeding to solids, including the products that make life easier
- **Celeb-Mom Style Quiz** Baby and mom products inspired by star moms
- **Preemie Primer** (March of Dimes Month) Experts and real moms share how to care for these extra special tots.
- **Child-care Book of Questions** How to find the right daycare provider
- **Plus:** Baby monitors, CHEW highchairs, feeding supplies, baby foods, baby-food making products, feeding utensils, teething toys

## APRIL *Natural Issue*

- **Natural Fit** Natural ways to care, clothe, diaper and feed baby
- **Red Light, Yellow Light, Green Light** Charting the healthiest and safest modes of natural medicine for baby, by Dr. William Sears
- **Spring Fashion** Clothing, toys and products in the naturals category
- **Plus:** Car seats (infant and convertible), natural baby care products, bottle systems that convert to sippy cups

## MAY *Nursery Issue*

- **Nursery Style** Babytalk showcases the top nursery trends and products that help readers steal the look for less
- **New Mom Support Staff** The folks moms need in their corner to thrive (not just survive) during those first months
- **Eat, Sleep, Play, Repeat** Why Routines Matter
- **Breathing Patterns** Dr. William Sears on how to help baby avoid asthma
- **Plus:** Rib mattresses, SNOOZE cribs, swings, carriers, car seats, bassinets/co-sleepers, pacifiers, shoes, bottles, toothbrushes, nursing bras, nursing pillows, pre- and post- natal back support

## JUNE/JULY *The Go! Issue*

- **The Ultimate Stroller Buying Guide** We help readers find the perfect set of wheels for their lifestyle
- **Get Me Out of Here** Products, advice and reader tips for taking baby out
- **Newborn Handbook** Advice for tackling those earliest (0-3 months) infant care issues, including feeding, bathing, colic and skincare
- **Summer Fashion** The best clothes, toys and more for those warm months
- **Guide to Prenatal Tests** The latest recommendations and what they mean
- **Plus:** Play yards, GO! car seats, travel toys, diaper bags, dad-friendly gear and products (from rugged jogging strollers to cool diaper bags), sunscreens

## AUGUST *Breastfeeding Issue*

- **Breastfeeding Guide** Real moms' stories, plus products and tips to help new moms succeed
- **The Five Senses of Babyhood** When each sense develops and how to help baby along
- **Co-sleeping vs. crib-sleeping** Experts help new parents find the best fit for their family
- **Plus:** Breast milk storage systems, SIP bottles, sippy cups, training cups, breastfeeding supplies

## SEPTEMBER *Mom and Baby Style Issue*

- **Fall Fashion** Chic clothes, toys and products for both mom and baby
- **What Your Baby Would Ask You (If She Could)** A decoder to understanding baby's behavior, development and reactions to everyday interactions
- **Baby that Skin from the Start** Five skin tips to baby that bottom—and every other nook and cranny
- **Latest on Autism** A discussion with Dr. William Sears about the latest research on autism as it applies to infants and toddlers
- **Plus:** Diaper rash remedies, LEARN toys, books, baby carriers, strollers, MINI MASTERPIECES products that look like works of art (prams, high chairs, bouncy seats, strollers and more), daycare feeding supplies, diaper bags

## OCTOBER *Gear Guide*

- **Babytalk's 2012 List of New Mom Essentials**
- **ABCs of Baby's Development** A visual story mapping top milestones
- **The Crying Game** Expert tips for calming a fussy baby
- **Picture-Perfect Halloween Costumes**
- **Plus:** Diaper rash remedies, products that grow with baby (e.g. a push toy that becomes a tricycle or a highchair that becomes a toddler chair)

## NOVEMBER *Toys of the Year*

- **Toys of the Year** Our annual review of top toys for tots
- **Oh Sweet Sleep!** Answers to top sleep questions as well as strategies from experts and pro moms
- **The New Mom's Digital Toolbox** The products, apps, sites and more to make the first year as a mom easier, better, smarter, thinner, sexier...
- **Vaccinations** Dr. William Sears makes a firm case for vaccinations, but offers the alternate schedule for parents on the fence
- **Plus:** Diaper pails, grooming tools, PLAY toys, activity centers, bath gear, teethers

## DECEMBER/JANUARY *Winter Health Issue*

- **The Panic-free Guide to Infant Illness** A go-to resource for dealing with the top winter cold and flu issues
- **CUE & A** New mom's guide to what all that babbling, swatting and crying really means
- **Baby Breakouts** How to treat the most common infant skin conditions
- **Winter fashion** The best clothes, toys and products of the season
- **Plus:** sleep sacks and swaddlers, MOVE IT push toys, swings, bouncy seats, jumperoos, medicine cabinet essentials for cold and flu season, digital memory recorders

*Last updated: 10.24.11*

**Note:** All editorial is subject to change.

## ANA CONNERY



### Editorial Director, Print Content, Strategy & Design, The Parenting Group

As The Parenting Group's editorial director, print content, strategy and design, Ana Connery oversees the development of all print content across the Group's portfolio of mom-focused brands, including *Parenting*, *Babytalk* and *Conceive*.

Most recently editor-in-chief of *Babytalk* magazine, Connery elevated the brand's status as an essential resource for new moms in the year and a half she was at its helm. Her leadership and creativity led to heightened visibility and consistent advertising gains for the 2-million circulation publication throughout 2010, and prior to her time at *Babytalk*, Connery served four and a half years as editor-in-chief of the award-winning Bonnier Corp. publication *Florida Travel & Life*.

Before joining Bonnier Corp., Connery was a senior editor at Time Inc.'s *Cooking Light*, where she oversaw all of the magazine's health, nutrition and lifestyle content; a senior lifestyle editor at *Latina* magazine; and a senior editor at *Fitness* magazine, where she spent several years reporting on women's health issues. She has also contributed to a number of national women's magazines, including *Fit Pregnancy*, *Shape*, *Glamour*, *Redbook* and *Woman's Day*.

A graduate of Florida State University, Connery received her master's degree in magazine journalism from the University of Missouri-Columbia. She lives in Orlando, Florida with her six-year-old son Javier.

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## RACHEL FISHMAN FEDDERSEN



### Editorial Director, Digital Content, Strategy & Design, The Parenting Group

As The Parenting Group's editorial director, digital content, strategy and design, Rachel Fishman Feddersen oversees all digital editorial development of the *Parenting*, *Babytalk* and *Conceive* brands and their online extensions. Previously editor-in-chief of Parenting.com, the online home of the *Parenting* and *Babytalk* magazine brands, Fishman Feddersen has led the site to record-breaking growth year after year since she joined Bonnier Corp.'s Parenting Group in 2007.

Under Fishman Feddersen's leadership, Parenting.com has also been the recipient of numerous industry honors and awards, including a 2009 MPA Digital Award for Best Web-Only Tool and a 2009 National Magazine Award nomination for General Excellence Online. In 2010, *Media Industry Newsletter* recognized her as a "leader of innovation" by naming her the Digital Content Strategist of the Year.

Fishman Feddersen has been creating and editing websites since the mid-1990s, with a focus on technical innovation, micro-targeted content, and user involvement. She has worked as site director of Meredith Corp.'s LadiesHomeJournal.com, where she won an award for online/offline brand strategy; as launch editor of WhattoExpect.com at Waterfront Media, the first online home for the blockbuster book series *What to Expect When You're Expecting*; and as senior editor at Disney's Family.com. She also oversaw the creation of Disney's VacationTogether.com.

Fishman Feddersen began her online career in 1995 as the city editor at Citysearch.com, where she helped shape the direction of New York City's first online guide. In addition to her web development experience, she has also reported on New York City culture news as an on-air correspondent for MSG Metro Guide Television, and covered FDA and scientific research news as a reporter for FDC Reports' *The Pink Sheet*. Rachel has been a frequent guest on ABC News, The CBS Early Show, WNBC-TV's Today in New York, Fox 5's Good Day New York, and the CW11 Morning News. She lives in New Jersey with her husband, two young sons, and a cat.

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## NATIONAL ADVERTISING SALES

<b>Mark Wildman</b> Vice President, Group Publisher	212.779.5302 mark.wildman@bonniercorp.com
<b>Jamie Engel</b> Group Associate Publisher	212.779.5121 jamie.engel@bonniercorp.com
<b>Heather Gumbley</b> Associate Publisher, Marketing	212.779.5358 heather.gumbley@bonniercorp.com

## ADVERTISING SALES | NEW YORK

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

<b>Amy Lloyd</b> Ad Director	212.779.5120 amy.lloyd@bonniercorp.com
<b>Rebecca Diamond</b> Account Manager	212.779.5303 rebecca.diamond@bonniercorp.com
<b>Mary Smyth</b> Account Manager	212.779.5304 mary.smyth@bonniercorp.com
<b>Brett Sylver</b> Account Manager	212.779.5276 brett.sylver@bonniercorp.com
<b>Brooke Tishler</b> Account Manager	212.779.5268 brooke.tishler@bonniercorp.com
<b>Lauren Krieger</b> Account Manager	212.779.5234 lauren.krieger@bonniercorp.com

## ADVERTISING SALES | NEW ENGLAND

25 Old Colony Road, Wellesley, MA 02481

<b>Mary Joe Clark</b> Account Manager	781.235.2969 maryjoe.clark@bonniercorp.com
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## DIGITAL AND CUSTOM CONTENT

<b>Stephanie Katzman</b> Eastern Digital Advertising Director	212.779.5313 stephanie.katzman@bonniercorp.com
<b>Olivia Kopchik</b> Digital Sales Manager	212.779.5092 olivia.kopchik@bonniercorp.com

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## ADVERTISING SALES | CHICAGO

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

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

## ADVERTISING SALES | TEXAS

5001 Joshua Drive, Flower Mound, TX 75028

<b>Corie Stagner</b> 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

<b>Amy Lloyd</b> Ad Director	212.779.5120 amy.lloyd@bonniercorp.com
<b>Monty McMurray</b> Account Manager	310.227.8962 monty.mcmurray@bonniercorp.com
<b>Shirley Chiang</b> Account Manager	310.227.8954 shirley.chiang@bonniercorp.com

## ADVERTISING SALES | SAN FRANCISCO

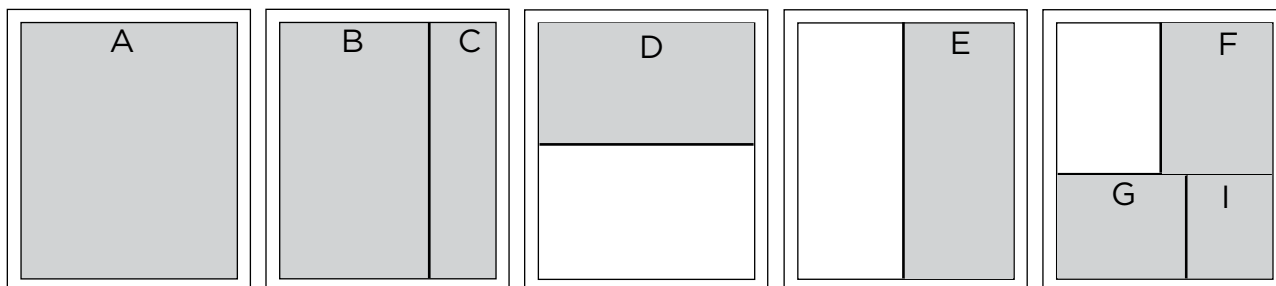
415 Jackson St., 2nd Fl., San Francisco, CA 94111

<b>Angela Shields Freeborn</b> Account Manager	415.671.8855 angela.freeborn@bonniercorp.com
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# babytalk ad production specifications



Unit Sizes	Non-Bleed (Live Area)	Bleed	Trim
<b>Spread</b>	14 3/4 x 10	16 x 10 3/4	15 3/4 x 10 1/2
<b>A Full Page</b>	7 3/8 x 10	8 1/8 x 10 3/4	7 7/8 x 10 1/2
<b>B 2/3 Vertical</b>	4 1/2 x 10	5 1/4 x 10 3/4	5 x 10 1/2
<b>C 1/3 Vertical</b>	2 1/8 x 10	2 7/8 x 10 3/4	2 5/8 x 10 1/2
<b>D 1/2 Horizontal</b>	7 3/8 x 4 3/4	8 1/8 x 5 1/2	7 7/8 x 5 1/4
<b>1/2 Horizontal Spread</b>	14 3/4 x 4 3/4	16 x 5 1/2	15 3/4 x 5 1/4
<b>E 1/2 Vertical</b>	3 3/8 x 10	4 1/8 x 10 3/4	3 7/8 x 10 1/2
<b>F Digest Size</b>	4 1/2 x 7	5 1/4 x 7 3/4	5 x 7 1/2
<b>G 1/3 Square</b>	4 1/2 x 4 3/4	5 1/4 x 5 1/2	5 x 5 1/4
<b>I 1/4 Page</b>	3 3/8 x 4 3/4	4 1/8 x 5 1/2	3 7/8 x 5 1/4

## 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. Gutter safety for spreads and 1/2 Horizontal spreads is 1/4" total and 1/8" on either side of the gutter.

## BLEED PAGE UNITS

- Safety for live area (type or image not intended to bleed off the page) is 3/8" 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: Stephanie Northcutt  
 Babytalk/Issue Date  
 Bonnier Corporation  
 460 N. Orlando Ave, Suite 200  
 Winter Park, FL 32789  
 407-571-4950

# babytalk ad production specifications

*Babytalk* subscribes to the SWOP (Specifications for Web Offset Publications) standards.

## MAGAZINE SPECIFICATIONS

- Trim size: 7 7/8 x 10 1/2
- Binding Method: Saddle-Stitch
- Printing Method: Web Offset
- Jogs to the Foot
- Cover Stock: #70
- Stock Body Stock: #30

## DIGITAL REQUIREMENTS

*Babytalk* 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](http://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](http://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](http://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: 8 1/8" x 10 3/4"

## 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 10 3/4 (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:

1/8" on foot, head, & 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: Stephanie Northcutt  
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 2,080,000 includes spoilage. For partial or regional, please call for quantities.

## 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 Quad Graphic's issue tracking number (please call Stephanie Northcutt 407-571-4950 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.

# **babytalk** ad close dates

## **2012 AD CLOSES**

<b>ISSUE MONTH</b>	<b>NATIONAL AD CLOSE</b>	<b>AD MATS DUE</b>	<b>ON SALE DATE</b>
FEBRUARY	11/17/11	11/29/11	01/23/12
MARCH	12/27/11	01/03/12	02/20/12
APRIL	01/31/12	02/07/12	03/26/12
MAY	02/28/12	03/06/12	04/23/12
JUNE/JULY	03/27/12	04/03/12	05/21/12
AUGUST	05/29/12	06/05/12	07/23/12
SEPTEMBER	06/26/12	07/03/12	08/20/12
OCTOBER	07/31/12	08/07/12	09/24/12
NOVEMBER	08/28/12	09/04/12	10/22/12
DECEMBER/JANUARY	10/02/12	10/09/12	11/26/12

**Babytalk** is published 10 times a year.

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

Extensions for receipt of materials may be requested by contacting Stephanie Northcutt, Production Department 407-571-4950.

**FOR RATE INFORMATION PLEASE CALL 212-779-5302**

# babytalk insert specifications

**Contact: Stephanie Northcutt**  
**Production Manager**  
**(407) 571-4950**

**E-mail: [stephanie.northcutt@bonniercorp.com](mailto:stephanie.northcutt@bonniercorp.com)**

## 2012 INSERT SPECS

<b>Magazine trim size:</b>	7 7/8" x 10 1/2" (live area for a full page insert is 7 3/8" x 10")
<b>Bindery method:</b>	Saddle-Stitch, jogs to foot.
<b>Full page inserts:</b>	8 1/8" x 10 3/4
<b>Bind-in inserts &amp; BRC's</b>	
<b>Minimum requirement:</b>	5" (face to spine) x 4" (head to foot)
<b>Maximum requirement:</b>	8" (face to spine) x 10 3/4" (head to foot)
	*Bind-in cards must be on a minimum paperweight of 7 pt. card stock.*
<b>We-Prints:</b>	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.
<b>Recommended Perf:</b>	A minimum of 1/2" from binding gutter.
<b>Trim allowance:</b>	1/8" on foot, head, and face Live matter should be kept 3/8" from final trim
<b>Binding Flap:</b>	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.
<b>Binding Lip:</b>	Low folio pages must be a minimum of 3/8" wider than the high folio page.
<b>Bluelines:</b>	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.
	<b>ATTN: STEPHANIE NORTHCUTT</b> <b>Bonnier Corp.</b> <b>460 N. Orlando Ave, Suite 200</b> <b>Winter Park, FL 32789</b>
<b>Quantity:</b>	Full-Run quantities are: 2,080,000 includes spoilage. For partial or regional run, call to confirm quantity.
<b>Shipping Instructions:</b>	Should be skid packed (for unusual inserts, please call for packing info). Label all skids with insert name, Publication name (Babytalk), issue date and Quad Graphic's Issue tracking number. PLEASE CALL STEPHANIE NORTHCUTT (407) 571-4950.
<b>Postal regulations:</b>	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.
<b>Note:</b>	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.

## **2012 INSERT DEADLINES**

<b><u>ISSUE</u></b>	<b><u>AD CLOSE</u></b>	<b><u>WE-PRINT MATERIALS DUE AT NY</u></b>	<b><u>SUPPLIED INSERTS DUE AT QUAD</u></b>
<b>February</b>	11/17/11	11/10/11	12/12/11
<b>March</b>	12/27/11	12/20/11	01/16/12
<b>April</b>	01/31/12	01/24/12	02/20/12
<b>May</b>	02/28/12	02/21/12	03/19/12
<b>June/July</b>	03/27/12	03/20/12	04/16/12
<b>August</b>	05/29/12	05/22/12	06/18/12
<b>September</b>	06/26/12	06/19/12	07/16/12
<b>October</b>	07/31/12	07/24/12	08/20/12
<b>November</b>	08/28/12	08/21/12	09/17/12
<b>Dec/Jan</b>	10/02/12	09/25/12	10/22/12

PRIOR TO SHIPPING PRINTED MATERIALS, PLEASE CONTACT STEPHANIE NORTHCUTT AT (407) 571-4950 TO RECEIVE THE QUAD ISSUE TRACKING NUMBER.

SHIP ALL MATERIALS TO THE FOLLOWING ADDRESS:

**QUAD Graphics**  
**ATTN: Rob Baumhardt**  
**N61 W23044 Harry's Way**  
**Sussex WI 53089**

Please call for appointment prior to delivery (414) 566-2100.

## Audience Profile

### AUDIENCE (000)

Adults	4,848
Women	4,399

### MEDIAN AGE

Adults	29.9
Women	29.7

### MEDIAN HOUSEHOLD INCOME

Adults	\$43,738
Women	\$41,880

### READERS PER COPY

Adults	2.4
Women	2.2

Source: MRI Doublebase 2011

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## Demographic Profile - Women

	<u>(000)</u>	<u>Comp</u>	<u>Index</u>
Total Women Readers	4,399	100.0	100
<b>AGE</b>			
Age 18-34	3,026	68.8	234
Age 18-49	4,086	92.9	163
Age 25-44	2,411	54.8	157
Median	29.7 years		
<b>EDUCATION</b>			
Att/Grad College+	2,188	49.7	88
<b>EMPLOYMENT</b>			
Employed	2,338	53.1	97
<b>MARRIED</b>			
	1,952	44.4	84
<b>HOUSEHOLD INCOME</b>			
Median HHI	\$41,880		
<b>CHILDREN IN HOUSEHOLD</b>			
Expecting	699	15.0	599
Children age 0-11 months	1,427	30.7	646
Children age 12-23 months	807	17.4	450
Children under 2 years	1,780	40.5	505
Children age 2-5	1,992	45.3	288
1+ Children in HH	3,556	80.8	191
2+ Children in HH	2,124	48.3	190
3+ Children in HH	1,057	24.0	230

Source: MRI Doublebase 2011

Base: Total Women

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**CONSUMER MAGAZINE CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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Shelton, CT USA 06484-6150  
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Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

# babytalk

The Parenting Group  
2 Park Avenue, 10<sup>th</sup> Floor  
New York, NY 10016  
Tel.: (212) 779-5000  
Fax: (212) 779-5200  
[www.babytalk.com](http://www.babytalk.com)

Official Publication of: None  
Established: 1935

**MARKET SERVED**

BABYTALK serves expectant and new parents.

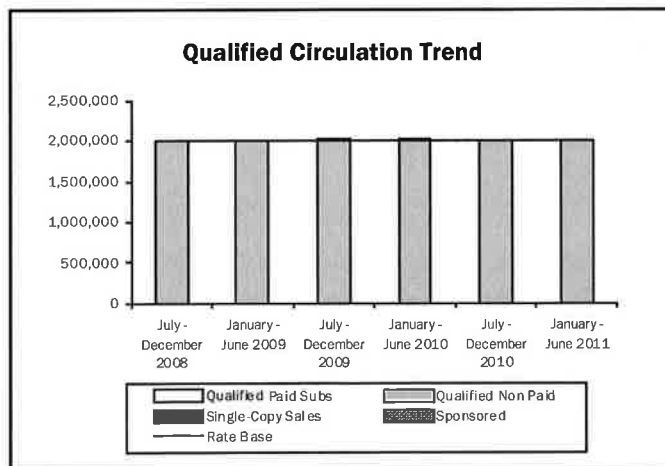
**AVERAGE TOTAL QUALIFIED BASED ON 5 ISSUES IN THE PERIOD**

<b>Total Qualified</b>	<b>2,001,733</b>
Average Rate Base	2,000,000
Variance +/-	1,733
Percent +/-	.01
Qualified Paid	-
Subscriptions	-
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	2,001,733

\*\*NC = None Claimed

**PRICE AND FREQUENCY**

**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
10	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period



1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	-	-	1,264,372	63.2	1,264,372	63.2
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	737,361	36.8	737,361	36.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	-	-	2,001,733	100.0	2,001,733	100.0
Single-Copy Sales _____	-	-	-	-	-	-
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
<b>TOTAL</b>	-	-	<b>2,001,733</b>	<b>100.0</b>	<b>2,001,733</b>	<b>100.0</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
February _____	2,001,276	421	2,001,697
March _____	2,001,604	422	2,002,026
April _____	2,001,037	421	2,001,458
May _____	2,001,754	413	2,002,167
June/July _____	2,000,925	391	2,001,316

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2011				
This issue is -% or 543 copies above the average of the other 4 issues reported in Paragraph two.				
BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Expectant and New Parents _____	1,269,717	63.4	1,269,304	413
Copies shipped in bulk to maternity and infant departments of select retailers for redistribution to qualified parents _____	231,000	11.5	231,000	-
Copies shipped in bulk to Ob/Gyn physicians and pediatricians for redistribution to patients _____	501,450	25.0	501,450	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,002,167</b>	<b>100.0</b>	<b>2,001,754</b>	<b>413</b>

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	1,269,717	-	-	1,269,304	413	1,269,717	63.4
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	510,975	221,475	-	732,450	-	732,450	36.6
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,780,692</b>	<b>221,475</b>	<b>-</b>	<b>2,001,754</b>	<b>413</b>	<b>2,002,167</b>	<b>100.0</b>
<b>PERCENT</b>	<b>88.9</b>	<b>11.1</b>	<b>-</b>	<b>100.0</b>	<b>-</b>	<b>100.0</b>	<b>-</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	19,167	-	19,167		Kentucky	36,790	1	36,791	
New Hampshire	16,178	4	16,182		Tennessee	46,050	2	46,052	
Vermont	2,572	1	2,573		Alabama	38,043	2	38,045	
Massachusetts	38,534	7	38,541		Mississippi	18,407	-	18,407	
Rhode Island	5,498	-	5,498		<b>EAST SO. CENTRAL</b>	<b>139,290</b>	<b>5</b>	<b>139,295</b>	<b>7.0</b>
Connecticut	21,562	3	21,565		Arkansas	20,657	3	20,660	
<b>NEW ENGLAND</b>	<b>103,511</b>	<b>15</b>	<b>103,526</b>	<b>5.2</b>	Louisiana	32,066	4	32,070	
New York	121,772	27	121,799		Oklahoma	23,386	2	23,388	
New Jersey	51,044	13	51,057		Texas	189,412	25	189,437	
Pennsylvania	67,776	6	67,782		<b>WEST SO. CENTRAL</b>	<b>265,521</b>	<b>34</b>	<b>265,555</b>	<b>13.3</b>
<b>MIDDLE ATLANTIC</b>	<b>240,592</b>	<b>46</b>	<b>240,638</b>	<b>12.0</b>	Montana	15,492	-	15,492	
Ohio	79,223	12	79,235		Idaho	24,579	-	24,579	
Indiana	43,785	3	43,788		Wyoming	3,198	-	3,198	
Illinois	81,458	14	81,472		Colorado	23,970	5	23,975	
Michigan	59,834	11	59,845		New Mexico	10,284	1	10,285	
Wisconsin	30,734	3	30,737		Arizona	34,265	4	34,269	
<b>EAST NO. CENTRAL</b>	<b>295,034</b>	<b>43</b>	<b>295,077</b>	<b>14.7</b>	Utah	18,936	2	18,938	
Minnesota	27,894	6	27,900		Nevada	38,860	5	38,865	
Iowa	17,160	-	17,160		<b>MOUNTAIN</b>	<b>169,584</b>	<b>17</b>	<b>169,601</b>	<b>8.5</b>
Missouri	39,970	3	39,973		Alaska	2,897	-	2,897	
North Dakota	5,339	-	5,339		Washington	27,935	6	27,941	
South Dakota	5,013	-	5,013		Oregon	29,767	9	29,776	
Nebraska	9,145	1	9,146		California	208,584	41	208,625	
Kansas	23,231	1	23,232		Hawaii	7,210	-	7,210	
<b>WEST NO. CENTRAL</b>	<b>127,752</b>	<b>11</b>	<b>127,763</b>	<b>6.4</b>	<b>PACIFIC</b>	<b>276,393</b>	<b>56</b>	<b>276,449</b>	<b>13.8</b>
Delaware	5,838	-	5,838		<b>UNITED STATES</b>	<b>1,999,442</b>	<b>278</b>	<b>1,999,720</b>	<b>99.9</b>
Maryland	31,032	11	31,043		U.S. Territories	2,009	-	2,009	
Washington, DC	2,839	2	2,841		Canada	2	27	29	
Virginia	49,457	8	49,465		Mexico	-	-	-	
West Virginia	13,156	-	13,156		Other International	1	108	109	
North Carolina	53,933	3	53,936		APO/FPO	300	-	300	
South Carolina	33,277	1	33,278		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,001,754</b>	<b>413</b>	<b>2,002,167</b>	<b>100.0</b>
Georgia	74,018	7	74,025						
Florida	118,215	19	118,234						
<b>SOUTH ATLANTIC</b>	<b>381,765</b>	<b>51</b>	<b>381,816</b>	<b>19.0</b>					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	2,003,708	2,010,336	2,016,872	2,012,987	2,001,048	2,001,733
Rate Base (if any): _____	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Rate Base +/-: _____	3,708	10,336	16,872	12,987	1,048	1,733
Percent +/-: _____	0.2	0.5	0.8	0.6	0.1	0.1
Qualified Paid: _____						
Subscriptions _____						
Sponsored _____						
Single Copy Sales _____						
Qualified Non-Paid: _____	2,003,708	2,010,336	2,016,872	2,012,987	2,001,048	2,001,733
Post Expire Copies Included In Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2010 – June 2011 data is unaudited. With each successive period new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

Qualified recipients are expectant and new parents. Copies are individually addressed and mailed via U.S. Postal Service. Copies are also sent in bulk quantities to obstetricians and pediatricians for redistribution to parents, as well as to maternity and infant care departments of select retailers for redistribution to expectant and new parents. Multi-copy same addressee copies audited only to the point of distribution, or a centralized office or headquarters, not to the end recipient. A distribution agreement not more than one year old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine in bulk for redistribution. Copies are also served digitally, recipients are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica – Editorial and design are unchanged from the original print edition.

**AVERAGE NON-QUALIFIED CIRCULATION: 21,581 COPIES**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	-	-	1,263,958	63.2	1,263,958	63.2
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	737,361	36.8	737,361	36.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	-	-	2,001,319	100.0	2,001,319	100.0
Single-Copy Sales _____	-	-	-	-	-	-
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
<b>TOTAL</b>	-	-	<b>2,001,319</b>	<b>100.0</b>	<b>2,001,319</b>	<b>100.0</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	-	-	414	100.0	414	100.0
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	-	-	414	100.0	414	100.0
Single-Copy Sales _____	-	-	-	-	-	-
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
<b>TOTAL</b>	-	-	<b>414</b>	<b>100.0</b>	<b>414</b>	<b>100.0</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 18, 2011
Walter Rosenthal, Consumer Marketing Director	State	New York
Debbie Mingo, Fulfillment Director	County	New York
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 18, 2011
<b>IMPORTANT NOTE:</b>	Type	CPJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	B001POJ1

## 2012 Media Kit



*Conceive* and *Babytalk Pregnancy Planner* operate as an annual flip publication, to reach more women at the moment they shift into the pre-conception and pre-birth mindsets. Content is presented with individual front covers and editorial voices – *Conceive* focuses on pre-conception and *Babytalk Pregnancy Planner* covers pregnancy.

The editorial content rides along as one single magazine, offering women a comprehensive resource as she anticipates and prepares herself for the world of motherhood.



ConceiveOnline.com re-launched in April 2011 and focuses 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**

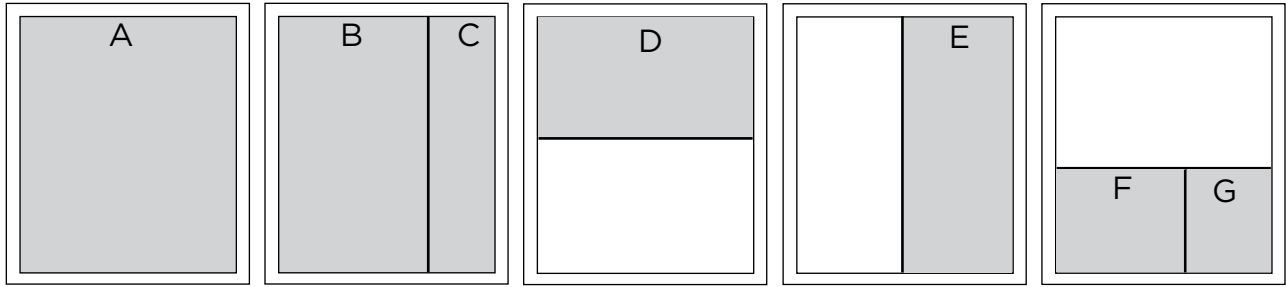
The *Conceive/Babytalk* Pregnancy Planner flip issue has a 2,400,000 annual circulation and will be 100% distributed through the OB/GYN channel from April 2012 through April 2013.

### **Details**

- Frequency: Annual issue
- Timing: April 2012 – April 2013
- Circulation: 2,400,000
- Distribution Channel: OB/GYN offices
- Magazine Specs: 6.75" x 9.125"
- National Ad Close: March 5, 2012
- Material Due Date: March 12, 2012
- Distribution Date: April 27, 2012

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

the  
parenting  
group



Unit Sizes	Non-Bleed (Live Area)	Bleed	Trim
<b>Spread</b>	12 1/2 x 8 5/8	14 x 9 3/8	13 1/2 x 9 1/8
<b>A Full Page</b>	6 1/4 x 8 5/8	7 x 9 3/8	6 3/4 x 9 1/8
<b>B 2/3 Vertical</b>	4 x 8 5/8	4 3/4 x 9 3/8	4 1/2 x 9 1/8
<b>C 1/3 Vertical</b>	1 3/4 x 8 5/8	2 1/2 x 9 3/8	2 1/4 x 9 1/8
<b>D 1/2 Horizontal</b>	6 1/4 x 4 1/16	7 x 4 13/16	6 3/4 x 4 9/16
<b>E 1/2 Vertical</b>	2 7/8 x 8 5/8	3 5/8 x 9 3/8	3 3/8 x 9 1/8
<b>F 1/3 Square</b>		4 3/4 x 4 13/16	4 1/2 x 4 9/16
<b>G 1/4 Page</b>	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: Stephanie Northcutt  
 Pregnancy Planner/Issue Date  
 Bonnier Corporation  
 460 N. Orlando Ave, Suite 200  
 Winter Park, FL 32789  
 407-571-4950

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](http://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](http://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 blue line of the planned insert to the following address, allowing a 3-day turnaround, to the attention of:

Attn: Stephanie Northcutt  
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 Stephanie Northcutt 407-571-4950 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.

## 2012 AD CLOSES

<b>ISSUE</b>	<b>APRIL</b>
<b>NATIONAL AD CLOSE</b>	03/05/12
<b>AD MATS DUE</b>	03/12/12
<b>ON SALE DATE</b>	04/27/12

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

Extensions for receipt of materials may be requested by contacting Stephanie Northcutt, Production Department 407-571-4950.

**FOR RATE INFORMATION PLEASE CALL 212-779-5302**

**Contact: Stephanie Northcutt  
Production Manager  
(407) 571-4950**

**E-mail: [stephanie.northcutt@bonniercorp.com](mailto:stephanie.northcutt@bonniercorp.com)**

## 2012 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:** 5" (face to spine) x 4" (head to foot)

**Maximum requirement:** 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: STEPHANIE NORTHCUTT**

**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 STEPHANIE NORTHCUTT (407) 571-4950 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.

## 2012 INSERT DEADLINES

<b>ISSUE</b>	<b>APRIL</b>
<b>NATIONAL AD CLOSE</b>	03/05/12
<b>WE PRINT MATERIALS DUE IN NY</b>	02/22/12
<b>SUPPLIED INSERTS DUE AT BROWN</b>	1st BINDING 04/04/12
	2nd BINDING 10/04/12

PRIOR TO SHIPPING PRINTED MATERIALS, PLEASE CONTACT STEPHANIE NORTHCUTT AT (407) 571-4950 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

## 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](http://bonniercorp.com) (for media kits and other details).

