

# BABY & CHILDREN'S<sup>TM</sup>

PRODUCT NEWS  
THE COMPLETE JUVENILE TRADE RESOURCE

Media Kit 2020

18th  
Anniversary  
Year

[www.babyandchildrensproductnews.com](http://www.babyandchildrensproductnews.com)

# 2020 Editorial Calendar\*



## SPRING 2020

### JPMA BABY SHOW ISSUE ALL THINGS GREEN

Ad Close: 1/10/20

Material Close: 1/15/20

#### Bonus Distribution:

Children's Club, Dallas Apparel/Kidsworld, StyleMax/Chicago, Dallas Total Home & Gift Market, JPMA, ToyFest West, LA Kids Market

Green/Organic Directory

Product Spotlight

Product Comparison Chart: Swaddle Products



## SUMMER 2020

### THEME: NURSERY ISSUE

### READERS FAVORITES

### MAJOR MARKETS

Ad Close: 4/10/20

Material Close: 4/15/20

#### Bonus Distribution: AmericasMart,

ASTRA Marketplace & Academy, Chicago/Stylemax, Children's Club, Dallas Apparel Kidsworld, LA Market Gift + Home. Las Vegas Market, NY Now, Playtime NY, Kids Hub

Maternity Directory

Product Spotlight

Product Comparison Chart: Baby Carriers



## FALL 2020

### ABC KIDS EXPO ISSUE General Products Directory

Ad Close: 6/15/20

Material Close: 7/1/20

#### Bonus Distribution:

ABC Kids Expo  
Dallas Apparel/Kidsworld

Product Spotlight

Product Comparison Chart: Car Seats



## WINTER 2020

### SIZZLING MAJOR MARKETS APPAREL DIRECTORY

Ad Close: 9/1/20

Material Close: 9/10/20

#### Bonus Distribution:

Children's Club, Dallas Total Home & Gift, Dallas Apparel/Kidsworld,

Product Spotlight

Product Comparison Chart: Diaper Bags



## DISTRIBUTION & CIRCULATION INFORMATION

Baby & Children's Product News is distributed at major markets and national and international juvenile trade shows, as well as mailed to 15,000 readers representing buyers at small and large retailers.

**CIRCULATION: 15,000**  
 13,000+ mailed copies  
 2,000+ Average Bonus Distribution\*  
 10,000+ Digital

\*Average. See list of trade shows that receive bonus distribution on the editorial calendar page opposite

# 2020 Rates

## Packages & Rates

Invest in an Affordable Multimedia Package	4 issues Print	4 issues Digital Edition	12 months Web Advertising	12 months Social Media
<b>PLATINUM PACKAGE</b> \$1,500/ISSUE \$6,000/YEAR (ANNUAL VALUE \$18,000)	FULL PAGE	FULL PAGE	✓	✓
<b>GOLD PACKAGE</b> \$750/ISSUE \$3,000/YEAR (ANNUAL VALUE \$12,000)	1/2 PAGE	1/2 PAGE	✓	
<b>SILVER PACKAGE</b> \$500/ISSUE \$2,000/YEAR (ANNUAL VALUE \$3,600)	1/4 PAGE	1/4 PAGE		

**COVER POSITIONS & SPECIAL POSITIONS: 20% PREMIUM**

**#1 Magazine Serving the Juvenile Retailer**

**147,900+ MONTHLY VIEWERS**

**OVER 50,000+ MONTHLY SOCIAL MEDIA FOLLOWERS**

All rates are gross. No cash discount. Subject to change. See Baby & Children's Product News™ magazine 2020 Terms and Conditions. Deadlines: Advertising space deadline is the 10th of the month prior to publication. Camera ready materials due the 15th of the month prior to publication. No cancellations can be accepted after space reservation deadline. Advertisers receiving extensions agree to repeat last insertion of same size and color if extension deadline is not met. Ad production will be billed at the rate of \$50/hour. All changes will be billed at \$50/change. Client agrees to pay all collection costs & attorney fees. Publisher's liability for an error appearing in an advertisement created by the publisher is limited to the cost of the advertisement.

### ADVERTISING SALES

615-302-0464

sales@babyandchildrensproductnews.com

### OTHER QUESTIONS?

Lori Fisk-Conners 615-302-0464

lori@babyandchildrensproductnews.com

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## about us

Entering its 18th year of publication, Baby and Children's Product News™ is the only national magazine dedicated completely to juvenile products and the retailers who sell them. Published by Publishing & Marketing Solutions, Inc., the magazine was founded by Lori Fisk-Conners who remain its owner today.

### OUR STORY

This is the most powerful & cost effective magazine in the country. Readers can find the magazine at regional markets and in their own mailbox. Wish you were promoting your product everywhere juvenile retailers are? We are and your ad in our publication will be seen by them all!

### WHERE OUR HEARTS ARE

We don't talk a lot about our work in the community, but we are actively involved with and sponsor a number of organizations including the St. Jude's Dream Home in Nashville, Big Brothers & Big Sisters, The Asthma Foundation, Habitat for Humanity, Boys & Girls Clubs, Delivering Good, and Graceworks.



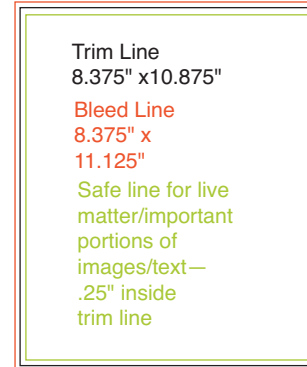
page trim size  
8.375" x 10.875"

gutter safety for  
all measurements  
0.25" on each side  
(from bleed where applicable)  
(0.5" in total)

binding method  
saddle stitched

# Print Specifications

Ad Size	BLEED	TRIM
SPREAD	17" x 11.125"	16.75" x 10.875"
FULL PAGE BLEED	8.625" x 11.125"	8.375" x 10.875"



FULL PAGE NO BLEED	7" x 10"
1/2 PAGE VERTICAL	3.375" x 10"
1/2 PAGE HORIZONTAL	7" x 4.875"
1/4 PAGE HORIZONTAL	7" x 2.375"
1/4 PAGE RECTANGULAR	3.375" x 4.875"

All ads need to be 300 DPI or greater. PDFs or JPGs preferred. No native AI files accepted - please save as PDFs with all fonts converted to outlines. Contact Baby and Children's Product News™ ad production at [production@babyandchildrensproductnews.com](mailto:production@babyandchildrensproductnews.com) or 615-595-8980

# Digital Specifications

## WEB SITE

Sponsored Content	Monthly Online Product Showcase \$750/month — 800 x 500 pixels
Top Banner	\$500/month — 550w x 420h pixels
Hot Products	Image on home page, link to editorial page of up to 1,000 words & 3 images — \$500/month
Mid Banner	\$400/month — 550w x 420h pixels
Bottom Banner	\$300/month — 550w x 420h pixels
Reader's Favorite Listing Link	— \$150/year

## SOCIAL MEDIA

Facebook	\$500/post	babyandchildrensproductnews
Pinterest	\$500/post	babyandchildren
Twitter	\$500/tweet	bcpn

Please send all banner and other image files for digital use as 72 DPI jpgs. Please send digital files to [production@babyandchildrensproductnews.com](mailto:production@babyandchildrensproductnews.com)

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