

2012 Marketing Programs

Themed Monthly Issues

Each month, Parenting brings a uniquely themed issue to readers with a special advertorial section. Advertisers receive one (1) brand ad with one (1) custom advertorial adjacent to their brand ad within the section.

Mom Congress

A pro-social movement that improves our nation's schools, celebrates and connects parents, shines a spotlight on their achievements, provides valuable resources, creates positive change in education, and empowers millions more to do the same.

Seeds of Hope

Program capitalizes on the authority and reach of *Parenting*, the eco-friendly message and buzz surrounding the film adaptation of Dr. Suess' classic book *The Lorax* and the philanthropic commitment of The American Heart Association's the Teaching Gardens.

Fashion Carousel

A unique fashion event designed to showcase key spring fashions in a never-been-done-before way. Styled by *Parenting* editors, the Fashion Carousel will take place against the spectacular background of the Manhattan skyline. As a featured fashion brand, your clothing will be modeled in several head-to-toe looks by kids on the carousel.

Real Road Trip Adventures

A family road trip is definitely an adventure, not only because of the amazing sites and family bonding, but also because of the inevitable "detours" traveling with kids entails! From the bathroom stops to the constant entertainment, Parenting and our partners will bring this "reality road show" to life via a yearlong program.

Arthur's One World

Celebrating the many cultures of the world, PBS KIDS and *Parenting* bring you a multi-platform program designed to reach moms with kids 2-8 years old to help them learn about and celebrate the many cultures of the world. It is anchored in the popular *Arthur* and *Postcards from Buster* series on PBS KIDS.

Back-to-School

Parenting is the back-to-school resource for moms with loads of practical tips, organizational tools and helpful advice to get everyone off to a smart start when heading back to school.

The Parenting Group

2 Park Avenue, 10th floor

New York, NY 10016

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World's Biggest Playgroup

Celebrate with *Babytalk* and *Parenting* Early Years at World's Biggest Playgroup. This high-traffic mall event for families provides a free day of play, live entertainment, product samples, hands-on activities and games, raffle drawings and more.

Celebrate the Season

Parenting's holiday program includes in-book promotion as well as custom booklet distribution to strategically reach families during the holiday season.

Family Health

Our editors will dive into one health issue per month in an exclusive 8-page custom insert in *Babytalk*. Distributed to pre-qualified doctor's offices, advertisers will receive brand ads and advertorials throughout the insert along with "brought to you by" logo inclusion on the cover.

More for Mom

Our monthly in-book and online promotional pages in *Babytalk*, *Parenting* Early Years, *Parenting* School Years and on Parenting.com is where advertisers can provide moms with the latest product information, up-to-date sweepstakes and contests, and special offers.

Starch Custom Advertising Research (measured each month in *Parenting*)

A powerful tool used to understand the effectiveness of ads, providing valuable information from the readers of *Parenting*. In addition to standardized questions, Starch offers advertisers the opportunity to customize research for client-specific needs.

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2012 Marketing Calendar

<p>February: Genius Cool products and brilliant ideas for today's modern family.</p> <p>PBS Kids/Arthur's One World [full year opportunity] {paid}</p> <p>Marketing Section: "That's Genius!"</p> <p>Parenting.com "Genius" package {paid}</p> <p>More for Mom</p>	<p>March: Style What's cool and covetable, from products to ideas.</p> <p>Fashion Carousel</p> <p>Marketing Section: "Modern Makeover"</p> <p>Parenting.com "Style" package {paid}</p> <p>More for Mom</p>	<p>April: Natural Celebrating what's gentle and good for your family.</p> <p>"Seeds of Hope" {paid} [Lorax/The Teaching Garden]</p> <p>Marketing Section: "One small change"</p> <p>Parenting.com "Natural" package {paid}</p> <p>More for Mom</p>
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<p>May: Culture How to raise smart, well-rounded kids in a global community.</p> <p>Mom Congress {paid}</p> <p>Marketing Section: "Head of the Class"</p> <p>Parenting.com "Culture" package {paid}</p> <p>More for Mom</p>	<p>June: Dads In honor of Father's Day, we put the spotlight on pop.</p> <p>Marketing Section: "DIY with Dad"</p> <p>Parenting.com "Dads" package {paid}</p> <p>More for Mom</p>	<p>July: Vacay Tips, destinations, gear for the traveling family.</p> <p>Marketing Section: "Travelin' Tips"</p> <p>Real Road Trip Adventures</p> <p>Parenting.com "Vacation" package {paid}</p> <p>More for Mom</p>	<p>August: Health & Fitness Raising the Fit Generation.</p> <p>Fit Generation {paid}</p> <p>Marketing Section: "Work it out"</p> <p>Parenting.com "Health & Fitness" package {paid}</p> <p>More for Mom</p>
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<p>September: Back to School Get set for your kid's smartest school year yet.</p> <p>Back to School program</p> <p>Marketing Section: "Back to School"</p> <p>Parenting.com "Back to School" package {paid}</p> <p>More for Mom</p>	<p>October: Halloween Tricks and treats for the real start of the holiday season.</p> <p>World's Biggest Playgroup (PEY) Costume Party!</p> <p>Marketing Section: "Harvesting Time"</p> <p>Parenting.com "Halloween" package {paid}</p> <p>More for Mom</p>	<p>November: Foodie Growing kids who appreciate the good stuff.</p> <p>Marketing Section: "Plugged in to Giving"</p> <p>Parenting.com "Foodie" package {paid}</p> <p>More for Mom</p>	<p>December/January: Traditions Celebrations and traditions with a modern twist.</p> <p>Celebrate the Season</p> <p>Marketing Section: "Celebrate the Season"</p> <p>Holiday Essentials Gift Guide</p> <p>Parenting.com "Traditions" package {paid}</p> <p>More for Mom</p>
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MomConnection® Overview

Tap into Mom Connection, our opt-in social network of moms looking to share their thoughts on every aspect of their lives—woman, friend, partner, colleague and (of course) mom. *Parenting*, *Babytalk* and *Parenting.com* define the latest trends for this ever-evolving market—connect with our trendsetting audience:

- **Quick Polls:** up to five questions with answers within days—or even hours
- **Full Surveys:** in depth market trends, behavior and attitudes
- **Mom Test Labs:** sample your product and gain insights from real mom reviews
- **Brand DNA Analyses:** how moms differentiate competitive products
- **Mom Meter:** test your creative for any medium that can be served online
- **Pre- and Post-Research:** two-part analysis that track a campaign's impact
- **NEW! *Parenting's* Mom-Tested:** Our editors vet products through real moms and their families to be sure we deliver the latest, best-in-class products to our modern mom audience. Put your brand to the test and gain access to our *Parenting* Mom-Tested Seal of Approval:
 - o Press Materials
 - o Packaging
 - o Point of Purchase
 - o Advertising (Broadcast, Online, Print)

Contact us today to enlist our panel to share their ideas information and even influence product design and development through answers to surveys accessed through our site.

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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).

