

# Babytalk Pregnancy Planner



Parenting **babytalk** Parenting.com

# The Pregnancy Planner Difference

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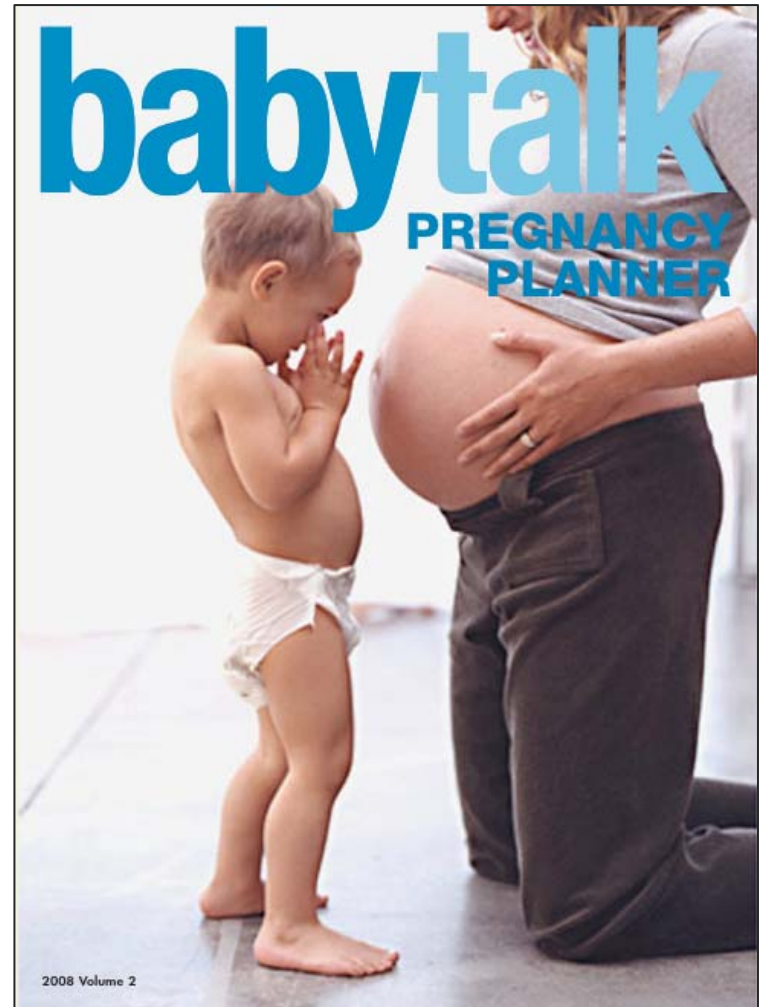
A must have, comprehensive tool to use throughout a woman's entire pregnancy.

The right time and place to reach her:

Distributed by the OB/GYN at her first appointment when she is hungriest for vital, trusted information

Editorial that is about her:

Unlike many pregnancy resources that focus primarily on the babies development, Pregnancy Planner is dedicated to the women - how her pregnancy is changing her body and her life.



# More Personal, Useful & Beautiful in 2009

## More interactivity and personalization

New worksheets, tracking charts, pullouts based on the best tools available on Parenting.com

## New more user friendly size

Portable and discrete for use early on before you've shared your news

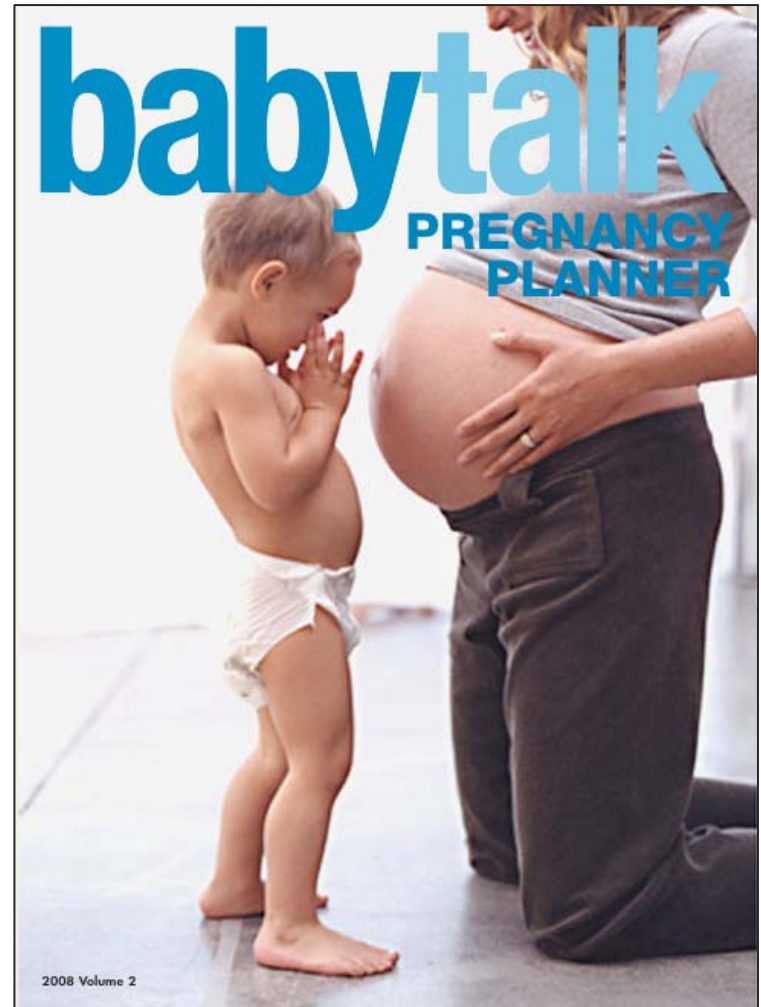
75% of moms told us they preferred a digest size for Pregnancy Planner

New heavier paper stock

## New photography

Covers will telegraph a real family moment

Real, modern images throughout the magazine



# “help! what can I

a panic-free guide to food safety, from sushi to chardonnay

had dreams that I'd eaten sushi when I was pregnant," says Ginny Gallo-Dowdakin of Sleepy Hollow, Illinois. "I would wake up in a panic since I knew it wasn't allowed." Figuring out what you're permitted to eat and avoiding the forbidden foods can truly be a nightmare for moms-to-be. It seems like every day, there's a story in the news about yet another favorite food that's been declared off-limits for pregnant women, leaving you scared to take a bite of anything lest it be on the list. It's enough to make a woman lose her mind. Below, see how other moms-to-be have coped.

## eating in the closet

If you're waiting until your second trimester to share the news of your pregnancy, as many women do, you're forced to hide all your quirky new food fears so that others won't discover your secret. "I was at a fancy dinner party where

Crave a little hooch—or soap? (Some women do!) There are still plenty of other things you can eat



by Stephanie Wood  
photographs by Brian Haglwara

the first course was a plate of raw beef carpaccio," says one mom from Chappaqua, New York. "I basically had to act like I was a crazy person to get out of eating it. I'm nuts when it comes to certain foods," I told anyone who would listen. It's really silly. I won't eat anything raw. I'm so sorry." They all thought I was loony, but at least they didn't suspect I was pregnant."

Tiffany Lankford of Garland, Texas, had a more direct approach. "When I was served something I shouldn't eat, I would say that I had already eaten and was too full."

Most of the time, though, you don't have to play crazy or stuffed. Try to make some easy substitutions for the risky foods, suggests Susan Moores, a dietitian in Minneapolis. If you're out for sushi with a friend, order the California roll (which is made with cooked fish). Get a grilled-chicken sandwich instead of a deli-meat one. Have yogurt as a snack instead of that soft mystery cheese. You may feel there's a flashing neon sign overhead alerting everyone to the reason behind your food choices. But really, no one will notice.

## food frustrations

Even once your secret is out, things don't get much easier. "I was paranoid about everything that I ate, chewed, or drank," confesses Tara Robison of Johnstown, Pennsylvania. "Eating out was near impossible—I was convinced the chef would see my pregnant belly and try to poison me. Yes, I was weird!"

Not so weird. Bec Mullaney of Poughkeepsie, New York, was similarly tormented. "I gave up all deli meat because I know you're not supposed to eat it. But, of course, my most intense cravings were for—that's right, you guessed it—sandwiches! I wanted turkey, ham, salami, and roast beef in the worst way. It got so dire that my husband would only eat sandwiches in secret." (Too bad nobody told Bec she could eat her favorite cold cuts if she heated them until steaming. Her hubby could have eaten his sandwiches in public!)

Still, the point is that just knowing they can't have something makes some women want it all the more. Ginny Gallo-Dowdakin, the mom-to-be who dreamed about sushi, wasn't even a big fan of the fish dish before she found out she was expecting. But then, she says, "I craved it like never before." >

if I'd known then what I



Jonesing for a cocktail? Try frozen lemonade in a martini glass instead



## bottle-feeding 101



### what you need...

- Formula or expressed breast milk
- About four 4-ounce bottles
- About four 8-ounce bottles
- A few extra nipples (newborn or slow-flow)
- Bottle liners (if you use this style)
- About 12 burp cloths
- Bottle and nipple brushes
- A plastic dishwasher basket for holding nipples, caps, rings
- An insulated bag and/or cold pack for taking liquid formula on outings

### what you don't...

- A bottle warmer (convenient, but a pan of hot water works just as well)
- A bottle sterilizer (just boil new bottles before first use)
- Bibs (your cloths can do double duty until your baby starts solids)

### GETTING STARTED



Most babies drink out of a bottle at some point. Even if you're nursing, you may choose to express breast milk (so that your partner or a caregiver can help with feedings), supplement with formula, or eventually wean.

Here's what you need to know to bottle-feed your baby full- or part-time.

### REALITY CHECK

**Bottle-feeding doesn't have to be a lot of work. We bust some common (and time-consuming) myths:**

**Myth:** You need to sterilize bottles and nipples.

**Reality:** Only the first time you use them (unless you use well water or have concerns about your local water supply). After that, you can just put them in the dishwasher or wash them well with soapy hot water.

**Myth:** You need to boil the water you mix with formula or use bottled water instead.

**Reality:** It depends on what's flowing from your tap. If you have well water or are concerned about your local water supply, your pediatrician will likely recommend boiling. If you have municipal tap water with fluoride, bottled water is the better choice for your baby's first six months. It can help prevent fluorosis, a discoloration of still-developing baby teeth. Got city water without fluoride? You're good to go. And finally, if you live in an older home with lead-based pipes or solder, either use a carbon filter certified to remove lead, or go for bottled. Boiling the water will only increase the concentration of the metal. One thing to keep in mind: Most bottled water is not sterile, so if you're using it to make formula for a newborn, you may want to boil it anyway. The guidelines: Let it boil for about a minute, then allow it to cool down before mixing it with your baby's formula. To save some time, you can boil a batch big enough to feed your baby for 24 to 48 hours, and store it in a well-cleaned empty container.

**Myth:** You must keep your baby's formula cold when you go on any outing or trip.

**Reality:** Not always. You can skip the cold pack if you know you'll be feeding premixed formula within one hour of taking it out of the fridge. Or bring along premeasured amounts of powdered formula and water, and mix them right before serving. Some manufacturers even offer single-serving packages of powdered formula or individual bottles of ready-to-feed formula that you just open and pop a nipple on.

Photograph by Wendell T. Webber; illustration by Alla Anisid

## finding a formula

### which one is best for you and your baby?

The government makes sure that any product labeled "infant formula" is safe and nutritious. You'll want one with iron (unless your doctor recommends otherwise), but beyond that, it's a matter of your baby's health needs, cost (ready-to-feed is pricier than powdered, for example), and personal choice. Here's a guide:

TYPE	WHAT IT IS	PROS	CONS
<b>Cow's-milk</b>	Doctors usually recommend a cow's-milk-based formula first because it most closely resembles breast milk, is the best source of protein, and has the most efficiently absorbed calcium.	Since it's widely used, there are many options in size, price, and convenience. Often available at discount warehouses.	Some babies with colic, allergies, or digestive difficulties may not tolerate it. Discuss the alternatives below with your doctor.
<b>Lactose-free</b>	Cow's-milk formulas for babies who are sensitive to lactose, which can cause fussiness, gas, and/or diarrhea.	Very helpful for lactose-intolerant infants; several of these brands are also enhanced with DHA and ARA (see below).	More expensive, and may be harder to find.
<b>Hypo-allergenic</b>	Cow's-milk formulas made with predigested proteins (broken down into their most basic elements), for severely allergic infants or those with gastroesophageal reflux disease.	Very helpful for babies with more severe allergies and digestive difficulties.	More expensive, and the taste is less appealing.
<b>Soy-based</b>	Soy protein is used in place of cow's-milk protein. There is some concern about the phytoestrogens in soy, but for now, the American Academy of Pediatrics considers it safe.	It's an option if you don't want your child to eat animal products, or if your baby has a rare condition called galactosemia.	More expensive, and researchers don't yet know if the phytoestrogens in soy could have long-term effects.
<b>DHA- and ARA-enhanced</b>	The polyunsaturated fatty acids DHA (docosahexaenoic acid) and ARA (arachidonic acid), present in breast milk, aid in the development of the brain, eyes, and nervous system.	Mounting evidence supports the brain-boosting benefits of DHA and ARA.	More expensive.
<b>Organic</b>	Organic brands contain all the nutritional value of other types of formula but are produced without hormones or pesticides.	Peace of mind for parents who want to keep their baby's diet as pure as possible.	More expensive, and may be harder to find.
<b>Generic vs. brand-name</b>	While there may be a few slight differences in makeup, both generic and brand-name formulas provide the same nutrition and must be approved by the Food and Drug Administration.	Cost savings.	Generic formulas may not come in as many varieties (lactose-free, etc.).

# daily diary

Workbook

Keep track of your baby's eating and sleeping habits:

DATE: \_\_\_/\_\_\_/\_\_\_

WAKE-UP TIME: \_\_\_\_\_

**DURATION OF FEEDING:**  
 First breast: \_\_\_\_\_ minutes  
 Second breast: \_\_\_\_\_ minutes

Started on:  left side  right side

Bottle-feeding: \_\_\_\_\_ ounces

**DIAPER DUTY:**  
 Changed:  yes  no  
 urine  B.M.

**YOUR BABY'S MOOD:**  
 quiet but alert  playful and alert  
 cranky  drowsy

AWAKE ACTIVITIES: \_\_\_\_\_

**IF YOUR BABY WAS FUSSY:**  
 How long she cried: \_\_\_\_\_ minutes  
 What was she doing just prior to crying? \_\_\_\_\_

Describe the sound of her cry: \_\_\_\_\_

What calmed her down? \_\_\_\_\_

Next signs of sleepiness: \_\_\_\_\_

What did you do to help her wind down? \_\_\_\_\_

TIME SHE FELL ASLEEP: \_\_\_\_\_

WAKE-UP TIME: \_\_\_\_\_

**DURATION OF FEEDING:**  
 First breast: \_\_\_\_\_ minutes  
 Second breast: \_\_\_\_\_ minutes

Started on:  left side  right side

Bottle-feeding: \_\_\_\_\_ ounces

**DIAPER DUTY:**  
 Changed:  yes  no  
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**YOUR BABY'S MOOD:**  
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**IF YOUR BABY WAS FUSSY:**  
 How long she cried: \_\_\_\_\_ minutes  
 What was she doing just prior to crying? \_\_\_\_\_

Describe the sound of her cry: \_\_\_\_\_

What calmed her down? \_\_\_\_\_

Next signs of sleepiness: \_\_\_\_\_

What did you do to help her wind down? \_\_\_\_\_

TIME SHE FELL ASLEEP: \_\_\_\_\_

# health history

Workbook

Record your child's important health information—all in one place:

## WELL-CHILD EXAMS

Date: \_\_\_\_\_ Age: \_\_\_\_\_

Doctor: \_\_\_\_\_

Tests given: \_\_\_\_\_

Vaccines given: \_\_\_\_\_

Height: \_\_\_\_\_ inches \_\_\_\_\_ percentile

Weight: \_\_\_\_\_ pounds/ounces \_\_\_\_\_ percentile

Head: \_\_\_\_\_ inches \_\_\_\_\_ percentile

Prescriptions given: \_\_\_\_\_

Advice given: \_\_\_\_\_

Date: \_\_\_\_\_ Age: \_\_\_\_\_

Doctor: \_\_\_\_\_

Tests given: \_\_\_\_\_

Vaccines given: \_\_\_\_\_

Height: \_\_\_\_\_ inches \_\_\_\_\_ percentile

Weight: \_\_\_\_\_ pounds/ounces \_\_\_\_\_ percentile

Head: \_\_\_\_\_ inches \_\_\_\_\_ percentile

Prescriptions given: \_\_\_\_\_

Advice given: \_\_\_\_\_

## SICK VISITS

Date: \_\_\_\_\_ Age: \_\_\_\_\_

Doctor: \_\_\_\_\_

Symptoms: \_\_\_\_\_

Temperature: \_\_\_\_\_

Tests given: \_\_\_\_\_

Medications given: \_\_\_\_\_

Dosage: \_\_\_\_\_

Any side effects noted: \_\_\_\_\_

Other recommended treatment: \_\_\_\_\_

When to return: \_\_\_\_\_

Date of follow-up visit: \_\_\_\_\_

Duration of illness: \_\_\_\_\_

Date: \_\_\_\_\_ Age: \_\_\_\_\_

Doctor: \_\_\_\_\_

Symptoms: \_\_\_\_\_

Temperature: \_\_\_\_\_

Tests given: \_\_\_\_\_

Medications given: \_\_\_\_\_

Dosage: \_\_\_\_\_

Any side effects noted: \_\_\_\_\_

Other recommended treatment: \_\_\_\_\_

When to return: \_\_\_\_\_

Date of follow-up visit: \_\_\_\_\_

Duration of illness: \_\_\_\_\_

Find and print more daily diary and health history pages at [Parenting.com/babytalk](http://Parenting.com/babytalk)

# mom file

Workbook

Everything you need—just when you need it:

## EMERGENCY NUMBERS

Pediatrician: \_\_\_\_\_ Phone \_\_\_\_\_

Health insurance: \_\_\_\_\_ Phone \_\_\_\_\_

Nearest relative: \_\_\_\_\_ Phone \_\_\_\_\_

Police Department: \_\_\_\_\_

Fire Department: \_\_\_\_\_

Poison Control Center: 800/232-1222

## BABYSITTERS

1. \_\_\_\_\_ Phone \_\_\_\_\_

2. \_\_\_\_\_ Phone \_\_\_\_\_

3. \_\_\_\_\_ Phone \_\_\_\_\_

## PROFESSIONAL HELP

Lactation consultant: \_\_\_\_\_ Phone \_\_\_\_\_

Childcare center: \_\_\_\_\_ Phone \_\_\_\_\_

Other: \_\_\_\_\_ Phone \_\_\_\_\_

## CONVENIENCE SERVICES

Favorite takeout: \_\_\_\_\_

1. \_\_\_\_\_ Phone \_\_\_\_\_

2. \_\_\_\_\_ Phone \_\_\_\_\_

3. \_\_\_\_\_ Phone \_\_\_\_\_

Grocery delivery: \_\_\_\_\_ Phone \_\_\_\_\_

Pharmacy: \_\_\_\_\_ Phone \_\_\_\_\_

## WEBSITES WORTH BOOKMARKING

Babytalk magazine \_\_\_\_\_ [parenting.com/babytalk](http://parenting.com/babytalk)

The American Academy of Pediatrics \_\_\_\_\_ [aap.org](http://aap.org)

National Center for Infants, Toddlers, and Families \_\_\_\_\_ [zerotofive.org](http://zerotofive.org)

The LaLeche League \_\_\_\_\_ [lalecheleague.org](http://lalecheleague.org)

Breastfeeding help \_\_\_\_\_ [breastfeeding.com](http://breastfeeding.com)

Consumer Product Safety Commission \_\_\_\_\_ [cpsc.gov](http://cpsc.gov)

Online grocers \_\_\_\_\_ [peapod.com](http://peapod.com), [younggrocer.com](http://younggrocer.com)

Diaper and formula vendors \_\_\_\_\_ [drugstore.com](http://drugstore.com), [1800diapers.com](http://1800diapers.com)

# Circulation Overview

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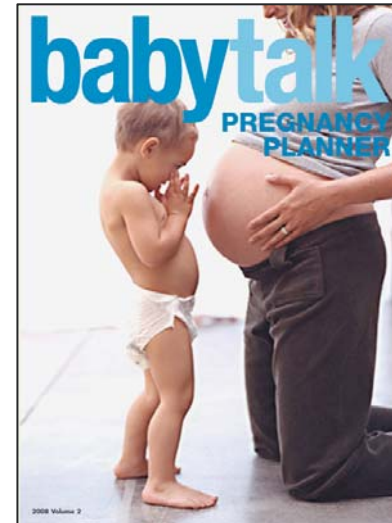
Babytalk Mom-to-Be/Babytalk Pregnancy Planner) serves as an introduction to our portfolio.

## Distribution

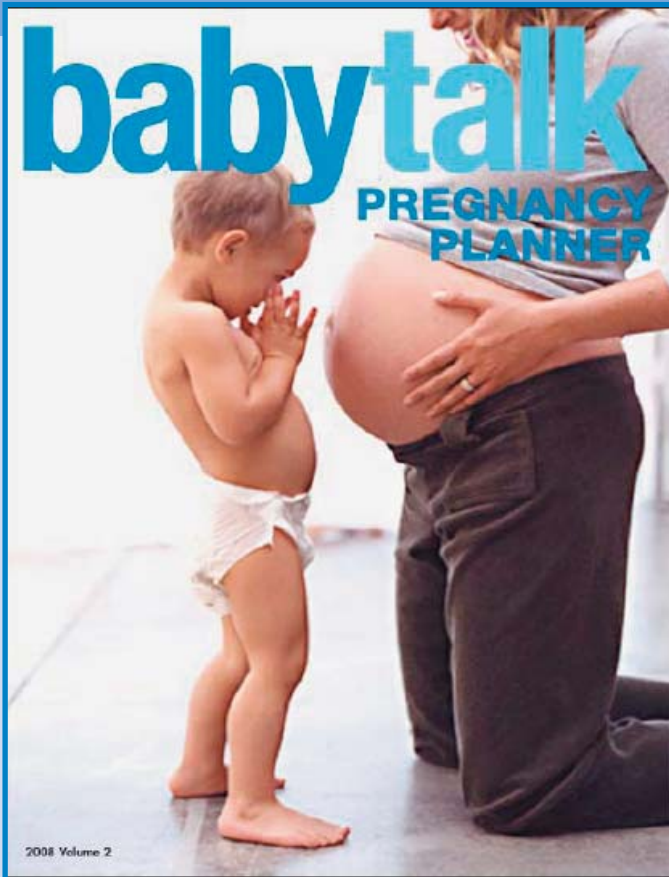
- 2,400,000 Pre-Qualified OB/Gyn offices
  - medical offices are qualified based on their specialty and the # of births or visits per month

## New closing/on sale dates

- One close date: February 26, 2011



2,400,000 Total Circulation



## **babytalk pregnancy planner**

Published 1x year  
1,200,000 Paid Circulation

### **ADVERTISING RATES**

**Display Rates:**

\$2,260.00 per inch

**Classified Rates:**

\$28.95 per word / 14 word minimum

### **ABOUT THE READERS**

Female Readers: 99%  
Expecting First Child: 63%  
Experienced Mother: 36.6%

## **babytalk pregnancy planner**

Parenting's babytalk pregnancy planner is the first prenatal magazine for 61% of readers. The first magazine a pregnant woman reads and the only all-trimester prenatal magazine, endorsed by physicians everywhere.

### **Some Letters From Our Advertisers...**

We have been advertising in this magazine for many years and would recommend America's Media Marketing to all who want to grow their business.

We are going to be working with the fabulous folks at America's Media Marketing for many, many years to come and recommend them to everyone without reservation.

*Mark Weiss*

We at New Native Baby Carrier advertise through this magazine. These ads always bring in a great amount of calls and orders. We are happy with the response that we get, and we will continue to advertise with them.

*Nancy Main*

## **HOW TO PLACE YOUR AD**

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

ISSUE

CLOSE DATE

ON-SALE

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*If you have any questions,  
please call your representative:*

**Or call (800) 675-7636**