



mother baby & child

- A MOTHER'S BEST FRIEND

MEDIA PACK 2012

*New mothers
always want
the best for their
new family
and themselves!*





It's as easy as...

1

The arrival of a baby is a happy time. But, for parents, it's also a time of stress and upheaval. Of course, they want the best for their children but where do they find accurate, focused advice and, equally importantly, details of all the products and services that caring for a newborn requires? Moreover, taking care of a toddler up to the early age of nine is a challenge as well as it is a beautiful time of learning and growth. Mothers not only need help during pregnancy, but beyond as well. And the type of help changes as the children grow up in their early years.

2

Some of that comes from friends and relatives, of course. But a regular guide to the best that the market has to offer is a valuable addition to any parent's arsenal. Hence the launch of *Mother, baby & child* - a practical guide for new mothers that guides them through the whole exciting process, from pre-natal through baby and toddler up to nine years old. It's both a monthly magazine and an informative Web site - a one-stop advisor and a mother's best friend!

3

Covering everything from conceiving to pregnancy to baby care, food and nutrition to product testing, medical issues to pre-school development and early schooling, to child party venues and catering, shopping and lifestyle, retreats at different spas, hotels and outings, to soul-products every woman should have to feel good within and from the exterior, to the best products in the market tailored to renovate a child's room or any other room in the house, and much more - *Mother, baby & child* is a perfect way to connect with an enthusiastic, high-spending audience - new parents who want the best for their new family and a mother that wants the perfect sanctuary that curtails all sorts of information that she needs to know from babies and kids, to taking a break and focusing on her me-time.

Talk to us about the exciting marketing opportunities and connect to your key audience!

Our focus

We believe mothers need information they can trust and they often need it quickly. That's why we are delivering *Mother, baby & child* in both print and on-line formats.

We believe they want advice that makes sense, especially during a time that may be confusing and stressful. That's why we're signing up contributors

who have day to day experience with the issues involved, from medical to diet, pre-natal to post-natal complications, child care to child growth, nutrition to fitness advice, and product choice.

We believe they also want to have fun. Babies and young children change lives and enrich families but they also mean rules change. That's why we're offering guides to parents' new lives

from travel, to hotel experience, to dining out and much more.

The combination delivers the best of practical advice and reference material with lots of feature ideas and directories for sourcing products, finding services or just relaxing with the new family.

With print, Web and digital magazines, this is your best route to market.

Our readership

Unlike many magazines and Web sites, Mother, Baby & Child has by its nature a changing audience - new families are starting all the time! So we plan a multi-level distribution strategy:

1 We'll create major visibility across retail stores, from hypermarkets to petrol stations and book shops, to groceries ensuring your brand reaches its audience. Plus, of course, paid subscriptions for those who want it.

2 We'll distribute through outlets where pregnant mothers or existing parents will be present such as pre-natal classes (arts and crafts, music, sports, dance classes), doctors' and gynecologists' surgeries, pediatric centres, hospitals, mother and child groups, day care centres, nurseries, schools, shopping outlets (Carrefour, Geant, Lulu hypermarket, Spinneys, etc.), children play areas, book stores, ex-pat groups, toy stores, coffee shops, fitness centres, spas, hair and beauty salons, restaurants, and hotels.

3 We'll create a real social networking buzz through Facebook and Twitter driving parents to our Website for its directories of maids and nannies, shops and outlets, spas and health clubs, hotels and restaurants, nurseries and schools, hospitals and clinics, party venues and party catering, book stores and fitness centers, photo studios and various classes, pet shops and pet stores, beauty salons and kids salons, cinemas and movies, travel guides and airlines, fun outdoor events like desert safaris, hot air balloons, aqua parks..and more!

And don't forget the Web site and digital edition of the magazine. The result? A monthly circulation of more than **30,000 copies** a month in the hands of your target audience. Moreover, we are offering a **membership discount card** available to all mothers that you can be a part of that will surely generate you thousands more leads!



Advertising rates

Print

| | |
|--------------------|---------|
| Gatefold double | \$6,750 |
| Gatefold single | \$3,750 |
| Outside back cover | \$3,000 |
| Inside front cover | \$3,000 |
| Inside back cover | \$2,500 |
| Double page spread | \$3,750 |
| Full page special | \$2,250 |
| Full page colour | \$2,000 |
| Half page | \$1,000 |
| Quarter page | \$700 |
| Strip | \$600 |
| Agency discount | 15% |

Inserts

| | |
|--|--|
| One slip | \$2,000 |
| Catalogue w/belly band & double page ad/gatefold | According to size of booklet & number of pages |

Directory

| | |
|-------------------|----------------------|
| Highlight listing | \$400/month |
| | \$4,000 p/a (1 year) |

News Blast

| | |
|-------------|--------|
| Email Blast | \$1800 |
|-------------|--------|

Web (per calendar month)

| | |
|---|---------|
| Page Takeover | \$4,500 |
| Branding per page | \$4,500 |
| Online catalogue | \$4,000 |
| Banner with link and cookie | \$3,500 |
| Banner with link and pop-up enabled cache for data collection | \$3,000 |
| Flash ad | \$850 |
| Banner, with link | \$700 |
| Customized poll | \$600 |



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CONTACTS

Management

Darine Hounaine
Associate Publisher
E-mail: darine@cpidubai.com
Mobile: +971 50 692 0177
Office: +971 4 433 2372

Sales

Darine Hounaine
Director
E-mail: darine@cpidubai.com
Mobile: +971 55 9159905
Office: +971 4 4332372 **Sales**

Sales

Bahar Erdogan
Sales Manager
E-mail: bahar@cpidubai.com
Mobile: +971 55 308 8639
Office: +971 4 433 2446 **Sales**

Production

James Tharian
Manager
E-mail: james@cpidubai.com
Mobile: +971 56 698 9942
Office: +971 4 440 9146

Circulation & Distribution

Rochelle Almeida
Subscription Manager
E-mail: rochelle@advancemena.com
Office: +971 4 368 1670

Marketing

Bernadette Pelaez
Manager
E-mail: infombc@cpidubai.com
Office: +971 4 433 2398
Fax: +971 4 457 2532

Editorial

Dominique Pechuela-Famador
Editor
E-mail: editormbc@cpidubai.com
Mobile: + 971 50 158 2081
Office: +971 4 433 2449

Design

Jimmy Mendoza
Designer
E-mail: designermbc@cpidubai.com
Office: +971 4 433 2424

Web Design

Vishal Garg
Web Developer
E-mail: webmbc@cpidubai.com
Office: +971 4 433 2454



CPI (Corporate Publishing International)
Grosvenor Business Tower, Office 804, Tecom C,
Dubai, UAE
Tel: +971 4 440 1900 Fax: +971 4 442 9207
www.cpidubai.com

ABOUT CPI: CPI has been based in Dubai for two decades, focusing for most of its life on business-to-business magazines in the IT, finance, industry, construction and broadcasting industries.

It also published OK! Middle East (under license from Northern and Shell) and BBC Good Food Middle East (under licence from BBC Worldwide).