

# AMERICAN BABY



## editorial mission

*American Baby* celebrates the thrill-of-a-lifetime experience of pregnancy and new motherhood and helps readers approach the first important years of their baby's life with confidence. *American Baby* surrounds young moms with smart advice and friendly support—we're there to answer a question, offer a laugh and connect women mom-to-mom so they can share real-world lessons and inspiring stories. We take the worry out of parenthood so new moms can enjoy the fun. *American Baby* delivers!

## circulation

With a circulation of 2 million and a total readership of over 6.3 million, *American Baby* is the leader by far in its category. With over 200,000 new subscription requests each month and no "free renewals," your message always reaches a fresh audience that is ready to buy. Delivering to both expectant and new moms, *American Baby* is distributed in all the right places, at just the right times—at home, inside OB/GYN and pediatrician offices, at retailers or through American Baby Alliance.

## direct buying power

*American Baby* readers are a responsive audience, anxious to buy a variety of items for a new life stage.

- Almost all (96%) made a direct purchase (mail, phone or online) in the past year
- They averaged 12 direct purchases, 46% higher than the national average
- 91% took action as a result of reading an article/ad
- 73% visited a website mentioned in an ad

## audience profile

rate base 2,000,000

readership 6,347,000

frequency 12 times

median age 31 years

median household income \$43,563

own home 51%

median home value \$141,326

female/male ratio 90/10