

BUYER'S GUIDE

Our editorial product picks of the year

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

ADVERTISER BENEFITS

- Custom editorial section.
- Ad positioning within Buyer's Guide section in-book/online.
- Inclusion in promotional dedicated email to our list of 200,000+ online subscribers.
- Participation in the annual Buyer's Guide launch event in partnership with Bump Club & Beyond, at Galt Baby retailer in Chicago (March, 2012) - with special appearance by Editor-in-Chief, Peg Moline.
 - 2 events: Mom's To Be & New Moms
 - Sampling, couponing and product display available
 - Sweepstakes, book signings, seminars available
 - Magazine distribution
 - Custom signage/special purchase offers on featured products (if applicable)
- Your brand will be listed, with a direct link to the retailer or purchase page of your choice, on our "Shop the Buyer's Guide" online shopping page.
- Buyer's Guide event, section and online feature will be promoted on *Fit Pregnancy's* facebook/twitter pages, freebies page and via the websites, news-letters and social media pages of Bump Club & Beyond and Galt Toys + Galt Baby.
- Additional opportunities, based on final commitment, can include doctor direct cover stickers, Fan Friday promotions on Facebook and other elements that will meet your brand objectives.



APR
MAY

FitPregnancy

CLOSING DATE	1/18/2012
MATERIALS DUE	2/9/2012
ON-SALE DATE	3/19/2012