

Here's the **VALUE** in the **Baby Shop** **Value Plan Package!**

- **One full page color advertisement in each of the Spring/Summer and Fall/Winter print issues of Baby Shop (10,000 copies per issue) — TRADE**

Your advertisement is presented to independent baby product retailers nationwide. Baby Shop provides articles to help these store owners manage their businesses better, so instead of being lost in a sea of press releases, your advertisement stands out!

- **One New and Unique Product Directory color advertisement in each of the Spring/Summer and Fall/Winter print issues of Baby Shop — TRADE**

If you were a retailer and received a trade magazine that had a section titled, "New & Unique Product Directory", would YOU look through it? We think the answer is a resounding "YES!" This free advertisement gives you maximum exposure and allows you to highlight a different product from the one featured in your full page advertisement.

- **One full page color advertisement in six volumes of the Expectant Mother's Guide (90,000 total copies) — CONSUMER**

This component of the Value Plan package gives you unmatched benefit. Besides Baby Shop, we also publish the Expectant Mother's Guide series, a set of localized resource guides for first-time expectant parents. Guides are distributed to moms-to-be early in their pregnancy by local OB/Gyns and prenatal educators — before they have loyalties to certain brands or even know what products they may need!

As a Value Plan advertiser in Baby Shop, you get full page advertisements in six local editions of your choice. By highlighting your products directly with the consumer, you increase your sales. By bringing the local advertising effort to the attention of the local retailers, you may convince them to carry your product line since you can show that you are willing to assist them with some targeted local advertising for your products. The retail value of just the six complimentary full pages exceeds \$9500.

- **eBABY SHOP--- a quarterly companion newsletter to Baby Shop magazine. Transmitted to retailers nationwide who have signed up to receive newsletters on a regular basis. — TRADE**

Advertisers in Baby Shop get to submit complimentary product information for inclusion in 4 issues of eBabyShop. You are "in the face" of retailers four extra times with different products at no additional cost.

- **ePOSTCARD emailed to retailers before the industry trade show. — TRADE**

The ePostcard is a listing of ALL our advertisers along with their name, address, phone & fax number, email & web addresses, and BOOTH NUMBER. This is emailed to retailers TWICE before the trade show and encourages them to visit the booths of our advertisers.

- **eFLIPBOOK – email catalog sent post trade show to our subscribed retailers! — TRADE**

This electronic magazine is sent out to retailers AFTER the trade show with YOUR advertisement in it. When they are back at the store, retailers can review the eFlipbook at their convenience, without the sensory overload of hundreds of booths and thousands of products they have been exposed to at the show.

- **ONLINE PRODUCT UPDATE PAGE - a custom web page is designed to promote your products on www.BabyShopmagazine.com! — TRADE**

You can promote as many products as you like on these pages; however, we recommend that you do not exceed 10 pictures at any given time. Your advertisement in the print magazine has the restrictions of space, whereas the Product Update Pages do not have this disadvantage.

- **REGISTRY RESEARCH CENTER on www.ExpectantMothersGuide.com where moms can research the products she will need for pregnancy and baby! — CONSUMER.**

As an advertiser in Baby Shop, you will be listed on the Registry Research Center, which is maintained on the Expectant Mothers Guide homepage. Moms will get to see your products and research their features at this center. www.ExpectantMothersGuide.com gets over 20 million hits from approximately 1.5 million visitors each year.

- **ONLINE LISTINGS on www.FirstBabyMall.com, a cybermall for first-time parents — CONSUMER**

Our "product specific" pages attract first-time expectant parents. In addition to having educational product information, we have a detailed listing of manufacturers and suppliers. Advertisers in Baby Shop magazine get a linked listing in this section. Approximately a quarter of a million visitors come to this mall each year — and the number is growing!

- **EXTRAS!**

ONLINE LISTING(S) on www.BabyShopMagazine.com in all relevant categories that buyers use to navigate the site! — TRADE

ONLINE LISTING on www.ExpectantMothersGuide.com in all SIX AREAS — CONSUMER

INDUSTRY CALENDAR POSTINGS of your trade show schedule, product releases, and promotions to our extensive pool of retailers and buyers! — TRADE

FREE TYPESETTING of your print and online advertisements . . . this just makes your life easier!

Not ready to commit to the value plan yet? Do a single full page ad this Spring/Summer and get everything listed above except the advertisements in the Expectant Mother's Guides and the Registry Research Center listing!