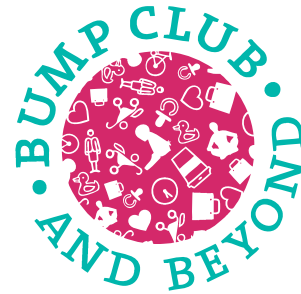


FitPregnancy

PREMIERE PARTNER: BUMP CLUB & BEYOND CHICAGO



Marketing

Fit Pregnancy is the exclusive national print media partner of Bump Club and Beyond in Chicago. Our unique relationship with this group of active, social and influential moms and moms-to-be, helps get your product into the hands of the right consumer at the right time. Bump Club and Beyond is the first and only social event company in Chicago for moms and moms-to-be. From Girls Night Out events, lunch & dinner seminars, discounted shopping, exercise classes and much, much more, they have something for every woman currently experiencing pregnancy and beyond.

In 2010, *Fit Pregnancy* launched our Buyer's Guide event with Bump Club and Beyond at Galt Baby and it was a huge success. Turn this page over for more details on how you can get involved in 2012!

Additional Opportunities to partner with *Fit Pregnancy* and Bump Club and Beyond:

- Event sponsorships (luncheons, seminars, dinners, expos, etc)
- Sampling
- Gift Bag Inclusion
- Sweepstakes and contests
- Social Media and PR
- Research and product testing

Call your sales representative to have a custom package designed for your brand today!

FIT PREGNANCY'S BUYER'S GUIDE EVENT 2012

Reach expectant and new moms through a customized event, centered around *Fit Pregnancy's* signature Buyer's Guide issue in April/May 2012 – our biggest issue of the year!

Your brand will receive exposure with the Bump Club and Beyond at Galt Baby in Chicago at this exciting event. Multiple level sponsorship packages are available and will be customized, based on your brand objectives.

In 2011, this event was sold out! Editor-in-chief Peg Moline answered individual questions and showcased products featured in the issue and on display at the event.

Consumers received stocked gift bags, got exclusive discounts the night of the event, experienced first-hand product demonstrations and more.

Opportunities for your brand include:

- Sampling, couponing and product display
- Sweepstakes, book signings, seminars
- Possible editor appearances
- Magazine distribution
- Custom signage/special purchase offers on featured products
- Timing: End of March or April
- 2 events: Mom's To Be & New Moms

Advertisers must be in the April/May Buyer's Guide issue to participate.

