

Pre & Postnatal Media Kit

# ParentsCanada group



Flip  
this kit  
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more about  
ParentsCanada  
and me&mom magazines

# An overview of our Pre and Postnatal Publications

The ParentsCanada Group has the most extensive Pre and Postnatal coverage in Canada, with strategic distribution in select doctor's offices, prenatal classes, health units and hospitals. Our collection of digest-size specialty magazines is your gateway to reaching the most receptive reader: the mom-to-be and the brand new mom.



## Expecting and C'est Pour Quand?

(semi annual) Targeting the expectant mother in both English and French. Topics include prenatal nutrition, fetal development, common prenatal discomfort and the changes in a woman's body during pregnancy.



## Labour & Birth Guide and Naissance

(annual) The companion guides to *Expecting* and *C'est Pour Quand?* focus on the third trimester of pregnancy and labour. They explain the stages of labour and delivery, relaxation, breathing techniques, what to expect and how to prepare for delivery.



An overview of our Pre and Postnatal publications continued



## Best Wishes and Mon Bébé

(semi annual) These flagship titles have been published for more than 60 years. They are designed for the brand new parent and cover the basics of caring for baby, including what to expect in the first days, weeks and months of life, as well as common health concerns and adjusting to life as a new parent.



## Baby and Child Care Encyclopaedia

(semi annual) This 176-page 'magabook' provides parents with key information about children's health from birth to age five. There are 15 chapters on topics that range from nutrition, developmental milestones, dental health and childcare to common ailments.

This is the most doctor-recommended publication for new parents in Canada.



# Sponsor Canada's #1 source for baby care information

Over 400 doctors have voted *The Baby & Child Care Encyclopaedia* the best single source of information for new parents



## Sponsorship includes:

1. Your logo on the front page of the chapter you wish to sponsor
2. Up to 15 words about the company below your logo on the chapter heading page
3. Your logo in special spot colour
4. Your logo on every page of the sponsored chapter

## Your investment:

- \$6,000 net if you have an ad in BCCE
- \$10,000 if you don't have an on-page ad
- If your chapter is longer than 10 pages, there is a supplemental charge of \$200 for each additional page.

## Select Your Chapter:

- Chapter 1 Baby's first month pp. 1–10
- Chapter 2 Breastfeeding pp. 11–22
- Chapter 3 Bottle feeding pp. 23–28
- Chapter 4 Nutrition pp. 29–38
- Chapter 5 Your child's teeth pp. 39–46
- Chapter 6 A safe environment pp. 47–56

- Chapter 7 Your child's sexuality pp. 57–62
- Chapter 8 Milestones pp. 63–72
- Chapter 9 Learn through play pp. 73–82
- Chapter 10 Difficult behaviour pp. 83–96
- Chapter 11 Choosing child care pp. 97–102
- Chapter 12 "I don't feel well." pp. 103–110

- Chapter 13 First Aid pp. 111–126
- Chapter 14 Infectious diseases pp. 127–136
- Chapter 15 Childhood ailments pp. 137–168
- Chapter 16 National associations and support groups pp. 169–170



# Meet the Parents Sampling Program

Sampling to expectant and new parents is the key to brand loyalty. Introduce your brand during this milestone and you'll get them for life.

97.2% of moms who received free baby product samples used them on their baby.

87.9% went on to purchase products for baby that they originally received as a sample.

97.1% of moms said sampling was important in determining what products to use on their child.

**Our readers are waiting to discover your products. Get in touch with us so you can get in touch with Canadian parents.**

We weigh and price your sample and polybag it with one or a combination of our ParentsCanada Group of parenting magazines through our extensive medical distribution network. Rates are calculated individually based on sample size, weight and durability.

It's as easy as  
**1,2,3**

Your sample



Choose your target audience: prenatal, postnatal, geo target



Your sample pack

We manage

- the distribution (Canadian parents)
- auditing of distribution fulfillment
- logistics and transportation of all program elements
- follow-up research
- option of product exclusivity

# Mechanical Specifications

## Pre and Postnatal Publications

### Unit Sizes

All sizes are trim sizes. Please add 1/8" all around for bleed

Sizes	Width	Depth
Single Page.....		
Double-Page Spread .....	10-3/4"	7-1/2"
1/2 Double-Page Spread .....	10-3/4"	3-1/8"
1/2 Page (Horizontal) .....	4-5/8"	3-1/4"
1/2 Page (Vertical) .....	2-3/16"	6-5/8"
Column Width.....	2-3/16"	
Number of Columns .....		2

### Mechanical Data

Printed web offset, saddle-stitched. All type must be kept 1/4" within trim size for type safety reasons.

Type Page.....	4-5/8" X 6-3/4"
Trim Size.....	5-3/8" X 7-1/2"
Bleed Film.....	5-5/8" X 7 3/4"
Screen .....	133

#### Baby And Child Care Encyclopaedia

Printed web offset, perfect bound. Contact publisher for technical requirements.

Type Page.....	4-1/4" X 7-1/8"
Trim Size.....	5-1/4" X 8"
Bleed Film.....	5-3/8" X 8 3/8"
Screen.....	133

### Advertising Specifications

For full-page ads (All publications) PDF/x1-a files. Each page must be a separate file. A proof that conforms to either dMACS or SWOP standards must be supplied.

Ads supplied in other formats, such as InDesign or Illustrator, will incur additional costs.

Partial-page ads: (All publications) Should be supplied as a PDF, TIFF or EPS file with supporting fonts and images saved in a Macintosh-compatible format. Or you may supply a complete InDesign file with supporting fonts and images saved in a Macintosh-compatible format, along with a proof made from the final file that is calibrated to dMACS or SWOP standards.

Inserts: Pop-up coupons, multiple page inserts and postage reply cards are accepted on the basis they can be inserted automatically into the magazines. The specifications of all inserts must be approved by the publisher. Rates available upon request.

\* Bleed only available on full pages. No special colour accepted. Magazine is printed on four colour process press.

### Chapter Sponsorship

Please supply your logo as an illustrator file or the spot colour you choose. Colour subject to publisher approval.

Save time and money by sending us your file digitally.

Use this YouSendIt link to send us your file: [dropbox.yousendit.com/FamilyComm](https://dropbox.yousendit.com/FamilyComm)

# Rates

## ParentsCanada group

### Publishing Dates

Expecting/C'est Pour Quand	May and November
Best Wishes/Mon Bébé	May and November
Labour & Birth Guide/Naissance	August



### Colour Rates

	Expecting / Labour & Birth Guide		C'est Pour Quand / Naissance	
	1X	3X*	1X	3X*
<b>Full Page</b> .....	\$13,995	\$11,895	\$7,690	\$6,690
<b>1/2 Page</b> .....	\$9,160	\$7,740	\$4,265	\$3,720
<b>Double-page spread</b> .....	\$22,565	\$19,115	\$12,320	\$10,695

#### COVERS (12-month non-cancellable)

<b>2nd or 3rd</b> .....	\$15,505	\$13,100	\$8,710	\$7,355
<b>4th</b> .....	\$16,940	\$14,290	\$9,505	\$8,025

\*Applies to one page in each issue of *Expecting* and *Labour & Birth Guide*, or one page in each issue of *C'est Pour Quand?* and *Naissance*.  
BLACK AND WHITE RATES DEDUCT 15%.

	Best Wishes		Mon Bébé		Encyclopaedia
	1X	2X*	1X	2X*	2X
<b>Full Page</b> .....	\$16,260	\$13,730	\$7,160	\$5,995	\$11,995
<b>Junior or 1/2 Page</b> .....	\$11,040	\$9,325	\$5,630	\$4,755	
<b>Double-Page Spread</b> .....	\$25,980	\$21,935	\$11,465	\$9,670	\$22,270
<b>1/2-Page Spread</b> .....	\$19,485	\$16,460	\$8,605	\$7,265	

#### COVERS (12-month non-cancellable)

<b>2nd or 3rd</b> .....	\$17,860	\$15,050	\$7,880	\$6,655
<b>4th</b> .....	\$19,445	\$16,420	\$8,595	\$7,260

\*2x rate applies to one page in each issue for the year.  
BLACK AND WHITE RATES DEDUCT 15%.



*Meghan*

VP, SALES  
Pre and Postnatal

and parent of two girls and a boy

CONTACT

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