

REGISTRY ESSENTIALS

The essentials for everything mom & baby

Don't miss the opportunity to be featured in Registry Essentials! Your brand will be featured in a special product showcase advertising section and be positioned as a "must-have" item on every woman's baby registry. April/May is *Fit Pregnancy's* Buyers Guide issue.

IN-BOOK EXPOSURE

Sponsor will receive a product shot and 10 words of copy. The section will feature up to three (3) items maximum in each registry category, and is offered on a first-come, first-served basis. In-book section will direct readers online, where they can find out more about products and enter to win a complete registry package.

SWEEPSTAKES PROMOTION

Fit Pregnancy will select one winner who will receive the registry grand prize package of all featured products (sponsors must contribute product to prize package).

ONLINE EXPOSURE

To further promote your brand, *Fit Pregnancy* will feature the "Registry Essentials" program on *fitpregnancy.com* for 2 months. All sponsors' products will be featured online in a slideshow, where users can click on an item to go directly to your website. Users will also be able to enter to win the sweepstakes.

DATABASE OPPORTUNITY

Participating sponsors will be given access to the sweepstakes database of opt-in user names for future promotional usage.



APR
MAY

FitPregnancy

CLOSING DATE	1/18/2012
MATERIALS DUE	1/18/2012
ON-SALE DATE	3/19/2012
VALUE	\$25,000
NET RATE	\$5,500