

American baby

OCTOBER 2007

MOM TO MOM. WOMAN TO WOMAN.®

Open Wide

Solid advice
on feeding

Tricks to
Making Easy
Halloween
Costumes

Division of Labor

How to get Dad
to do his share

style
for a good cause

Get Hip Get Green bag
(\$25 for 5); a percentage
to the Green Ambassadors.



THE BEST BABY PRODUCTS

OUR READERS PICK THEIR FAVORITES



editorial mission

American Baby celebrates the thrill-of-a-lifetime experience of pregnancy and new motherhood and helps readers approach the first important years of their baby's life with confidence. *American Baby* surrounds young moms with smart advice and friendly support—we're there to answer a question, offer a laugh and connect women mom-to-mom so they can share real-world lessons and inspiring stories. We take the worry out of parenthood so new moms can enjoy the fun. *American Baby* delivers!

circulation

With a circulation of 2 million and a total readership of over 6.7 million, *American Baby* is the leader by far in its category. With over 200,000 new subscription requests each month and no "free renewals," your message always reaches a fresh audience that is ready to buy. Delivering to both expectant and new moms, *American Baby* is distributed in all the right places, at just the right times—at home, inside OB/GYN and pediatrician offices, at retailers or through American Baby Alliance.

direct buying power

American Baby readers are a responsive audience, anxious to buy a variety of items for a new life stage.

- Almost all (96%) made a direct purchase (mail, phone or online) in the past year
- They averaged 12 direct purchases, 46% higher than the national average
- 91% took action as a result of reading an article/ad
- 73% visited a website mentioned in an ad

audience profile

rate base	2,000,000
readership	6,734,000
frequency	12 times
median age	30 years
median household income	\$49,102
own home	49%
median home value	\$162,367
female/male ratio	90/10



American Baby

Healthy Pregnancy, Happy Baby

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2012 Closing Dates

Issue	Closing Date/Materials Due	In-Home Date
January	11/7/11	12/23/11
February	12/6/11	1/20/12
March	1/6/12	2/17/12
April	2/6/12	3/21/12
May	3/6/12	4/20/12
June	4/6/12	5/18/12
July	5/7/12	6/20/12
August	6/6/12	7/20/12
September	7/6/12	8/21/12
October	8/6/12	9/20/12
November	9/6/12	10/19/12
December	10/5/12	11/19/12



Audience Profile

American Baby

	Audience (000)	Composition (%)	Index
Adults	6,347	100	100
Women	5,694	89.7	174
Age 18–34	4,139	65.2	213
Age 18–49	5,756	90.7	155
Median Age	31.5	—	—
Median HHI	\$43,563	—	—
Employed	3,596	56.7	95
Married	3,464	54.6	100
2+ Children in HH	3,081	48.5	205
Child <1 Year	1,241	19.6	503
Pregnant With Child <1 Year	1,694	26.7	937
First-Time Moms	833	13.1	900

Put your product in front of
6.1 Million Moms

american
baby

American Baby magazine is a complete reference for expectant and new parents, focusing on all facets of childcare. Each issue of American Baby addresses the health and medical issues of pregnancy, childcare and new product reviews.



About the Magazine

Published 12x year
6.1 Million Readers
2,000,000 Circulation

About the Reader

Women: 90.2%
Age: 18-34: 64.8%
Age: 18-49: 90.8%
Median Age: 31.3
Median HHI: \$45,328
2+ Children in Household: 47.1%

Rates

Display Rates:

\$2,650.00 per inch (2.25" w x 1" h)

Classified Rates:

\$48.95 per word / 14 word minimum



Simply complete the order form and fax it back to us at (352) 597-6201 or mail it to: America's MediaMarketing, 13169 Jacqueline Rd., Brooksville, FL 34613. Or call (800) 675-7636.

**How to Place
Your Ad**