

American Baby®

FIRST
YEAR
OF LIFE

HELLO, BABY!
A Look at Your
Not-So-Fragile
Newborn

6 Months
& Sitting
Pretty

CURIOSITY KID
Discovering
The World
And Making
Mischievous

The First Step
When Will Baby
Start to Walk?

Want
More?

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firstyearoflife.com
for an e-magazine
version

How Your Baby
Grows From
BIRTH TO 1ST BIRTHDAY

american
baby

Mom to mom. Woman to woman.®

the first year of life



3,000,000 annual circulation - 3 printings a year

Written by the editors of American Baby, **First Year of Life** provides new moms with everything they need to know about the Unique month-by-month format offers targeted ad positioning in the month most relevant to your product message.

Distributed by nurses in 4,000 maternity wards through the American Baby Sampler for New Parents.

demographic profile

New moms	100%
Median age	27
Any college	65%
First-time parent	54%
Child 2-5	67%

