



Birth of a Mother started back in 1999 as an advertising avenue within the bo bébé baby stores in Calgary, going into every customer bag. With fantastic feedback and many businesses wanting more access to our magazine, we have proudly evolved into a 24 page, full colour, glossy magazine with a distribution count of 8,000 distributed within calgary. Printed bi-monthly, our magazine articles include submissions from authors, doctors, industry professionals and more, bringing sound, planet friendly advice and ideas to today's urban, educated family. If your business targets expecting moms, new babies and young educated families, Birth of a Mother is for you!

2007/08 RATE CARD SPECIFICATIONS

AD SIZE	1 ISSUE (\$/issue)	3 ISSUES (\$/issue)	6 ISSUES (\$/issue)
Resource listings	\$79	\$69	\$59
1/3 page vertical	\$429	\$409	\$399
1/3 page horizontal	\$429	\$409	\$399
1/4 page	\$349	\$329	\$299
1/2 page horizontal	\$649	\$619	\$499
Full page interior	\$1399	\$1099	\$799
Full page inside cover	\$1699	\$1299	\$999
Double page spread	\$2299	\$1699	\$1299

ISSUE	BOOKING	MATERIALS	DISTRIBUTION
Nov/Dec 2007	Oct. 10/07	Oct. 15/07	Nov. 2/07
Jan/Feb 2008	Dec. 10/07	Dec. 15/07	Jan. 4/08
Mar/Apr 2008	Feb. 10/08	Feb. 15/08	Mar. 3/08
May/June 2008	Apr. 10/08	Apr. 15/08	May 5/08
Jul/Aug 2008	June 10/08	June 15/08	July 4/08

SALES INQUIRIES

Please direct all advertising inquiries to sales@birthofamother.com

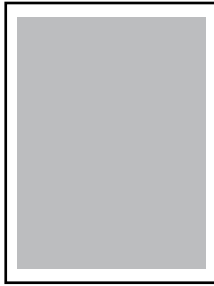
Or contact your sales reps directly:

chantal@birthofamother.com, megan@birthofamother.com, yann@birthofamother.com

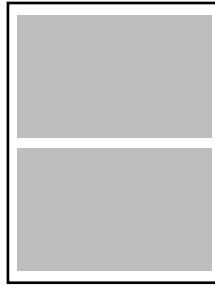
2007/08 ADVERTISING SPECIFICATIONS



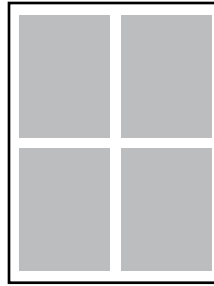
FULL PAGE BLEED



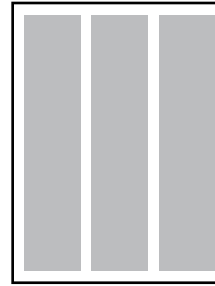
FULL PG FLOATING



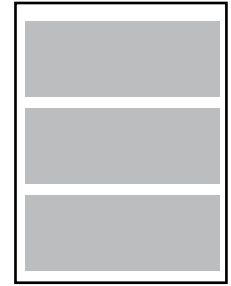
1/2 PG HORIZ.



1/4 PAGE



1/3 VERTICAL



1/3 HORIZONTAL

FULL PAGE BLEED 8.25 X 10.625 (+1/4 INCH BLEED)

FULL PAGE FLOATING 7.25 X 9.625

1/2 PAGE HORIZONTAL 7.25 X 4.7

1/4 PAGE 3.55 X 4.75

1/3 PAGE VERTICAL 2.3 X 9.625

1/3 PAGE HORIZONTAL 7.25 X 2.5

PRODUCTION SPECS

- Images must be 300 dpi at 100% for print
- Images and graphics should not use any form of compression, including jpeg compression, jpeg encoding and LZW compression.
- color ads must be in CMYK format
- Ads supplied by the client must be a press ready resolution PDF, a 300 dpi TIFF or an Illustrator EPS with all fonts converted to curves with all images and graphic support files embedded in the file.
- A hard copy of the ad must be received with files to ensure accuracy, otherwise Birth of a Mother will assume no responsibility for errors.
- Birth of a Mother does not guarantee 100% color accuracy
- Compressed files (.sit or .zip) under 5MB can be emailed to sales@birthofamother.com
- Files over 5 MB can be burned to cd and mailed to:
Birth Of A Mother
c/o: bo bébé lifestyle® #730-20 Crowfoot Cr.NW
Calgary, AB., T3G 2P6

www.birthofamother.com
