



## 2013 Media Kit

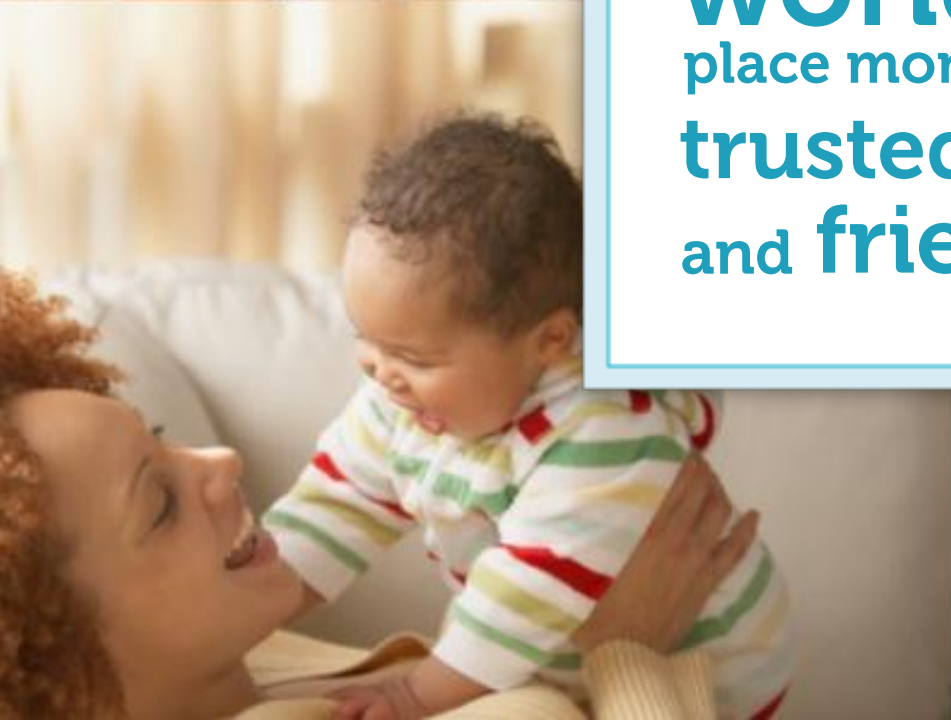


The #1 pregnancy and parenting web and mobile destination worldwide



THE BABYCENTER VISION

Be the leading  
**worldwide**  
place moms come for  
trusted advice  
and **friendship**







## We believe

Our first purpose is to support moms through the journey of pregnancy and early parenthood.

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## We know

The dedicated pursuit of excellence is essential to our success, and an obligation to our consumers and clients.

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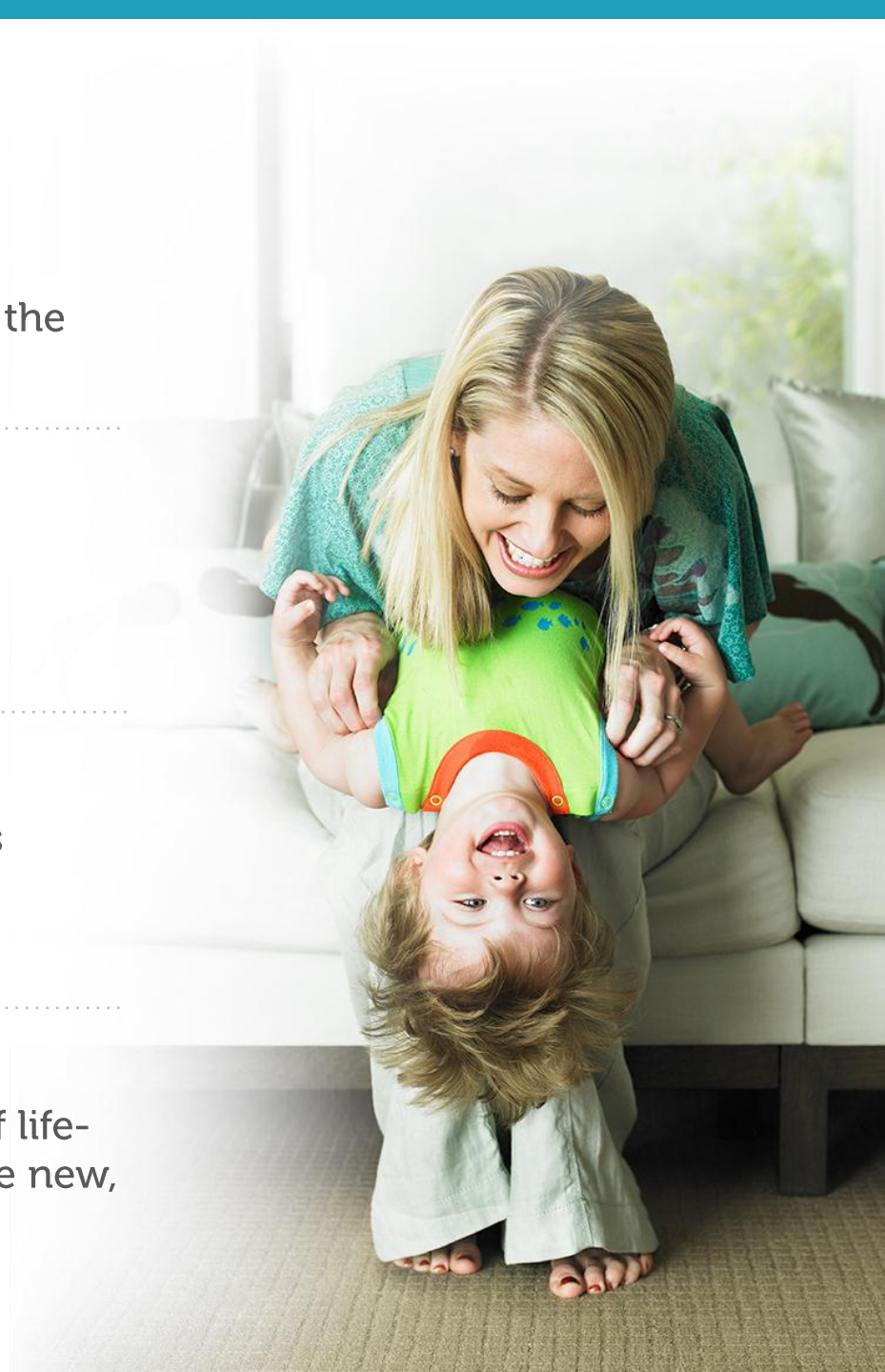
## We understand

Gaining true insight into the hearts and minds of digital moms unlocks unparalleled business opportunities for brands.

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## We deliver

Our business is built on an innovative blend of life-stage marketing solutions to reach and engage new, expectant, and experienced moms.



# BabyCenter is the #1 pregnancy & parenting web and mobile destination worldwide

Reaching 34 million moms every month

14 different locally owned sites in 11 different languages

## INTERNATIONAL SITES

Arabia, Australia, Brasil, Canada, China, France, Germany, India, Korea, Latin America, Malaysia, Russia, UK, US



# We surround Mom with support for every need



## 10K+ original pieces of content

Written by award-winning editors, reviewed by medical experts



## 1.6B emails sent every year

Timed to her exact stage and mind-set



## Mobile optimized to support her busy life

15MM UV per month



## 8.7MM App downloads

My Pregnancy Today & My Baby Today



## 10MM UV per month

Access to millions of women



## 12.6MM videos viewed every month

Original content on pregnancy & parenting



## 75+ influential Mom Bloggers

US, UK & Latin America, with thousands of followers each



## 856K active fans

Socializing and sharing



## 172K followers

Following news, information and trends in parenting



## 26K followers

Featuring everything from nurseries to mealtime inspiration

# BabyCenter is an Insights Engine

We are the voice the 21<sup>st</sup> Century Mom<sup>®</sup> & modern motherhood



**What  
she's  
thinking**

**Primary  
research**  
with our 21<sup>st</sup>  
Century Mom  
panel and  
custom  
research with  
34MM moms  
globally



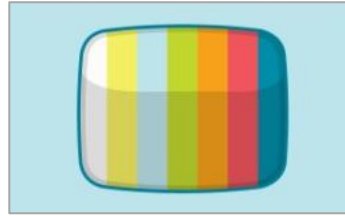
**How  
she's acting**

**Behavioral  
analytics in  
real time**  
across  
content, social  
and mobile  
platforms



**Who she's  
listening to**

**Proprietary  
social  
listening tools**  
measure  
trends & track  
conversations  
across topics  
timed to  
woman's life  
stage



**What media  
she's  
consuming**

**Deep analysis  
of media  
consumption  
and  
behavioral  
trends** across  
devices and  
screens



**When and  
what she's  
buying**

**Consumer  
data and  
insights**  
surface  
**changing  
preferences**  
and **purchase  
criteria by  
stage**



# Meet the 21<sup>st</sup> Century Mom<sup>®</sup>

Always-on, in control and changing the rules for marketers



## Time Starved

US Moms tell us that **motherhood adds 10 hours** of parenting duties to her day



## New Needs

From nappies and prams to cars and clothing, **68% of UK Mums change their purchase criteria**



## Media-Shifted

Braslian Moms **go online for parenting-related information 4x more** than they rely on magazines



## Mobile

**3 in 5 Canadian Moms own a smartphone** – 30% use it to look up prices while shopping in-store

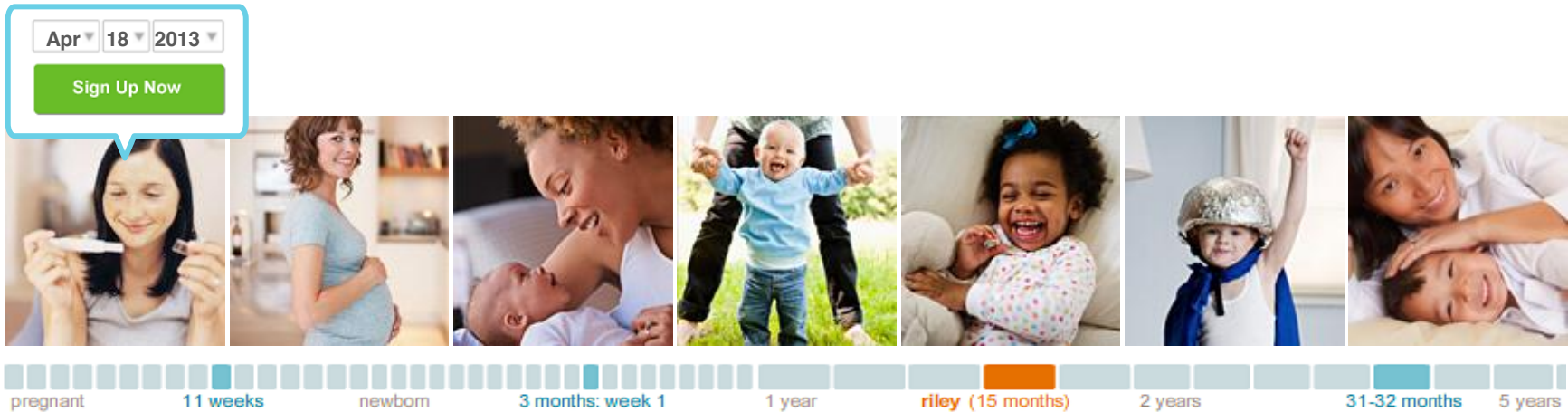
### GLOBAL CONSUMER INSIGHTS

No one gives brand marketers deeper insights into what moms around the world are saying, thinking or buying



# BabyCenter is remarkably right. Now.

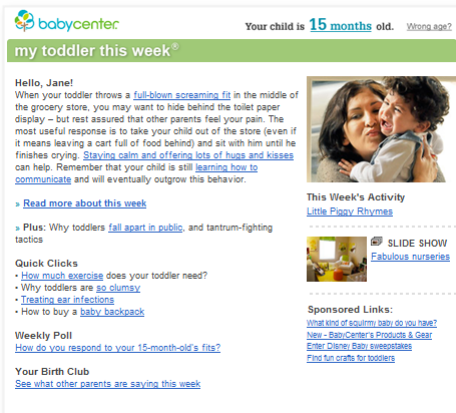
Our innovative blend of marketing solutions connects brands with moms in powerful ways, at key decision making moments throughout the journey – from preconception to big kid



## Mobile Web



## Stage Targeted Email



## Video



## Community





From content and email to mobile and social, all of our **marketing solutions** are geared to **help you connect with moms**, in ways that make sense for your brand and your budget



### Life Stage Targeting

Deliver your marketing message so that it's perfectly timed to Mom's exact stage and mindset, across both web and mobile platforms



### High Impact Media

Meet some of the most innovative premium rich media enabled display units around today – integrate BabyCenter editorial content into the experience



### Email

Timed to Mom's exact stage, our email is the gateway to her BabyCenter experience – and the start of her emotional connection with your brand



### Editorial Features

From seasonal specials to baby naming trends, align your brand with original content, written by BabyCenter editors, supported by industry experts



### Mobile Web & Apps

Optimized to support Mobile Mom with innovative rich media formats to support brands, plus the world's first global pregnancy app – available for iPhone and Android



### Community

Connect with millions in a vibrant, dynamic community, where moms can be themselves and brands are welcomed into the conversation



### Social

Activate social media moms beyond BabyCenter.com to our friends, fans and followers on Facebook, Twitter, Pinterest and Instagram



### Mom Blogs

Tell us your objective. We'll hand-pick influential voices on the BabyCenter Blog and our extensive network of Mom Bloggers to craft a campaign that resonates



### Mom Squad™ Sampling

Get Mom insights that will inform how you think about, market to, and connect with the most powerful consumer around today



### Video

Our award winning video library combines advertising with original content on pregnancy, baby, parenting and beyond to engage moms in your brand

# Contact us to get started

And let us put the power of BabyCenter to work for your brand

## US

[solutions@babycenter.com](mailto:solutions@babycenter.com)

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## UK & Other Markets

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