

BABY & CHILDREN'S™

PRODUCT NEWS

THE COMPLETE JUVENILE TRADE RESOURCE



2022
MEDIA KIT

CELEBRATING OUR
20TH YEAR

2022 EDITORIAL CALENDAR*



SPRING 2022

JPMA Salute Issue
Green/Organic Product Directory
Chart: Lunch/Bento Boxes

AD DEADLINE: 1/15/22
MATERIAL CLOSE 1/25/22

SUMMER 2022

ASTRA Salute
Toy Directory
New Toy Products
Reader's Favorites

AD DEADLINE 5/1/22
AD MATERIAL CLOSE 5/10/22



Include **Baby & Children's Product News** in your 2022 marketing plan.

Call or email **Susan Windham** for more information:

PHONE:
334-271-4087

EMAIL
susan@babyandchildrensproductnews.com

www.babyandchildrensproductnews.com

The #1 Juvenile Product Trade magazine for 20 years.

FALL 2022

ABC Salute Issue
Annual General Products Directory
Chart: Cribs

AD DEADLINE 8/1/22
AD MATERIAL CLOSE 8/10/22

WINTER 2022

Major Markets Issue
Apparel Directory
Chart: Car Seats

AD DEADLINE 11/1/22
AD MATERIAL DEADLINE 11/10/22



Additional bonus distribution is added as appropriate venues become available.

*Subject to Change



SUSAN WINDHAM **334-271-4087**

LORI FISK-CONNERS **615-305-6453**



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

2022 RATES PACKAGES & RATES

INVEST IN AN AFFORDABLE MULTIMEDIA	4 ISSUES PRINT	4 ISSUES DIGITAL	12 MONTHS WEB ADVERTISING	12 MONTHS SOCIAL MEDIA
PLATINUM PACKAGE \$2000/ISSUE \$8,000/YEAR (ANNUAL VALUE \$18,000)	FULL PAGE	FULL PAGE	✓	✓
GOLD PACKAGE \$1000/ISSUE \$4,000/YEAR (ANNUAL VALUE \$12,000)	1/2 PAGE	1/2 PAGE	✓	
SILVER PACKAGE \$700/ISSUE \$2800/YEAR (ANNUAL VALUE \$3,600)	1/4 PAGE	1/4 PAGE		

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

#1 Magazine Serving the Juvenile Retailer

150,000+ 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 2022 Terms and Conditions. Deadlines: Advertising space deadline is the 1st of the month prior to publication. Camera ready materials due the 1st 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 \$150. 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

Susan Windham
334-271-4087
susan@babyandchildrensproductnews.com

OTHER QUESTIONS?

MAIN OFFICE:
 Lori Fisk-Conners, Publisher
615-305-6453
lori@babyandchildrensproductnews.com

www.babyandchildrensproductnews.com

ABOUT US

Entering its 20th 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 or 615-595-8980

DIGITAL SPECIFICATIONS

Sponsored Content (Monthly Online Product Showcase)	\$500/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](https://www.facebook.com/babyandchildrensproductnews)



INSTAGRAM

\$500/post

[bcpnmagazine](https://www.instagram.com/bcpnmagazine)



PINTEREST

\$500/post

[babyandchildren](https://www.pinterest.com/babyandchildren)



TWITTER

\$500/tweet

[bcpn](https://www.twitter.com/bcpn)

Please send all banner and other image files for digital use as 72 DPI jpgs. Please send digital files to production@babyandchildrensproductnews.com

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**CONSUMERS
ARE ALREADY
SEARCHING FOR YOU.**

**WE MAKE YOU
EASY TO FIND.**

hope - /hōp/ noun; an optimistic state of mind that is based on an expectation of positive outcomes

GEOFENCING

Location-based targeting tactics like geofencing, Geo framing, and geolocation targeting enable you to reach your target audience based on where they are. By leveraging these tactics, you can increase brand visibility, compete with larger brands, and capture the attention of your target audience at the right place and at the right time.

Service Fee \$1000



SITE CONQUESTING

Target users searching your competitors' keywords and branded terms with site conquering. Offered as a Custom Audience Solution within our Supported Solutions, We leverage our specialized data partner, Distillery, to create a custom data audience that includes a modeled audience of people that have searched or visited your competitors' websites.

Bottom line, when someone visits your competitor's website - we collect their device address and send them an introduction to your services.

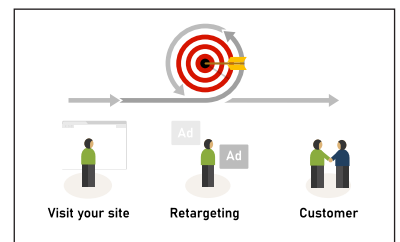
Service Fee \$1000 (no upcharge on impression budget)



SEARCH RETARGETING

Expand your search strategy to include display advertising with search retargeting. Leveraging specialized data partners like Cross Pixel and Datonics, this audience-based targeting approach enables the ability to reach users based on their search queries.

Service Fee \$1000



FB PIXEL CAMPAIGN

Place a FB AD MANAGER code that you embed on your website that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website. Then create ads that retarget those website visitors where ads will visit their newsfeeds.

Service Fee \$1000



prices based on minimum 3 month contract including a print contract

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DEMOGRAPHIC PROFILE

Baby & Children's Product News readers/viewers buy a wide variety of juvenile products. According to our readers surveys they purchase the following products:

- 90% premium brands
- 35% organic products
- 25% furniture
- 25% baby gear
- 45% games and toys
- 15% potty training products
- 28% apparel
- 22% maternity
- 13% books
- 23% feeding products
- 5% moses baskets
- 34% hair accessories

Business publication circulation statement for the 12 month period ending July 2021

INDUSTRY SERVED

Baby & Children's Product News serves juvenile apparel retailers, educational and toy retailers, juvenile furnishings retailers, juvenile product manufacturers, gift shops, online children's stores and more.

DEFINITION OF RECIPIENT QUALIFICATIONS

Qualified recipients include store owners, purchasing executives, marketing personnel, and others allied to the industry.

CIRCULATION BY COUNTRY

- 97% USA
- 2% Canada
- 1% other countries

AVERAGE QUALIFYING CIRCULATION

CIRCULATION	TOTAL COPIES	PAID
Retailers	13759	4603
Manufacturers	1030	1308
Advertising/PR Agency	130	130
Wholesaler	2	28
Manufacturer's Rept.	53	53

TOTAL QUALIFIED CIRCULATION 15,000 print

ONLINE DIGITAL EDITION CIRCULATION 15,000

TOTAL CIRCULATION 30,000

PUBLISHER'S AFFIDAVIT

I hereby make oath and say that all data set forth in this statement are true.

Lori Fisk-Conners, Publisher

July 30, 2021

615-305-6453 babyandchildrensproductnews.com



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