

# Parents BABY 2020



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.

## 2020 Closing Dates

ISSUE	AD CLOSE	ON-SALE
January	10/15/19	12/6/19
March	12/16/19	2/7/20
May	2/14/20	4/10/20
July	4/14/20	6/5/20
September	6/15/20	8/7/20
November	8/14/20	10/9/20

**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

## 2020 Editorial Calendar

### January

- Health: Help Baby Snooze Better
- Gear: Solid Start

### March

- Feeding: Raise a Foodie
- Health: Help Her Through Her First Cold
- Gear: One-and-Done Car Seats

### May

- Development: Coming Attractions
- Advice: What Grandmas Wish You Knew
- Gear: Strollers

### July

- Health: Crying, Conquered!
- Travel: Baby's First Trip
- Gear: Bottles

### September

- Health: Secrets to Breastfeeding Success
- Fun: 20 Best Baby Books
- Gear: Sleeping Spots

### November

- Behavior: She's Here! Now What?
- Feeding: Bye-Bye, Bottle
- Gear: Carriers

Subject to change