

ENTER TO WIN MORE THAN \$2,500 IN FREE BABY GEAR ... SEE PAGE 20 FOR DETAILS

PREGNANCY & newborn

THE
truth
about
vaccines

Breastfeeding
SUCCESS

What you need
to know to
make it work

Easy ways
to have a
healthier
9 months

INSIDER VIEW

Victoria Recaño

gives us the scoop on her pregnancy

ASHLEE
SIMPSON'S
fabulous
nursery

BABY
SAFETY
GUIDE

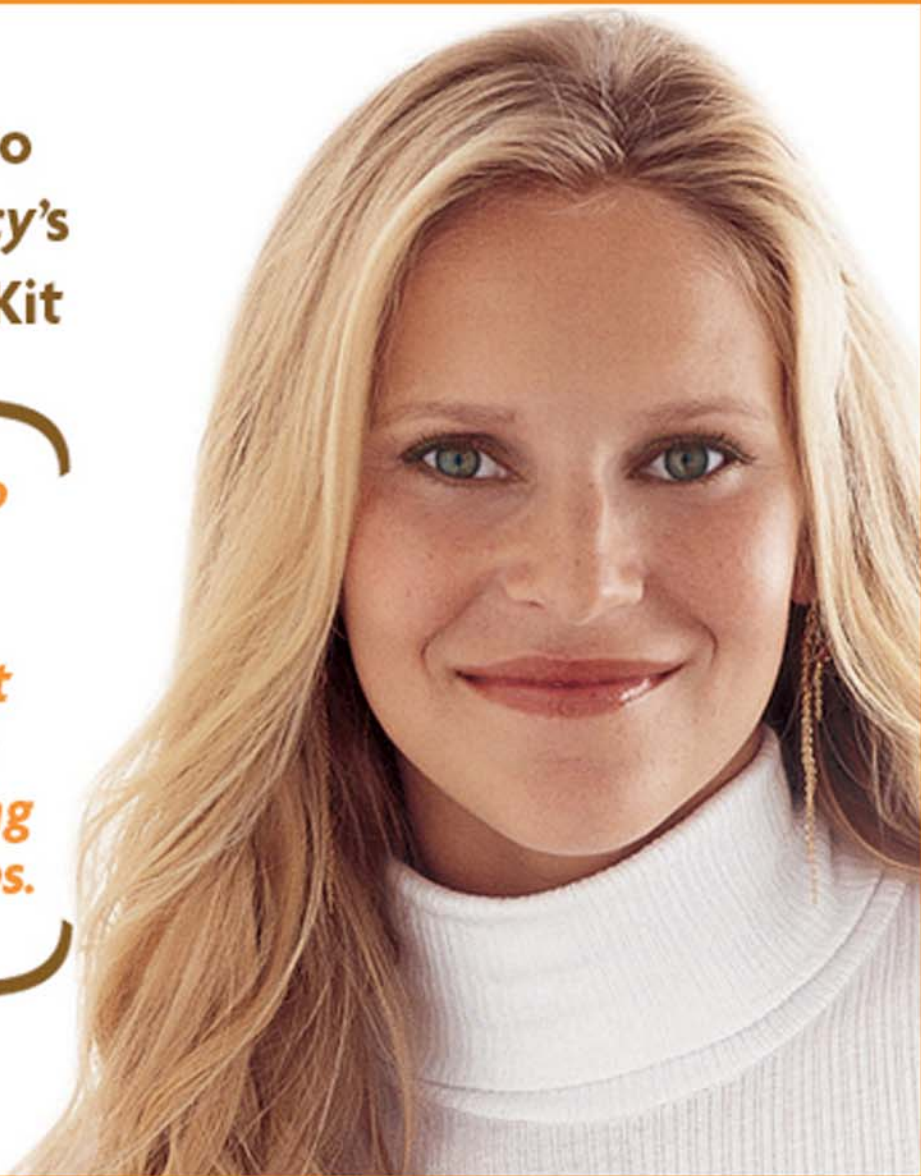
ONLINE
SHOPPING
TIPS *plus*

Our favorite
cyber stores



Welcome to
Fit Pregnancy's
2011 Media Kit

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



JUST THE FACTS

2011 Frequency: **Bi-monthly**

Rate Base: **500,000**

Distribution:

- Subscribers: **40,000**
- Newsstand: **70,000**
- Doctors' Offices: **390,000**
(prenatal and postnatal)

THE FIT PREGNANCY READER

Median Age: **30.0**

Average HHI: **\$75,420**

Att/Graduated College: **85%**

Employed: **65%**

Pregnant: 86%

- 1st trimester: **32%**
- 2nd trimester: **44%**
- 3rd trimester: **24%**

First-Time Mom: 64%

Kids in Household: **42%**

- Newborn to 6 months: **14%**
- 7-11 months: **7%**
- 1-2 years old: **36%**
- 3-5 years old: **38%**

90% of *Fit Pregnancy* readers continue to read *Fit Pregnancy* after giving birth

Source: 2010 *Fit Pregnancy* Survey, Beta Research.



**Category Leader
for the Entry
Point Consumer**

Fit Pregnancy
readership ranks

no.1

**For women who are
currently pregnant**

Sources: MRI Doublebase 2010.
Competitive Set: American Baby,
Babytalk, Parenting Early Years
Edition, Parenting, Parents.

Awards and Honors

MAGGIE AWARDS 2009

- Excellence in Category for Health & Fitness/Consumer
- Excellence in Category for Best How-To Article/Consumer:
 - 40 Weeks: Your Pregnancy Step-by-Step (Dec 2008/Jan 2009)
 - 5 Simple Steps to Going Green for Your Baby (June/July 2008)
- Excellence in Category for Best Regularly Featured Department, Section or Column/Consumer: Real Life Stories
- Excellence in Category for Best Overall Web Design/Trade & Consumer
- Excellence in Category for Best Regularly Featured Web or Digital Edition Column/Consumer: Crib Notes

NATIONAL HEALTH INFORMATION RESOURCE CENTER AWARDS 2009

Merit

- The Best Advice You'll Ever Get (Aug/Sept 2008)

THE JOURNAL OF CREATIVE EXCELLENCE AWARD

- Award of Excellence - Editorial

MEDICAL MARKETING & MEDIA AWARD 2008

GOLD

- Best Healthcare Consumer Publication

MAGGIE AWARDS 2008

- Best Health and Fitness Consumer magazine: "The Clueless Woman's Guide to Pregnancy" (Oct/Nov 2007)
- Best Table of Contents (Dec 2007/Jan 2008)

NATIONAL HEALTH INFORMATION RESOURCE CENTER AWARDS 2008

SILVER

- Nutrition Special Report: Mercury Rising? (Dec 2007/Jan 2008)
- The Clueless Woman's Guide To Pregnancy (Oct/Nov 2007)

MERIT

- Tri X Tri: A Guide To Your Pregnancy One Trimester At A Time (Aug/Sept 2007)
- Breastfeeding: A Smart Start (Aug/Sept 2007)
- Dreaming Of Sleep (Dec 2007/Jan 2008)
- It's Easy Being Green (June/July 2007)
- Labor & Delivery: When Childbirth Gets Scary (Feb/Mar 2007)

Fit Pregnancy

2011 Editorial Calendar


The following represents a quick glance at possible editorial themes and sponsorable editorial section opportunities for the 2011-2012 calendar year. All themes and sections are subject to change. Final editorial calendar will be released in Fall 2010.

NEW IN EVERY ISSUE:


“Ask Dr. Weil”

Premiere integrated medicine doctor, Andrew Weil, answers questions about pregnancy, baby health and motherhood. Ad adjacencies available.


FEBRUARY/MARCH 2011

- “The Basics”
- Fashion: Edgy Fashions
- Nursery
- Beauty Head-to-Toe Gatefold *
-  Fitness/Workout Tips*


APRIL/MAY 2011

- 2011 Buyer’s Guide
- Special “Flip” Issue
- Your Pregnancy A to Z
-  Prenatal Nutrition *


JUNE/JULY 2011

- Green Pregnancy/Your Healthiest Pregnancy
- Birth of a Father
-  Baby 911; Guide to Infant CPR *
- Nutrition Gatefold/Eating Plan*


AUGUST/SEPTEMBER 2011

- New Mom Survival Guide
- Walking Feature
- The Jeans Test
- “Reader’s Choice Registry” Gatefold*
-  Nursery *

OCTOBER/NOVEMBER 2011

- The Essentials/Gear Guide
- Baby Fashion
-  Safety*

DECEMBER/JANUARY 2011-2012

- Getting through the holidays as a pregnant woman or new mom
- Holiday Fashion
- Toys
-  Breastfeeding on the go*



FIT PREGNANCY

500,000 Circulation



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.

Letters from our advertisers

I am a very satisfied customer of America’s MediaMarketing. I started advertising with them in November 2010, I was amazed with the overwhelming responses received from my magazine ads. My magazine ads went on sale in November the circulation will end on February 1st, 2011. To date I have made \$4,500.00 of pure profit income from my advertising sales; I have never been so happy! The responses came in as soon as my ad went on sale. The very same day I got three phone calls and to date over 45 orders. I highly recommend America’s MediaMarketing, they were friendly and were terrific in assisting me with designing my ads, it was so simple, easy, and fun!!!

~ M. Grant

ABOUT FIT PREGNANCY

Published 6x year
Circulation 500,000

ABOUT THE READERS

Median Age: 30
Average HHI: \$74,020
Att/Graduated College: 84%
Employed: 60%
Pregnant: 86%
First-Time Mom: 54%
89% of Fit Pregnancy readers continue to read Fit Pregnancy after giving birth.

ADVERTISING RATES

Display Rates:

N/A

Classified Rates:

\$19.95 per word / 14 word minimum

Gift Guide Rates:

N/A

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. Or call (800) 675-7636.