

MEDIA KIT

•2021•



PREGNANCY
& newborn

Pregnancy & Newborn

is a mama's biggest ally in health and well-being, as she navigates her unique motherhood journey. There's a lot of anticipation right up to a newborn's arrival. From purchasing baby supplies, to packing—and repacking—the delivery bag, to filling the fridge with quick meals, soon-to-be parents are consumed with necessary preparations.

Since 2006, P&N has been with them throughout this overwhelming process, and you can be, too!

Pregnancy is a wild ride, and *Pregnancy & Newborn* has everything a mom-to-be needs to know from the time of her positive pregnancy test to the pinnacle of her last labor pain.

Newborns don't come with instructions, so *P&N* provides new moms and dads with tried-and-true tips and expert advice on parenting topics that range from surviving the first six weeks to celebrating the first steps.



The Pregnancy & Newborn community continues to grow with us ...

because we provide them with the content they *want* and *need*.
What you'll find at pnmag.com:

PREGNANCY

Taking care of yourself during pregnancy is essential to the well-being of both mom- and baby-to-be, and *P&N* strives to make sure expectant mothers have the information they need for a happy, healthy nine months. With departments covering prenatal care, wellness, nutrition and labor and delivery, this is a valuable resource for expectant moms looking to nurture body and soul.

MOM & BABY

Bringing up baby is hard work! *P&N* walks new moms through the fourth trimester and baby's first milestones, with practical advice and relatable reads. Whether we're discussing vaccinations or offering words of encouragement to nursing mothers, *P&N* proudly supports the wonders and woes of early parenthood with topics like baby care, breastfeeding, parenting, postpartum and expert advice.

MUST-HAVES

These days, pregnancy is a fashion statement, and *P&N* doesn't disappoint the style-conscious mama-to-be. Incorporating beauty, maternity and nursing fashion, accessories, influencer and baby style, products and nursery inspiration, this section helps our community look and feel her best through nine months of pregnancy and beyond.

GEAR REVIEWS

It's no secret that babies require a lot of stuff—and the abundance of options often leaves soon-to-be parents overwhelmed. Fortunately, our editors are experts on the latest and greatest—and time-tested—products on the market. We publish real-parent reviews of big-ticket items and all the handy extras that make a mom's life easier. Here is where our readers can really take notes for their registries.

BIRTH STORIES

A labor and delivery tale provides an empowering account of a time-capsule moment forever recorded. Memorable, moving and often therapeutic, a penned birth story is a way to keep as many details as possible. It also serves others as many expectant moms dive in for encouragement and support. *P&N* is chock-full of sweet stories and always welcomes new submissions.



OFFERS

The ***Pregnancy & Newborn Offers*** page grants exclusive access to several giveaways, promotions and freebies, big and small—but mostly big. A quick single entry saves moms time and (fingers crossed) money. It's super easy for her to enter multiple giveaways all in one place.

Let's work together

Babies are expensive. And the world of baby goods is vast. Our reader can feel overwhelmed and belly-high in registry options, and turns to our tailored content to inform her choices. *Pregnancy & Newborn* introduces you to her, forming an engaged relationship. We help build brand value and connect you with your target audience.

HELP US HELP YOU:

- Giveaway/incentive primely hosted on our *Offers* page
- Dedicated email blast
- Native collaboration
- Social package
- Advertising placement

What makes **Pregnancy & Newborn** unique is our quality of traffic. We have nearly zero spam/fraud rates and our reader is a quality subscriber who wants digital access to content we curate just for her.

80%+ FEMALE: 25-34 years old

PNMAG.COM: 250K unique visitors per month

EMAIL LIST: 3M+ opted-in subscribers

SOCIAL MEDIA: 550K+ followers



@pnmag

For opportunities, rates and specs, please contact:

Josh Lucas | lucas@fueledloop.com