

# 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.*

The **Parents Baby** section delivers content specifically for expecting and new moms. Content covers pillars important to Millennial moms: **Gear, Milestones, Feeding, Health**, plus **Bests** to highlight the standouts.

This 16-page section 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.

## 2019 Closing Dates

| ISSUE     | AD CLOSE | ON-SALE |
|-----------|----------|---------|
| January   | 10/16/18 | 12/7/18 |
| March     | 12/17/18 | 2/8/19  |
| May       | 2/15/19  | 4/5/19  |
| July      | 4/16/19  | 6/7/19  |
| September | 6/17/19  | 8/9/19  |
| November  | 8/16/19  | 10/4/19 |

**P4C Rate:** \$99,900

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

**Tracy Hadel**

Associate Publisher,  
Meredith Parents Network  
212.455.1208  
tracy.hadel@meredith.com



Parents  
**BABY**

# 2019 Editorial Calendar

## January

**AD CLOSE:** 10/16/18  
**ON-SALE:** 12/7/18

- Gear: Convertible Car Seats
- Gear: Milk Time Helpers
- Development: Love Connection
- Health: Help Baby Snooze Better

## March

**AD CLOSE:** 12/17/18  
**ON-SALE:** 2/8/19

- Gear: Baby Parking Spots
- Gear: Cold-Season Must Haves
- Development: Bond with Baby
- Feeding: Raise a Foodie
- Health: Help Her Through Her First Cold

## May

**AD CLOSE:** 2/15/19  
**ON-SALE:** 4/5/19

- Gear: Strollers
- Gear: Newborn Helpers
- Development: Raise a Resilient Baby
- Fun: Baby's First Trip
- Feeding: Most Successful Finger Foods

## July

**AD CLOSE:** 4/16/19  
**ON-SALE:** 6/7/19

- Gear: Bottles
- Gear: Build a Sleep Sanctuary
- Health: Nature vs. Nurture
- Feeding: Dinner for 3

## September

**AD CLOSE:** 6/17/19  
**ON-SALE:** 8/9/19

- Gear: Diaper Bags
- Gear: Good for the Long Haul
- Development: Experimenting with Baby
- Feeding: Giving Your Baby Omega 3s

## November

**AD CLOSE:** 8/16/19  
**ON-SALE:** 10/4/19

- Gear: Food Time Accessories
- Behavior: Crying, Conquered!
- Fun: The Into Everything Age
- Feeding: Baby Beverages

**Tracy Hadel**

Associate Publisher,  
Meredith Parents Network  
212.455.1208  
tracy.hadel@meredith.com