

BABY & CHILDREN'S PRODUCT NEWS

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What You Need to Know About Editorial Consideration

Thanks for your interest in providing us with editorial information about your product(s). Our format is all about products, so we are always soliciting information about products for the baby and children's market. Our publication, which is published six times a year, is to the trades only—that is, it does *NOT* go to consumers. So if you are selling a product primarily to consumers it is not a product we are interested in covering. *Baby & Children's Product News* is mailed to juvenile retailers—large and small—including gift stores, etc. In addition, it is available at a number of markets nationwide designed for juvenile retailers.

If you haven't seen our publication and wish to do so before submitting your editorial information, you may view a copy by visiting our website and registering to access the flipbook/e-zine.

To consider your product for editorial coverage, we need:

- 1) A high resolution digital image (300 DPI, 4"x6", approximately) sent by email. If you wish to send materials via snail mail you are welcome to do so. If you have large files you'd like to make available to us, please email graphics@babyandchildrensproductnews.com and we'll send you information for our FTP site.
- 2) Three to four paragraphs about the product including materials, construction, colors, and anything else about the product that retailers would benefit from knowing and that might interest them in contacting you. Is the product made in the United States? Is it a "green" product? Include this and other information you believe to be pertinent. We include phone and/or internet address so they can find you easily—be sure to include that information.
- 3) Include pricing information—either MSPR or wholesale pricing, and INCLUDE MINIMUM ORDER QUANTITY/REQUIREMENT information. This is information of interest to retailers and we generally will not publish product information without this included.

ALSO—it is very easy to be included in our publication. If you have seen *BABY & CHILDREN'S PRODUCT NEWS*, you know that several departments feature a full page article about one company at the beginning of the section. To be considered for this coverage, you must provide 5-6 high resolution images of products and more information about them.

And finally, we are always looking for suitable cover images of furniture, bedding, apparel, maternity, and toys. To be considered for a cover, a company must provide a high resolution image at least 5" x 7", shot vertically or shot in such a way that it can be cropped for a vertical cover. Remember that we must have room for our masthead at the top of the cover. We prefer lifestyle shots for cover consideration, not silhouetted product shots (against a single color background).

If you have any other questions, don't hesitate to call me.

Thanks again for your interest.

Nanci Gregg
Managing Editor