



Baby Maternity Weekly Magazine reaches new moms and moms-to-be seeking resources that promote, inspire and encourage them through their baby journey. Included in each digital issue are wonderful products to help them decide what they need at this very exciting time of their lives.

Ad insertions in Baby Maternity Weekly Magazine are a direct to consumer path for established manufacturers, retailers and complimentary programs.

Readership: 14,000 weekly  
8,000 page view minimum

## AD INSERTION INFORMATION

Only 8 full page spots are available  
per weekly issue!

### Full Page Spot

Click on the Item to Shop!

2-in-1 Carrier + Hip Seat  
by  
**MOBY**

This Carrier + Hip Seat combines the support of a standard ergonomic baby carrier with the simple carrying assistance of a hip seat in one versatile, convenient product covering infants to toddlers.

MOBYWRAP.COM

Facebook Instagram YouTube

### Advertiser Needs\*:

- Buying Links
- Website Link
- Hi-res Product Image
- Hi-res Logo Image
- Product Details
- Social Media Handles

**\*Order and All Art due 2 weeks  
prior to publication.**

Baby Maternity Weekly Magazine is a FREE publication distributed in a digital format to its subscribers via email, targeted solely to new and soon-to-be moms. They embrace our publication and our advertisers through active engagement.

*\*All issues are available on computers, and all mobile devices including tablets, e-readers and smart phones.*



**14,000**  
Readership

**12x**  
Frequency

**8,000**  
Avg. Monthly Page Views

**2,800**  
Avg. Monthly Unique Visitors

**9,500**  
Social Media Audience

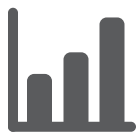
## ONLINE AUDIENCE PROFILE

This publication aims to educate both pregnant women and new mothers on the best products out there. Baby Maternity is great for advertisers looking to reach moms-to-be as well as first time moms. We engage with our readers by presenting them with a weekly interview from pregnant women on various relatable topics, as well as creating editorial content the audience wants to read.

**WOMEN: 100%**

**MEDIAN AGE: 30.6**

**MEDIAN HHI: \$51,350**



### AGE

18-34 63%  
18-49 92%



### FAMILY

Married 58%  
2+ Kids 57%  
Child <1 Year 28%  
Pregnant or Child <1 Year 80%  
First Time Moms 60%