



FitPregnancy
a lil' taste

FIT PREGNANCY IS THE CATEGORY LEADER FOR THE ENTRY POINT CONSUMER!

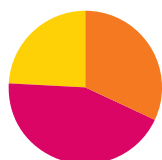
2011 Frequency **Bi-monthly**
Rate Base **500,000**

distribution

Subscribers **40,000**
Newsstand **70,000**
Doctors' Offices **390,000**
(pre & postnatal)

our readers

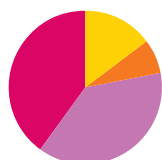
Median Age **30.0**
Average HHI **\$74,020**
Att/Grad College **84%**
Employed **60%**
Pregnant 86%



1st trimester 19.6%
2nd trimester 47.6%
3rd trimester 32.8%

First-Time Mom 54%

Kids in the House 46%



Newborn to 6 mo 11%
7-11 months 8%
1-2 years old 37%
3-5 years old 41%

87% of *Fit Pregnancy*
readers continue
to read it after giving birth