

BIG CITY MOMS PICKS

Favorite Product Picks from NYC's Premier Mom Group

Help spread the Word of Mom by being positioned as a favorite product featured at the Big City Moms "Biggest Baby Shower Ever".

Big City Moms members attend this elite shower to find the best products for themselves and their little ones. This program gives you the opportunity to get your products in front of expectant and new moms locally and nationally.

ADVERTORIAL BENEFITS:

- Advertorial unit in the February/March issue featuring BCM product picks. Layout will feature sponsor product shot, 20-25 words of copy and a url listing.
- Advertorial will also feature a sweepstakes overlay, where one winner can win a complete "BCM Picks" prize package, including all featured items (provided by sponsors).
- Advertorial content will appear online along with the sweepstakes. Opt-in names accumulated via the sweepstakes will be given to all sponsors.

DEDICATED EMAIL:

- All sponsors will be featured on a multi-sponsored dedicated to FitPregnancy.com users promoting the sweepstakes, event and online advertorial.

PARTNER/EVENT:

- *Fit Pregnancy* will work with, Big City Moms to include relevant copy points and important information on discussing products with fellow moms.
- Participant will receive a booth at one Big City Moms Biggest Baby Shower Ever.



FitPregnancy

American Media Inc., accepts checks, money orders, wire transfers, American Express, Visa, and MasterCard.

FEB
MAR

CLOSING DATE	11/16/2011
MATERIALS DUE	11/16/2011
ON-SALE DATE	1/16/2012
VALUE	\$50,000
NET RATE	\$10,000