

**Welcome to
Fit Pregnancy's
2010 Online Media Kit**

*The way to
connect
with the
entry point
market to
build lifelong
relationships.*



Fit Pregnancy Delivers

Our unique "Healthy Mom, Healthy Baby" focus makes *Fit Pregnancy* the premier magazine specifically written for this evergreen market.

We address concerns about how to stay healthy, eat right and look great while expecting and how to get back into shape after delivering. We also offer the essentials for new parenting and infant care through baby's first year.

New parents also turn to *Fit Pregnancy* as a source of product information. We create a bond with our reader by providing them with the most credible resources available. They trust our philosophy of supporting only those products that make the parents' life easier and baby's life healthier and happier.



Award-Winning Editorial

Published six times a year, *Fit Pregnancy* has been presented with top honors by the prestigious **National Information Health Awards**, **Maggie Awards** and **The Society of Publication Designers Award** for magazine excellence.



Access a dynamic market you can't afford to miss, as she...

Prepares for baby's arrival

86% are pregnant

- 25% first trimester
- 47% second trimester
- 27% third trimester

Makes purchasing decisions

86% plan to register for baby products

Fit Pregnancy readers register in the following trimesters:

- 30% Third Trimester
- 61% Second Trimester
- 9% First Trimester

Develops new brand loyalties for her growing family

41% have one or more children in the household

- 25% birth-1 year
- 36% 1-2 years
- 35% 3-5 years

88% of *Fit Pregnancy* readers continue to read *Fit Pregnancy* for 6 months or more after giving birth

2009 *Fit Pregnancy* Reader Survey, Beta Research

Your brand can top their shopping list!

- On average, every day **16,000 pregnant women** enter the marketplace.
- In 2005 there were over **4.1 million new births** in the U.S.*
- U.S. spending on babies is a **\$28 billion industry**.
- Families spend over **\$11,000** during the first year of a baby's life on baby products alone!

Source: Health and Human Services Department, U.S. Department of Commerce
*CDC "Preliminary Births of 2005" News release



The Most Desired 2.4 Million Readers – At-A-Glance*

Professional
Employed 65%

Young
Median Age 30
82% Age 18 to 34

Affluent
Average HHI \$76,050
HHI \$50,000+: 57%

Educated
Attended/Graduated
College+ 85%

Source: 2009 Fit Pregnancy Reader Survey, Beta Research

*MRI, Doublebase 2008

**MRI, Doublebase 2009

A new lifestage creates new needs

- **22%** of *Fit Pregnancy* readers first pick up the magazine when they are trying to conceive
- **62%** of *Fit Pregnancy* readers are first-time parents/parents to be
- **86%** of *Fit Pregnancy* readers are currently pregnant

Fit Pregnancy attracts top-tier advertisers including:

| | | | |
|-----------------|------------------|------------------|---------------------|
| Avent | Babies R' Us | Beef Council | Cord Blood Registry |
| Dodge Caravan | Earth Shoes | Enfamil | Fisher-Price |
| Graco | K-C/Huggies | J&J/Aveeno | Mother's Work |
| Musela | Nestle | P&G/Dreft | P&G/Pampers |
| Playskool | Playtex Products | Prince Lionheart | Stokke |
| Stuart Prenatal | Target | | |



PLUS: Baby gear and nursery items, maternity fashions, infant formula, baby food, cord blood banking and more.

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Fit Pregnancy

Published 6x year
500,000 Circulation

ADVERTISING RATES

Word Rate:

\$19.95 word (14 word Min.)

ABOUT THE READERS

Median Age: 29

Att/Graduated College: 85%

Average HHI: \$81,890

Employed: 68%

Pregnant: 87%

First-Time Mom: 61%

89% of Fit Pregnancy readers continue to read Fit Pregnancy after giving birth

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

If you have any questions, please call your representative:

Or call (800) 675-7636