Fit Pregnancy informs and inspires millions of women during a life stage like no other—having a baby! We provide her a complete roadmap for the exciting journey ahead and serve as her personal coach each and every step of the way—from the planning process through the newborn phase. We make certain she'll be fit, fashionable, confident and healthy to deliver on our promise to “Expect the Best”.

Expect the Best!

*Editor Defined
Laura Kalehoff was named *Fit Pregnancy*’s Editor-in-Chief in June 2013.

Laura brings creativity, energy and experience to *Fit Pregnancy*. Her mission is to keep women up-to-date on the latest parenting news, health and fitness breakthroughs, beauty and style trends, and so much more!

Laura has been an editor at women’s magazines for more than fifteen years. Most recently, she served as Executive Editor of *American Baby* at Meredith Corporation. Prior to that, she held key posts at *Self, All You*, *Lifetime, Rosie* and *McCall’s*.

Laura is a proud mother of three—all under the age of seven.
TWO MAGAZINES IN ONE!

• Wider audience appeal
• Pre-natal and post-natal content

EXPECT THE BEST!

PRENATAL

GROW A HEALTHY BABY
While Enjoying Everything You Love!

4 Pregnancy Problems You Should Always Take Seriously

“She Stole My Name!” How to Handle the Drama

9 QUICK NURSERY DESIGN TRICKS

POSTNATAL

STRIP OFF YOUR BABY WEIGHT: TRACY ANDERSON’S HOT MOM WORKOUT

MASTER NURSING IN MINUTES

TIPS FOR YOUR FIRST POST-BABY BUSINESS TRIP

FALL’S MOST FLATTERING CLOTHES

21 SECRETS TO FINDING STELLAR CHILD CARE
2015

• feb/mar •
THE SEXY ISSUE
SPECIAL: What Moms-to-Be Are Really Doing in Bed!
FITNESS: Shore Up Your Pelvic Floor
FOOD: Indulgent Chocolate Desserts
HAPPINESS: Most Romantic Babymoon Destinations
BABYCARE: Secrets of Moms Around the World

• apr/may •
THE SHOPPING ISSUE
SPECIAL: The 2015 Registry Guide
HEALTH: Have the Birth You Want
FITNESS: Walk Your Way to a Fit Pregnancy
BEAUTY: 2 Weeks to Beautiful Skin
STYLE: Spring Shoe Review
BABYCARE: The New Science of Bonding

• june/july •
THE MAKEOVER ISSUE
SPECIAL: Fit Pregnancy Beauty Awards
HEALTH: Quirky Preg Conditions Explained
FITNESS: Your Fit Preg Challenge
HAPPINESS: Parent-to-Be Money Makeovers
BABYCARE: Keep Your Baby Safe in the Heat

• aug/sept •
THE POWER-OF-PREGNANCY ISSUE
SPECIAL: The Power Mom Awards
HEALTH: The Truth About Delivery Room Risks
FITNESS: Carrier Workout
HAPPINESS: Push for a Better Maternity Leave
STYLE: Fall’s Fashion—Made Bump-Friendly
BABYCARE: Babyproofing Room-by-Room

• oct/nov •
THE PREGNANCY MADE SIMPLE ISSUE
SPECIAL: The Essentials Guide
HEALTH: C-Section Survival Guide
FITNESS: Get Up and Go! Motivation Secrets
HAPPINESS: The Upside of Pregnancy Stresses
BABYCARE: Your First Week With Baby

• dec/jan •
THE CELEBRATIONS ISSUE
SPECIAL: 50 Ways to Love Your Pregnancy
HEALTH: Your Weird Weight Questions, Answered
FITNESS: The Do Anywhere Workout
FOOD: Preg Party Sips and Bites
STYLE: Hot Holiday Fashion
BABYCARE: Make Your First Holidays with Baby Special

*Tentative calendar. All editorial and themes are subject to change.
## Closing Dates

<table>
<thead>
<tr>
<th>Issue Space</th>
<th>Closing</th>
<th>Materials Due</th>
<th>On-Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr/May</td>
<td>1/28/2015</td>
<td>2/4/2015</td>
<td>3/30/2015</td>
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*Dates are subject to change.*
### ADVERTISING DIMENSIONS

**Magazine Trim Size:** 8" x 10.875", .25" safety from all trim edges, .5" total gutter safety on spreads

<table>
<thead>
<tr>
<th>UNIT</th>
<th>BLEED</th>
<th>TRIM</th>
<th>LIVE AREA/ NON-BLEED</th>
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</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>8.25&quot; x 11.125&quot;</td>
<td>8&quot; x 10.875&quot;</td>
<td>7.25&quot; x 10.125&quot;</td>
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<tr>
<td>2 PAGE SPREAD</td>
<td>16.25&quot; x 11.125&quot;</td>
<td>16&quot; x 10.875&quot;</td>
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<tr>
<td>1/2 PAGE SPREAD</td>
<td>16.25&quot; x 5.5&quot;</td>
<td>16&quot; x 5.25&quot;</td>
<td>15.25&quot; x 4.5&quot;</td>
</tr>
<tr>
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<td>3.875&quot; x 10.875&quot;</td>
<td>3.125&quot; x 10.125&quot;</td>
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<tr>
<td>1/3 PAGE VERTICAL</td>
<td>3&quot; x 11.125&quot;</td>
<td>2.75&quot; x 10.875&quot;</td>
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### GENERAL RATES

**Rate Base:** 500,000

#### 4 COLOR

<table>
<thead>
<tr>
<th>UNIT</th>
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<tbody>
<tr>
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<tr>
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<td>$43,375</td>
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<tr>
<td>1/3 PAGE</td>
<td>$29,305</td>
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#### BLACK/WHITE

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<tr>
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<td>$54,755</td>
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<tr>
<td>1/2 PAGE</td>
<td>$34,910</td>
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<tr>
<td>1/3 PAGE</td>
<td>$23,730</td>
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#### COVERS

<table>
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<th>COVER 2</th>
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<td>$82,120</td>
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</table>

<table>
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<th>COVER 3</th>
<th>Rate</th>
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<tbody>
<tr>
<td>$75,275</td>
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</tbody>
</table>

**Effective**

**February/March 2015 Issue**

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### GENERAL ADVERTISING POLICY

Rates are subject to change without notice and are based on receipt by Publisher of final digital files and proofs in compliance with Fit Pregnancy mechanical specifications. Materials are to be supplied by due dates shown on 2014 closing dates, or by extended dates officially granted by Production Manager. Additional work required to convert artwork to film will be billed at cost plus service charges, but Publisher retains right to reject such artwork if there is insufficient time to submit proof for advertiser’s approval before materials are required. Fit Pregnancy does not accept advertising for tobacco or alcohol products. Commission to recognized agencies: 15%. Pre-payment required on all orders not approved for credit. Payment terms: Net 30. Past due accounts are subject to 1.5% monthly service charge. Publisher reserves right to reject advertisements that do not comply with Fit Pregnancy editorial policy. AMI accepts Checks, Money Orders, Wire Transfers, Visa, MasterCard and American Express.

### LATE ADVERTISING

Publisher may be able to accept full-page or spread advertisements after closing dates on a “space available” basis, with the understanding that such advertisements will bepositioned in the magazine solely at Publisher’s discretion.

### MECHANICAL REQUIREMENTS

**Printing Process:** Web Offset. 
**Binding Method:** Perfect Bound. 
**Regional:** Full A/B Splits AND Half Run A/B Splits: Available. Please speak to your Fit Pregnancy sales representative. Inserts: Full-size supplied inserts are charged at black and white open rate per side, e.g. a single-sheet is charged as two black and white pages. Magna-strip binding extra. Card inserts measuring smaller than a half page are charged at one-half the open rate per side, e.g. a Business Reply Card measuring 4” x 6” is charged as one black and white page. Inserts smaller than a full-page are acceptable only with a full page backup ad. Specifications, quantities, shipping information, etc., for all inserts will be supplied by Production Manager after space is scheduled. All supplied inserts must be reviewed by the Production Department to determine bindery charges and whether the inserts meet our manufacturing specifications. Rates and production charges for booklets and other special formats available upon request from the V.P. of Sales Operations.

### MATERIAL SPECIFICATIONS

Colors: CMYK (no pantone or spot color, no 4/c black type) Preferred Material: PDF and PDF x/1a only. Files must conform to SWOP standards. Digital files must be correct size with no extra image. All crop and register marks must be 12 pt or 0.167 outside the trim of the magazine. Trimbox has to be defined to match AD size from Magazine Material Kit. All type must meet GAA/SWOP specifications for size & thickness. All reverse type must incorporate spreading in undercolors where applicable. All Material Files should be submitted to AMI advertising portal. The process is easy and no software to download or install. Please sign up to create your account and make sure to check Frequently Asked Questions and view Video Tutorials. [https://americanmediainc.sendmyad.com](https://americanmediainc.sendmyad.com) Screen ruling: 150-lineline for covers, 133-lineline for body. Total area coverage: Minimum 280% total 4/c density for blacks. Maximum density is 300%. Minimum ink density each printing color recommended: 5%. Minimum line rule thickness required: Spt overprinting, nonscreened Minimum image resolution: 300 dpi Proofing: 1 GAA/SWOP color accurate certified proofs No native applications accepted. All SWOP proofs must be clearly identified with corresponding final file uploaded to our advertising portal to exact size, incorporating all final versions of color and type. Indicate publication name, issue date and advertiser name on all proofs.

**Send all SWOP certified proofs to:**

**Attn:** Russell Johns Associates 
Tampa, Fl 33624
800-237-9851 | 727-443-7667
fitpregnancy@russelljohns.com

---

**EXPECT THE BEST!**
Audience 1,704,000
Rate Base 500,000
Frequency 6X (BI-MONTHLY)

Young, Affluent & Engaged

Median Age 30
Average HHI $70,607
Time Spent Reading 37 MINUTES

In The Household

Index
Currently Pregnant 1559
First Time Moms 222
Any Kids 188
3+ Kids 217
1-2 Years 347

Targeted Distribution

81% Doctors Offices (OB/GYN & Pediatricians)
14% Individual Subscription
5% Newsstand

Source: MRI Doublebase 2014; Base Adults vs. Larger Parenthood Competitive Set that includes: American Baby, Parents, Family Fun, Scholastic Parent & Child, and Ser Padres (ranking based on % composition) Rate Base is from AAM Publisher’s Statement ending June 2014.
**MULTI-MEDIA PROGRAMS**

Perfect Picks (Feb/Mar)
Registry Essentials (Apr/May & Oct/Nov)
Breastfeeding Essentials (Aug/Sept)
JPMA Special Section (Oct/Nov)
Holiday Wish List (Dec/Jan)

**SAMPLING PROGRAMS**

YogaWorks Pre- and Post-natal Classes
Fit4Moms Workout Sessions
Fit Pregnancy Reader Panel
Targeted Venues: health clubs, spas, doctor’s offices, etc.

**PROMOTIONAL PAGE**

Finds & Favorites
Enhanced “Pick” Listings:
  • Merchandising Director’s Pick

**TABLET & MOBILE**

Ready, Set, Register! Digital Special
Birth & Beyond Digital Special
Print-to-Mobile Action Codes

**SOCIAL**

Social Chats: Facebook & Twitter
Facebook Fan Friday
Tweet of the Week
Pin-to-Win Promotions

**HIGH-IMPACT UNITS**

Exclusive Gateway Unit
Keep This! Half-Flap Gatefold Unit
PLUS standard units, such as Sticker Sheet, Cover Flap, Butterfly Gatefold and more!

**SPECIAL EVENTS**

**Bump Club Expectant Mom Dinners:**
Attendees connect, dine and learn information they need when it comes to fitness, baby care & more!

**Club MomMe Family Fest:**
The ultimate family event series on the West Coast for moms, expectant parents and families. Connecting families with the best speakers, resources and gear they need to make motherhood and parenthood fun!

**MommyCon Events:** Hitting major markets across the country, MommyCon offers a place for modern parents and moms-to-be to explore all there is to know about the best natural parenting practices, products and topics.

**RESEARCH**

Starch/AdMeasure
Custom Survey

**EXPECT THE BEST!**
A natural extension of the Fit Pregnancy brand, our digital and social platforms provide an immersive community experience, providing the perfect environment for brand messaging.

Traffic Is Booming

13 MILLION
Monthly Page Views

2.3 MILLION
Monthly Uniques

200,000
eNewsletter Subscribers

564,000+
FANS & FOLLOWERS

Source: Google Analytics September 2014 and Fit Pregnancy Social Media Accounts
2014

- November -
HOLIDAY GIFT GUIDE
Best Gifts For Mom & Baby
IS IT SAFE TO...?
The Answer Center For Pregnant Moms

- December -
WINTER PREGNANCY SURVIVAL GUIDE
GAME-CHANGING PREGNANCY GADGETS

2015

- January -
THE NEW MOM
CONFIDENCE CENTER
With #Momspiration Tips
GET YOUR PRE-BABY BODY BACK

- February -
THE BLISSFUL BABY-CARE MANUAL
PREGNANCY PLANNING
OWN-YOUR-SEXY-SIDE GUIDE
PARENT PREP CENTER

- March -
HOT LOOKS FOR BUSY MOMS
ROCK YOUR FIRST BIRTH

- April -
REGISTRY GUIDE
THE GREEN(ER) PARENT*

- May -
BABY NAMES CENTRAL

- June -
BIRTH CONTROL FOR MOMS
BEAUTY GUIDE FOR MOMS
SUMMER SURVIVAL GUIDE 2.0

- July -
FAMILY TRAVEL GUIDE:
Sanity-Saving Summer Travel Tips
BABYMOONS

- August -
ULTIMATE GUIDE TO
BREASTFEEDING 2.0
THE BIRTHDAY BIBLE
THE 50 MOST POWERFUL MOMS

- September -
HOW TO PREP FOR
DAYCARE/PRESCHOOL
THE FIT PREGNANCY FITNESS CHALLENGE

- October -
BUILD A BEAUTIFUL NEST
THE ESSENTIALS GUIDE
The Ultimate Baby-Gear Shopping Guide
SMART TECH FOR NEW MOMS

- November -
HOLIDAY GIFT GUIDE
CARING FOR BABY IN COLD WEATHER

- December -
HEALTHY FOR THE HOLIDAYS

*Tentative calendar. All editorial and themes are subject to change.

EVERY ISSUE
BEHIND-THE-SCENES
WITH OUR COVER CELEBRITIES

digital editorial calendar

EXPECT THE BEST!
**STANDARD IAB PLACEMENTS**

<table>
<thead>
<tr>
<th>NAME</th>
<th>DIMENSIONS</th>
<th>EXPANDED SIZE</th>
<th>INITIAL LOAD</th>
<th>FILE FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>BILLBOARD</td>
<td>970 x 250</td>
<td>N/A</td>
<td>60 KB</td>
<td>.SWF, HTML, JS</td>
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<tr>
<td>FILMSTRIP</td>
<td>300 x 600</td>
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<td>60 KB</td>
<td>.SWF, HTML, JS</td>
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<tr>
<td>PORTRAIT</td>
<td>300 x 1050</td>
<td>UP TO 580x460</td>
<td>60 KB</td>
<td>.SWF, HTML, JS</td>
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<tr>
<td>PUSHDOWN</td>
<td>970 x 90</td>
<td>970x415</td>
<td>60 KB</td>
<td>.SWF, HTML, JS</td>
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<tr>
<td>SIDEKICK</td>
<td>300 x 250</td>
<td>970x550</td>
<td>60 KB</td>
<td>.SWF, HTML, JS</td>
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<tr>
<td>WALLPAPER</td>
<td>1600 x 1200</td>
<td>N/A</td>
<td>100 KB</td>
<td>EPS OR PSD (RAW FILE)</td>
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</tbody>
</table>

* Overlay’s are capped at 1x24 per user  
* All ads should expand to the left with the exception of leaderboards which expand down  
* Max animation length should be 15 seconds  
* All expanding units must be user-initiated or auto expanded with a 1x24 frequency cap

**RISING STAR PLACEMENTS**

<table>
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<tr>
<th>NAME</th>
<th>DIMENSIONS</th>
<th>EXPANDED SIZE</th>
<th>INITIAL LOAD</th>
<th>FILE FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRE-ROLL</td>
<td>640 x 480 OR 400 x 300</td>
<td>15-30 SECONDS</td>
<td>45 KB</td>
<td>H.264/AAC, MOV, FLV, VAST 2.0</td>
</tr>
</tbody>
</table>

**EMAIL NEWSLETTERS AND DEDICATED EMAIL BLASTS**

<table>
<thead>
<tr>
<th>NAME</th>
<th>DIMENSIONS</th>
<th>INITIAL LOAD</th>
<th>FILE FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIDE SKYSCRAPER</td>
<td>160 x 600</td>
<td>45 KB</td>
<td>JPG, PNG, GIF</td>
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<tr>
<td>LEADERBOARD</td>
<td>728 x 90</td>
<td>45 KB</td>
<td>JPG, PNG, GIF</td>
</tr>
<tr>
<td>DEDICATED EMAIL BLAST</td>
<td>600 x 800</td>
<td>45 KB</td>
<td>JPG, PNG, GIF</td>
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<tr>
<td>TIP OF THE WEEK SPONSORSHIP</td>
<td>120 x 60</td>
<td>45 KB</td>
<td>JPG, PNG, GIF</td>
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**VIDEO**

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<th>VIDEO LENGTH</th>
<th>FILE FORMAT</th>
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</thead>
<tbody>
<tr>
<td>PRE-ROLL</td>
<td>640 x 480 OR 400 x 300</td>
<td>15-30 SECONDS</td>
<td>H.264/AAC, MOV, FLV, VAST 2.0</td>
</tr>
</tbody>
</table>

* 1x1 impressions trackers and clicktag URL’s are supported  
* Frame rate for video is 30 frames per second
## General Guidelines

### Due Dates
All creative is due 5-10 business days prior to launch date.

### Formats
* Fit Pregnancy accepts standard banner, Flash®, 3rd party redirect and rich media ad formats.

### Looping
* Looping restrictions at 3x.

### Click-Thrus
Must open in a new browser window or tab.

### Third Party Tags
Must be sent as iFrames, JavaScript, or HTML; must include clearer instructions for trafficking.

### Fees
Advertiser to pay 3rd party serving fees.

### Coding
All ads should be coded so that click-throughs launch a new browser window using target = "_blank".

## Flash Guidelines

### Specs
- Actionscript 3.0 or below accepted.
- Flash must be submitted as a .swf file with an accompanying backup static image (JPEG or GIF).
- All flash files must be accompanied with a Click-Thru URL for internal tracking purposes.

## Freebies Email Guidelines

### Image
Logo or product shot 115 px by 115 px.

### Headline
9 characters max, including spaces.

### Copy
85 characters max, including spaces.

### Additional
Please provide a URL.

* Subject to IAB terms & conditions
* Late submission will not guarantee campaign delivery in full.