



babyMaternity RETAILER

Covering The Maternity Retail Industry

DIGITAL MEDIA KIT

babymaternityretailer.com



BRAND OVERVIEW

Baby Maternity Retailer is a trade magazine covering the baby and parenting aids industry.

What makes our digital trade magazine stand-alone is its ability to provide retailers with top rated reviews of products that are endorsed by Creative Child Magazine, parents and educators. This enables buyers to better understand what the market truly thinks of the products that are presented.



AUDIENCE

Each year, Baby Maternity Retailer has grown stronger, allowing advertisers to engage confidently with retail buyers.

Our subscription list consists of retailers, wholesalers, sales representatives and other industry members. Our list has been organic in its growth using trade show retailer attendee connections; creating one of the most influential lists in the industry.

MARKET:

Our subscriber base creates awareness for partner brands on a nationwide scale.

TOTAL REACH: 25,836

INTEGRATED DIGITAL PLATFORMS

MONTHLY DIGITAL ISSUE:

Our digital magazine is distributed via email each month, January through November. The publication offers complete advertising and marketing to give clients the opportunity to bring retailers and buyers the latest products from top manufacturers. The digital versions are fully interactive, allowing active clickable links.

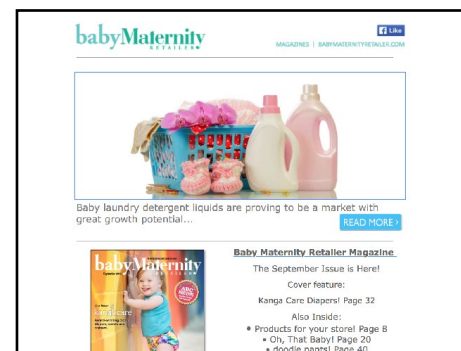
**FULL PAGE ADS, HALF PAGE ADS
AND PRODUCT SPOT ADVERTISING
OPPORTUNITIES AVAILABLE**



EMAIL NEWSLETTER:

Want to know what's happening this week? From upcoming tradeshows, to top rated product reviews and the latest industry news, Baby Maternity Retailer covers it all. Weekly, we send the latest issue of the digital magazine along with compelling content, directly to the inboxes of our newsletter subscribers.

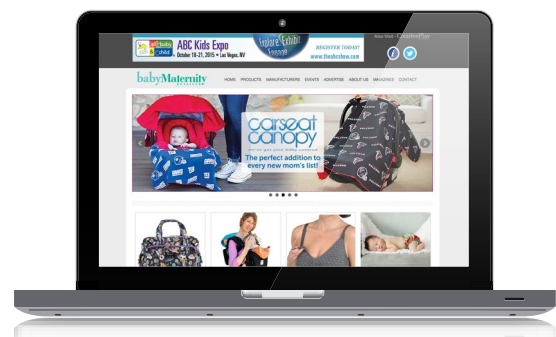
**SPONSOR BANNERS AND PRODUCT FEATURE
OPPORTUNITIES AVAILABLE**



WEBSITE:

Babymaternityretailer.com is a powerful go-to resource for visitors. The offering of editorial features, industry news, product reviews, trade show and event information covers the baby and maternity retail industry in its entirety.

**SPONSOR BANNERS AND DIRECTORY LISTING
OPPORTUNITIES AVAILABLE**



CONTACT SALES FOR ADVERTISING RATES

EDITORIAL CALENDAR

NEWSLETTERS ARE DEPLOYED
ON TUESDAY OF EVERY WEEK.

January	* AmericasMart Atlanta International Gift show (Atlanta) Yearly New Products
February	* NY NOW Gift Show (NYC) The Latest in Plush Toys CDs & DVDs for Babies and Toddlers
March	* JPMA show & consumer baby show (Dallas) Strollers for Babies & Toddlers
April	Earth-Friendly Features Available
May	Spring Features Available Baby & Maternity Apparel Travel Accessories
June	Summer Fun Products for Babies
July	* NY NOW Gift Show (NYC) Products Made in the USA Baby Furniture including Cribs
August	* ABC Kids Expo (Las Vegas)
September	* ABC Kids Expo (Las Vegas)
October	Fall Features Available
November	ABC Kids Expo Wrap-Up

** Magazine will be at show*

babyMaternity

RETAILER

COVERING THE MATERNITY RETAIL INDUSTRY

CONTACT INFO

Our team is here to help you create the best campaign for your needs and budget. Our experienced staff is here to answer your questions, and design your ads (if needed); we can help take your advertising to the next level.

We are experts in helping you view your business from a new perspective to gain a competitive edge in a changing market.

For more information, please contact:

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OUR NETWORK

BABY MATERNITY RETAILER MAGAZINE IS PUBLISHED
BY SCOOTERBAY PUBLISHING, INC.

