

SUMMER ESSENTIALS

Summer Must-Haves

Whether our readers are going on a day trip or weekend getaway, they'll need a little help figuring out what they should buy to make their travel with a news baby a little easier. Position your brand as an essential that should be on every new or expecting mom's summertime wish list.

IN-BOOK EXPOSURE

Sponsor will receive a product shot, 20 – 25 words of copy, and URL listing. In-book section will direct readers online, where they can find out more about products and enter to win a complete summer essentials prize package.

SWEEPSTAKES PROMOTION

Fit Pregnancy will select one winner who will receive the summer essentials 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 "Summer Essentials" program on fitpregnancy.com for 2 months in the Freebies section. All sponsors' products will be featured online, where users can click on an item to go directly to your website. Users will 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.



JUN
JUL

FitPregnancy

CLOSING DATE	3/21/2012
MATERIALS DUE	3/21/2012
ON-SALE DATE	5/21/2012
VALUE	\$20,000
NET RATE	\$5,000