

Parents BABY!



For the Millennial woman, pregnancy and being a new mom is a uniquely special life stage. There's so much to shop and plan for! Parents Baby helps readers choose gear for their registry and guides them to care for their newborn with confidence.

Introducing... Parents Baby!

Debuting with the March 2018 issue of *Parents*, the new *Parents Baby* section delivers content specifically for expecting and new moms.

Content will cover three pillars important to Millennial moms: **GEAR, MILESTONES, and HEALTH.**

This 16-page section will be selectively bound in issues going to pre- and post-natal women with children under 1 year.

- 502,000 copies delivered in-home to pre- and post-natal moms with children under 1 year
- 248,000 copies delivered to doctor's offices

A burst on the cover of *Parents* will call out the section.

2018 Closing Dates

ISSUE	AD CLOSE	ON-SALE
March	12/15/17	2/13/18
May	2/16/18	4/10/18
July	4/16/18	6/12/18
September	6/15/18	8/14/18
November	8/16/18	10/9/18

P4C Rate: \$95,800

Note: Rates are gross

Frequency: 6x

Audited Distribution:
750,000

Audience: 4,946,000

Median Age: 30

Median HHI: \$51,773

Source: MRI Spring 2017, Base: Women;
Publisher-defined prototype

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