



# babyMaternity RETAILER

Covering The Maternity Retail Industry

## DIGITAL MEDIA KIT

[babymaternityretailer.com](http://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.

**AVERAGE UNIQUE VISITORS: 10,870**

**TOTAL REACH: 25,836**

## INTEGRATED DIGITAL PLATFORMS

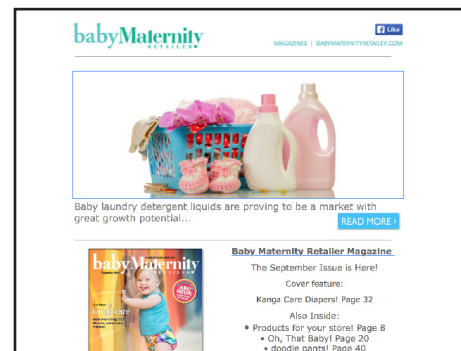
### MONTHLY DIGITAL ISSUE:

Our digital magazine is distributed via email each month, January through December. 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.



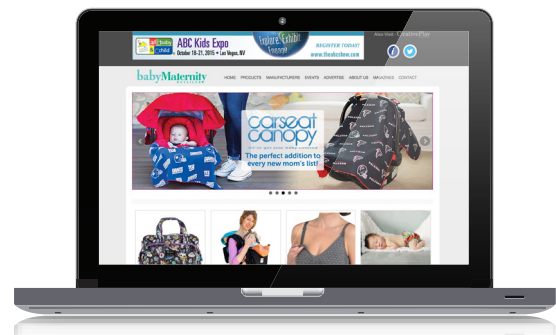
### EMAIL NEWSLETTER:

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.



### 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.



## ADVERTISING RATES

### MONTHLY DIGITAL ISSUE RATES:

RUNS	FULL-PAGE	HALF-PAGE	THIRD-PAGE	PRODUCT SPOT
1 X	\$1,750	\$945	\$700	\$375
3 X	\$1,575	\$850	\$630	\$300
6 X	\$1,400	\$760	\$560	\$275
12 X	\$1,225	\$660	\$490	\$250

### DIGITAL ADVERTISING RATES:

#### Weekly E-Newsletter Sponsor Banner:

- Banner ad in e-newsletter
- 1200x200 (bottom of email placement)  
*1X \$1,100 • 2X \$1,030 • 3X \$960*
- Recurring banner ad in 1 e-newsletter per month (10 months)  
*1 time annual fee – \$4,000*
- Website banner in carousel on babymaternityretailer.com included in price

#### Weekly E-Newsletter Product Feature:

- Product image in e-newsletter
- 370x460 (body of email placement)  
*1X \$1,250 • 2X \$1,180 • 3X \$1,110*
- Recurring product image in e-newsletter (10 months)  
*1 time annual fee – \$5,500*

#### Weekly Dedicated Email – Takeover:

- With a dedicated email, your brand will receive an editor's recommendation and call-to-action click through banner ad
- Our editors develop an advertorial review written exclusively for your brand
- Full email with 1200x200 traditional banner ad (bottom of email placement)  
*1X \$2,500*

#### Babymaternityretailer.com Campaigns:

Users are constantly engaged on our website – receive brand awareness through web ad campaigns.

- Home page banner ad
- 728x90 (top of website position on all pages)  
*1X \$1,500 • 2X \$1,430 • 3X \$1,360*
- 950x306 – Rotating Carousel (home page position)  
*1X \$900 • 2X \$830 • 3X \$760*
- Directory listing – 200 word description and contact information for *\$50/year*

**\*Ad Art** - Our creative team is available to design your ad for an additional \$75



## 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 (Virtual Show in NYC) The Latest in Plush Toys
March	Spring Features
April	* ABC Spring EXPO (Virtual) Earth-Friendly Features
May	JPMA Summit (Virtual) Mother's Day and Summer Features
June	* AmericasMart Summer Show (Atlanta)
July	* NY NOW Fall Show (NYC) Made in the USA Features
August	Fall Features
September	* ABC Kids Expo (TBD)
October	* ABC Kids Expo (TBD)
November	Holiday Features
December	Sneak Peek 2022 Features

*\* TBD magazine 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.**

