

BREASTFEEDING ESSENTIALS

The Breastfeeding Essentials advertorial unit in the August/September issue features the most important and “essential” items for any woman who is breastfeeding or planning to breastfeed.

ADVERTISER BENEFITS

- 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 “Breastfeeding Essentials” prize package, including all featured items (provided by sponsors)
- Advertorial content will appear online, where sweepstakes entry and data collection/opt-in list will be solicited

The graphic is titled "BREASTFEEDING ESSENTIALS" and features several product categories with images and descriptions:

- Bandfree® Bottles**: For easy breastfeeding, the Bandfree™ bottle opens in all breastfeeding positions with no top to flip, only a soft, leak-proof, baby-friendly seal that fits perfectly in the breast. bandfree.com
- Amadeo Purely Yours Ultra Breast Pump**: Amadeo Truly Free Ultra™ breast pump with 2 Range-Ready™ breast shields and Breast Shields™. Features a new comfort design and a new range of breast shields. amadeo.com
- Mano Milk Plus and Nipple Cream**: Moisturize, soothe and protect your nipples. The perfect lock-in product for all breastfeeding situations. manomilk.com
- Milkies Milk Saver**: The award winning product is a breast cover that saves 1/2 ounce of milk. Call or visit our website for more information. milkies.com
- Simplex Breastfeeding Companion**: Designed by a lactation consultant and made in the USA, Simplex features a new comfortable, adjustable, and portable design. simplex.com
- One Angled Breastfeeding Pillow by Simplex**: Your best friend when you're getting into the breastfeeding position. simplex.com
- Simplex Topper Cover to Feature Disposable Breast Pads**: Designed for breast comfort, the Simplex Topper Cover is made of soft, absorbent fabric. simplex.com
- Pump & Style! Advanced - On-the-go Taste**: Milk is a healthy, delicious, and convenient source of nutrition for your baby. pumpandstyle.com
- MAM 2 oz. Anti-Colic Bottle**: The award winning product is a breast cover that saves 1/2 ounce of milk. Call or visit our website for more information. mam.com

A large text overlay on the left side of the graphic reads: "Enter to win all of these products-worth over \$1,000! go to fitpregnancy.com/freebies"

At the bottom, it says: "Go to FITPREGNANCY.COM/FREEBIES for more information and to enter to win the Breastfeeding Essentials prize package."

PARTNERS

- *Fit Pregnancy* will work with a partner such as **Best for Babes** to include relevant copy points and important breastfeeding tips in the advertorial
- *Fit Pregnancy* will work with **Best for Babes** or other partner to provide an event overlay and sampling opportunity to participating advertisers

**AUG
SEP**

FitPregnancy

CLOSING DATE	5/16/2012
MATERIALS DUE	5/16/2012
ON-SALE DATE	7/16/2012
VALUE	\$20,000
NET RATE	\$5,000