

# HOLIDAY GIFT GUIDE

*It's never too late to drive sales in 2012!*

Join the *Fit Pregnancy* Holiday Gift Guide in the December/January issue and on [fitpregnancy.com](http://fitpregnancy.com) to reach new and expectant moms as they are making their holiday buying decisions. Also, collect a valuable opt-in database of qualified entry-point consumers for your own CRM initiatives.

## CUSTOMIZED BRAND ADVERTORIALS

- Each participating brand will receive a 1/3 unit to run in the Holiday Gift Guide
- The 1/3 unit will be designed by *Fit Pregnancy* in a templated format
- Clients must supply a product shot, logo, 30 – 50 words of copy and URL
- The advertorials will drive readers to [fitpregnancy.com/freebies](http://fitpregnancy.com/freebies) to win all of the products featured

## PROMOTIONAL AD

- Each participating advertiser will receive logo exposure on the Holiday Gift Guide “Section Opener”
- The promotional page will feature a call to action for readers to enter to win a Holiday Gift Guide prize package (prizes supplied from all participating sponsors)

## ONLINE\*

- The “Holiday Gift Guide” promotional page will appear on [fitpregnancy.com](http://fitpregnancy.com)
- Each sponsor’s logo will link directly to their website or web page of choice
- Users will be encouraged to enter the Holiday Gift Guide sweepstakes online and opt-in for sponsors’ offers
- Opt-in names captured will be shared with all participating sponsors

## COST

- \$7,500 Net (5% discount for link from sponsor homepage to sweepstakes)

\*Special Q4 rates to supplement your Holiday Gift Guide participation with an incremental online media buy. Call your Advertising Manager today!

# FitPregnancy

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

DEC  
JAN

|               |            |
|---------------|------------|
| CLOSING DATE  | 9/19/2012  |
| MATERIALS DUE | 9/19/2012  |
| ON-SALE DATE  | 11/19/2012 |
| VALUE         | \$35,000   |