



Baby & Kids

A Talcott Publication

magazine

2012 MEDIA KIT | ADVERTISING RATES | EDITORIAL CALENDAR

2012 EDITORIAL CALENDAR

JANUARY 2012

Winter Markets Show Issue

- Baby Skin Care
- Go Green!
- Leggings & Tights
- Licensed Products
- Nighttime Sleep Aids
- Plush & Puppets
- Toys & Puzzles
- Wall Art

Ad Reservations Due: 11/22/2011
Ad Materials Due: 12/01/2011

APRIL 2012

The Spring ABC Kids Expo Conference Issue

- Bottles & Sippy Cups
- Car Seats & Travel Accessories
- Fun in the Sun
- Monitors
- Nap & Sleep Sacks
- Socks & Shoes
- Toilet Training 101
- Wraps & Slings

Ad Reservations Due: 2/28/2012
Ad Materials Due: 3/06/2012

JUNE 2012

Summer Markets Show Issue

- B is for Boy
- Costumes & Party Time
- Diaper Bags
- Hair Bows & Accessories
- Organic Products
- Pillows & Rugs
- Shower Gifts

Ad Reservations Due: 4/24/2012
Ad Materials Due: 5/01/2012

SEPTEMBER 2012

The ABC Kids Expo Show Issue

- Baby Gear & Carriers
- Bath Tubs & Toys
- Bedding Basics
- Hats & Headware
- Nursing & Feeding
- Room Decor
- Strollers
- Toy Time



Ad Reservations Due: 8/15/2012
Ad Materials Due: 8/22/2012



THE OFFICIAL 2009,
2010 AND 2011
PRODUCER OF THE
ABC SHOW DAILIES

Special advertising packages
to reach ABC attendees

2012 RATES

ADVERTISING RATES (GROSS)

4-COLOR SPACE	1X	4X	6X
Full Page	\$3,750	\$3,395	\$3,050
1/2 Island	\$2,195	\$1,995	\$1,795
1/2 Vertical or Horiz.	\$2,195	\$1,995	\$1,795
1/3 Vertical	\$1,695	\$1,495	\$1,295
1/4 Big Impact (net)	\$1,195	\$995	\$850
Cube (net)	\$800	\$700	\$600

ADVERTISING QUESTIONS?

Contact: Joanne Fallon
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jfallon@talcott.com



PRODUCTION DATA

Cancellations are not accepted after closing date. Binding Method: Saddle-stitch. Printing: Web Offset. Film Charges: Prepress cost of \$200 for copy dot scan and match print. Standard page layout: Keep live matter .375" from all trim sides. All material stored for one year only.

PLEASE PROVIDE MATERIALS IN THE FOLLOWING FORMATS:

- Supply your ad completed with no changes necessary.
- Make sure your ad is the proper size.
- We accept ads in the following formats: PDF.
- PDF 1/4 Transparency Not Recommended. If PDF comes in with the above, Talcott will not be responsible for any errors to the ad.
- Make sure the effective resolution is 300 DPI or better.
- Include or embed all fonts and images.
- Please make sure your ad is in CMYK format

B&W Rate, 2-Color Rate, Matched (Pantone) Rate and Insert Pricing available on request.

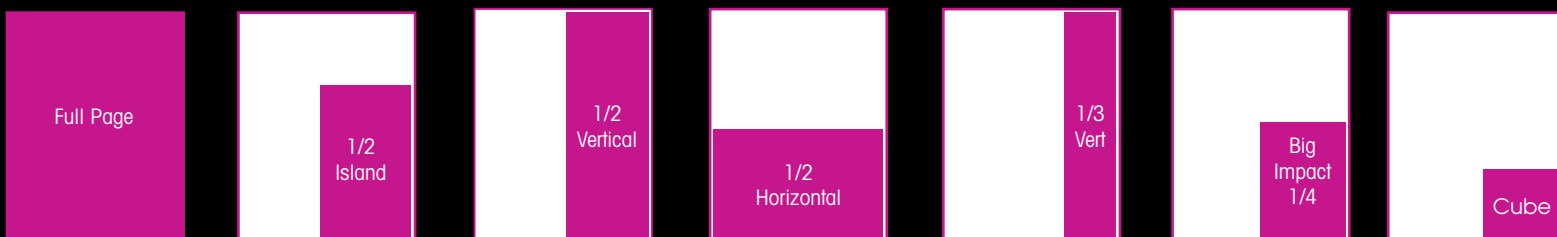
Please include a SWOP-certified proof generated from the files supplied to us. Without this proof we will not be held responsible for color.

MECHANICAL REQUIREMENTS

STANDARD SIZE	WIDTH	DEPTH
Full Page Bleed	9.25"	11.0625"
Full Page Trim	9	10.8125
Full Page (non-bleed)	7	10
1/2 Island	4.625	7.375
1/2 Vertical Bleed	4.5	11.0625
1/2 Horizontal	8	4.625
1/3 Vertical Bleed	3.25	11.0625
1/4 Page Big Impact	4	5.5
Cube	4	4

BILLING POLICY

Agency commission is 15 percent of gross billing allowed to recognized advertising agencies on space, color and position, provided account is paid net 45 days. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.



CIRCULATION

BABY & KIDS MAGAZINE DELIVERS

CIRCULATION SPECIFICS:

Baby & Kids' strategic circulation program provides advertisers greater impact because:

- Each issue is received by more than 18,000 baby and juvenile merchandise retailers, including owners and buyers of independent and chain baby and youth stores, specialty stores, juvenile furniture stores, gift stores, hospital gift shops and online retailers.
- Bonus distribution is offered in all four issues at select major markets.

READER SERVICE:

- The complimentary Online Reader Service program lets our audience quickly react to an advertisement seen in *Baby & Kids*, and easily request additional information to place orders.

E-NEWSLETTER, CUSTOM E-BLASTS & WEBSITE ADVERTISING OPPORTUNITIES

- **E- Newsletter:** Once a week, *Baby & Kids* magazine e-newsletter is delivered into the in-box of thousands of baby and juvenile retailers. This free weekly electronic newsletter provides readers with late-breaking industry news, trade show information and new product introductions. Rate for a full banner 1x is \$250 net or a 4x program is \$850 net.
- **Custom E-Blasts:** Schedule an exclusive direct mail advertisement to our newsletter audience. Rate for a 1x blast is \$1095 net.
- **Website Banners:** Reach retailers visiting babyandkidsmagazine.com with a banner ad that includes a direct link back to your company. Rate for full banner three months is \$1295 net, six months is \$1995 net or a full year for \$3150 net.



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