



OhBaby! ^{INDY}

2017

OhBaby Indy is the newest go-to resource guide containing everything expectant and new parents in Central Indiana need to know about bringing up baby! In a convenient, digest sized print magazine, **OhBaby Indy** will be supported by print, digital, social and event marketing.

FEATURED CONTENT:

- * 5 Tips for Choosing the Right Childcare
- * Baby's First Dental Check-Up
- * Creating a Birth Plan
- * Planning Baby's First Birthday Party

DEMOGRAPHICS

The digest sized magazine is distributed to expectant and new moms who want to be in-the-know on all things the Central Indiana parenting community has to offer. Our target demographic are women 25-40 looking for resources for their growing families.

CIRCULATION: 20,000

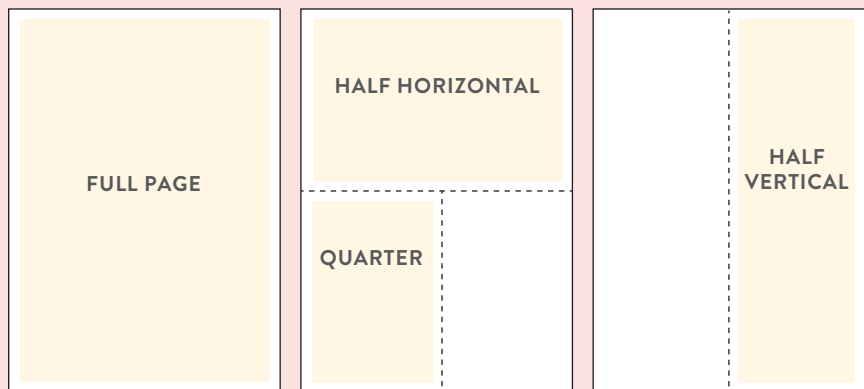
OhBaby Indy is distributed to OBGYN offices, hospitals, retail partners and business that serve expectant and new moms. The magazine will be restocked throughout the year.

DEADLINES

SPACE RESERVATION: MAR 24
AD COPY: MAR 31
STREET DATE: APRIL 27

MECHANICALS

Trim Size.....	5.25" x 8.375"	Half Horizontal.....	4.75" x 3.75"
Bleed.....	5.75" x 8.875"	Half Vertical.....	2.275" x 7.875"
Full Page.....	4.75" x 7.875"	Quarter.....	2.275" x 3.75"



* ALL DIMENSIONS ARE WIDTH x HEIGHT AND ARE IN INCHES.

RATES

Full Page.....	\$1,995	Back Cover.....	\$2,695
Half Page.....	\$1,195	Inside Cover.....	\$2,395
Quarter Page.....	\$695	Page 3.....	\$2,395
		Inside Back.....	\$2,295