

Oh Baby! Magazine 2012

Oh Baby knows Moms

Our magazine is dedicated to providing readers with information to support them through pre-conception, during pregnancy, and throughout 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!

Hestia International distributes over 215,000 copies per issue bi-annually across the country through Sears Canada. 175,000 copies are distributed in English and 40,000 in French.

Oh Baby! Magazine en Français is a collaboration with



Mamanpourlavie.com™

Quebec's premier online parenting magazine.

Demographics

Our readers are pregnant women and new mothers.

41% are between 25-30 years of age

39% have a household income of over \$75,000

85% are married



Oh Baby! Magazine

Nick Eliades, Publisher

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:

National

- Sears Canada - 100,000 copies per issue across Canada available in childrens' wear department and baby registry
- Selected Ontario Early Years Centres, maternity stores, 17 Once Upon a Child stores, 19 UC Baby locations, Baby and Parenting Shows, Moms to be, Dear Born Baby and selected retail stores

French

- Sears Canada - 20,000 copies per issue across Canada available in childrens' wear department and baby registry
- Clement Stores - 20,000 copies per issue in 32 stores

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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Rate card pricing

National

Magazine Insertion	1 Issue	2 Issues
Full page	\$ 7,950	\$ 7,155
Half page	\$ 4,750	\$ 4,275
Marketplace Small ad	\$ 1,500	\$ 1,250
Marketplace Large ad	\$ 2,500	\$ 2,200

French

Magazine Insertion	1 Issue	2 Issues
Full page	\$ 3,000	\$ 2,700
Half page	\$ 1,500	\$ 1,350
Marketplace Small ad	\$ 300	\$ 250
Marketplace Large ad	\$ 500	\$ 400

Material Deadlines:

Issue	Sales Deadline	Ad Deadline	Release
Spring Issue	April 1 st , 2012	April 1 st , 2012	April 15 th , 2012
Fall Issue	November 1 st , 2012	November 1 st , 2012	November 15 th , 2012

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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"
Market Place ads	Large 2.25" x 2.845"	Small 2.25" x 1.325"		

*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.

General requirements:

<i>Colours</i>	All colours must be CMYK. No PANTONE, spot or RGB colours.
<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.

<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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