

Oh Baby! 2008

Oh Baby! Magazine knows Moms

Our magazine is dedicated to providing readers with information to support them through pre-conception, pregnancy and their child's early years. Regular Oh Baby! features include: nutrition and health tips, recipes, fun contests, new and cool products, an extensive resource directory, and more.

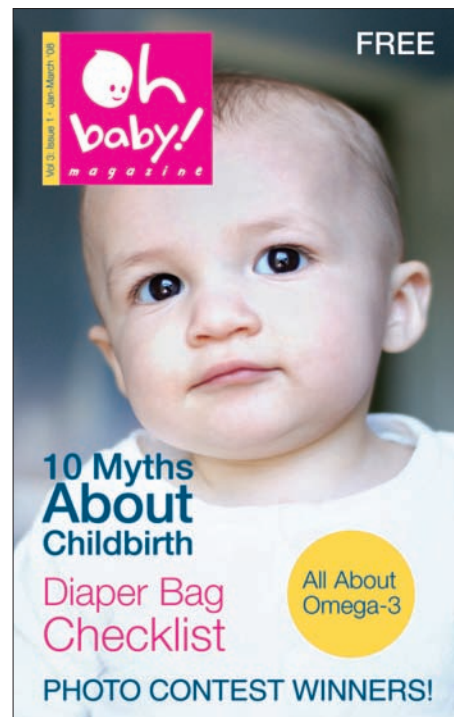
Oh Baby! Magazine really delivers!

Oh Baby! Magazine understands Moms

Moms never know when they will get a chance to do some reading. That's why Oh Baby! was developed as a free digested magazine that can be conveniently tucked into a diaper bag, stroller or purse. Valuable and relevant information that can be taken anywhere – perfect for today's mom!

Oh Baby! Magazine reaches Moms

Hestia International distributes over 175,000 copies quarterly across Canada through Sears Canada and Rexall Pharma Plus. Oh! Baby Magazine is also available through independent regional retailers, and has over 1,000 paid subscribers.



Our Winter 2008 Issue

Oh Baby! Magazine

Nick Eliades, Publisher

130 Spadina Ave #720

Toronto, ON, M5V 2L4

Tel: 416 869 0770 Fax: 416 869 3788

Email: neliades@ohbabymagazine.com

Web: www.ohbabymagazine.com



Distribution

Oh Baby! Magazine has the most extensive and targeted distribution of any free baby or parenting magazine in Canada. Each issue is strategically placed to ensure that it reaches Canadian Moms!

Our distribution partners help Moms find Oh Baby! every single day; some of our partners include:

- Sears Canada - 100,000 copies quarterly across Canada available in children's wear department and baby registry
- Rexall/Pharma Plus - 50,000 copies quarterly across Canada available in stands in the baby aisle
- Selected Ontario Early Years Centres, doctor's offices, baby boutiques, maternity clothing stores
- Once Upon a Child (Available across Canada)
- Baby and Parenting Trade Shows
- Subscribers

The following outlines the distribution and readership of Oh Baby! Magazine across Canada:

- Ontario = 44%
- BC = 24%
- Western Canada = 20%
- Atlantic Canada = 12%



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Reader Demographics

Here is a little insight into who our readers are! This information was compiled from our extensive subscription list as well as from tens of thousands of magazine and online contest entries.

Age

19-24 = 14%
25-30 = 41%
31-35 = 31%
36-40 = 9%
Other = 5%

Household income

Up to 30k = 6%
30-49k = 20%
50-74k = 35%
75k+ = 39%

Status/Resident info

Married = 86%
Single = 13%
Other = 1%

Rent = 31%
Own = 65%
Other = 4%

Number of children

1 = 62%
2 = 33%
3 = 5%
Expecting = 57%

Number of cars

0 = 6%
1 = 37%
2 = 53%
3 = 4%



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Rate card pricing

Oh Baby! Magazine strives to connect our advertisers to each reader. Whether it's through contests, subscriber mail outs, tradeshow involvement or advertorial; our main focus is to ensure that each issue benefits our readers and the advertisers that support our publication.

Magazine Insertion	1 Month	2 Months	Annual
Double page spread	\$ 12,500	\$ 11,250	\$ 10,000
Outside back cover	\$ 12,500	\$ 11,250	\$ 10,000
Inside back/front cover	\$ 10,000	\$ 9,000	\$ 8,000
Full page	\$ 7,950	\$ 7,155	\$ 6,350
Half page	\$ 4,750	\$ 4,275	\$ 3,800
Directory listing + Free online listing	\$ 840	\$ 575	\$ 512

Online Insertion	Month	Quarter
Leaderboard ad	\$ 750	\$ 2,000
Big box ad	\$ 700	\$ 1,850
Friends of Oh Baby!*	\$ 200	\$ 500
Advertorial	\$ 2,500/page**	\$ 1,250 ***
Contests	\$ 1,000	\$ 2,500
E-Newsletter sponsorship	\$ 1,000	\$ 500/week
Direct mail	\$ 1,000/issue	
Virtual link in online magazine*	\$ 500/issue	

* Only available to in-magazine advertisers

** Including design

*** With purchase of full page ad

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Print ad specs

Pages & page sizing:

Ad type	Bleed*	Page trim	Type Safety*	Ad Size
Double Page Spread	10.75" x 8.5"	10.5" x 8.25"	10.5" x 8.25"	10.5" x 8.25"
Full Page	5.5" x 8.5"	5.25" x 8.25"	4.75" x 7.75"	5.25" x 8.25"
Half Page	5.5" x 4.375"	5.25" x 8.25"	4.75" x 3.75"	5.25" x 4.125"

**Bleed*: The ad must be made slightly larger than the page size to avoid white edges when the page is cut.

**Type Safety*: All text must be within this border to avoid being cut off.

Deadlines:

Issue	Sales Deadline	Ad Deadline	Release
April Issue	March 1 st , '08	March 10 th , '08	April 10 th , '08
July Issue	June 1 st , '08	June 10 th , '08	July 10 th , '08
October Issue	September 1 st , '08	September 10 th , '08	October 10 th , '08
January Issue	December 1 st , '08	December 10 th , '08	January 10 th , '09



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Print ad specs

General requirements:

<i>Colours</i>	All colours must be CMYK. No PANTONE, spot or RGB colours. Be sure to check logos and linked images
<i>Registration Marks</i>	If used, offset them by 12pts so they don't overlap the bleeds
<i>Image Resolution</i>	Linked or embedded images should be 300dpi.

File formats:

<i>Adobe Acrobat</i>	(Preferred file format) No image compression. Embed all fonts.
<i>QuarkXPress</i>	Please make sure all placed images and fonts are included with the file.
<i>EPS</i>	Convert all fonts to outlines.

Submitting your ad:

<i>Proofs</i>	Send a black & white or colour print-out with your digital file so we can verify that it is printing correctly. Please note that prints from desktop colour printers do not accurately show how colours will look when printed on a press. If you wish to send a proof for colour matching, please make sure that it is a professionally produced contract proof.
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<i>Where to send ads</i>	Digital files can be put onto our FTP site at: ftp.ohbabymagazine.com Username: babymag Password: media. Feel free to create your own subfolder. Proofs and CD-ROMs should be mailed to the address below.
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If you have any problems or questions, feel free to contact our Production Department by e-mail at: production@ohbabymagazine.com, or by telephone at: 416.869.0770 ext.13

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Web ad specs

Ad sizes

Leaderboard: 728 x 90 (pixels)

Big box: 300 x 250 (pixels)

File formats:

Acceptable file formats include:
JPG, GIF and SWF.

Submitting your ad:

Ads can be emailed to our production team at
production@ohbabymagazine.com

Be sure to include the web address that the ad should be linked to.

If you have any problems or questions, feel free to contact our
Production Department.

e-mail: production@ohbabymagazine.com

telephone: 416.869.0770 ext.13



Promotions and Branding

Sears

- 2.4 million visits
- Largest department store in Canada
- Stories available online in baby/kids section
- Logo placement + Live link on website



Rexall Pharma Plus

- Logo + promo within store
- Logo + live link on website
- Archived stories



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Promotions and Branding

Invest In Kids

Invest in Kids is dedicated to helping parents become the parents they want and need to be. By translating the science of parenting and child development into engaging, easy-to-understand, relevant resources for parents and professionals, Invest in Kids aims to strengthen parenting knowledge to ensure healthy social, emotional and intellectual development of children from birth to age five.

- 100,000 unique visits per month
- What's new section
- Sponsors section
- Friends section
- Logo + message on monthly newsletter blast



Once Upon a Child

Once Upon A Child buys and sells gently used and new children's clothing, toys, furniture, equipment and more! With more than 205 stores open in North America they are the nation's largest chain of children's resale stores.

- Archived stories
- Logo and live link on website



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Contact us

If you have any comments or questions regarding the information presented please contact us at:

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