



RATES & INFORMATION

2010 Rates & Calendar

Gross Rates*

Ad Size	4-Color	B&W
Page	\$77,100	\$57,900
2/3 Page	\$54,000	\$40,500
1/2 Page	\$46,600	\$34,700
1/3 Page	\$30,800	\$23,100
2nd Cover	\$88,600	N/A
3rd Cover	\$84,800	N/A
4th Cover	\$92,500	N/A
Copy Split Charge	\$2,800	\$2,800

Rate Base:

700,000

Audience:

3,444,000

Frequency:

8x a year

Controlled Circulation

Venues:

Pediatrician and
OB/GYN offices

Calendar

Issue	Ad Close	On Sale
February/March	11/26/09	2/5/10
April	1/14/10	3/26/10
May	2/11/10	4/23/10
June/July	3/18/10	5/28/10
August/September	5/20/10	7/30/10
October	7/15/10	9/24/10
November	8/19/10	10/29/10
December/January 2011	9/16/10	11/26/10



Source: Simmons Fall 2008 NHCS Adult Full Year Unified Study, Publisher's adjusted audience; BPA audited.