



The No. 1 Pregnancy and Baby Magazine

The Company



- Incorporated in 2004, **Next Gen Publishing** is backed by three premier institutions :
- **Forbes Group** (India's oldest surviving business group, established in 1837), **HDFC** (India's leading financial institution) and **Emap** (a leading UK publishing & media company).
- Next Gen has created a niche for itself in the magazine publishing space by setting a scorching pace in launching a range of journals, magazines, directories, digital and other information products within a space of 3 years.

- Emap is one of the largest media groups in Europe
- Annual revenue of £1003 million, operating profit £217 million and market cap of over £2 billion
- Mother and Baby UK - a 50 year old brand
- No. 1 in the parenting market for the last 20 years
- 53% market share
- 13 International editions with 1,18,000 copies sold every month
- Other titles in the parenting portfolio: Pregnancy and Birth, Pregnancy and you, Mother and Baby awards and online properties like motherandbabymagazine.com, askamum.com

NO. 1 PARENTING MAGAZINE

Mother & Baby combines expert advice with advice from real - life mums making sure that every issue is jam-packed with information & great value for money with offers, competitions and exclusive discounts.



What does the reader seek?

- Assurance that every thing is 'normal'
- Accurate information suitable in the Indian context.
- Advice on various issues involving her pregnancy as well as bringing up their children.
- Connectivity to other mothers and their experiences.
- Update on all that's happening in the baby world.
- Product recommendations.

The look

Cheerful, international, pleasing to the eye, heart-warming, easy to read, visual.

The Feel

Warm, upbeat, informative, interesting, proactive.

The Vision

To be the reader's friend and hold her hand through the most trying times.

To devote time and energy (which the pregnant woman or mother does not have) to get expert advice, be on the cutting edge of baby and product news, and give it to the mother in an easy-to-read format.

To make the mother feel like she belongs to a mum's club, which offers personal insights from other mothers instead of being coldly clinical.

To be the quick, one-stop consultant for everything related to pregnancy, birth and child care.

The Content will comprise of...

Some key subjects

- **Sleep** - both mother's and baby's
- **Nutrition** - mother's diet, breast-feeding, weaning, healthy snacks for toddlers
- **Development of the baby in the womb** - what to expect week-by-week
- **Demystifying the birthing process** - articles that help you ensure you're doing everything right
- **Looking after your baby** - all the tools and tricks you need to be a successful mother, from before the child is born right up to pre-school years
- **News** - latest developments on the baby front in the fields of medicine, science, psychology, nutrition, style, etc.

Regular Features

She Says, He Says: An expecting couple answers candid questions about their pregnancy

Leading Lady: We present the story of our cover mum, including her pregnancy, childbirth, career and bringing up her baby...

Mum Sense: Our know-it-all Sassy Maasi has all the answers to the dilemmas faced by mums

Letters: Reader feedback

Star Babies: Pics of cute kids sent in by readers

M&B Food: Delicious recipes and specially shot images

M&B Fashion: A specially shot photo-spread featuring either pregnant mums or kids

Mummies' Guide To... A step-by-step guide to some aspect of baby/child care

M&B Reviews: Four products for mums-to-be, mums, babies and kids tried and tested for the reader

M&B Market: A round-up of all the new products for kids in the market

Significant Mother: New products for mums

M&B Events: A report on all the parenting events that happened across the country in the previous month as well as an update on what's to come...

Baby Tarot: What the cards forecast for babies across the Zodiac

Regular Features

Appear often

M&B Expert: An expert from a particular field discussing a health or baby care issue

M&B Fitness: Usually a specially shot pictorial guide to fitness for mums-to-be, mums and kids

M&B Report: An in-depth analysis and investigation into a particular subject of relevance to mums & babies

M&B Debate: Various opinions on a point of debate to give the reader food for thought

Occasionally

M&B Possibilities: Introducing an unusual therapy or new concept...

M&B Insight: A closer look at a pregnancy or baby-related issue

M&B Trend: All about something that is on the verge of becoming popular

The Wait: An interview with a mum-to-be about her pregnancy

True-Life Stories: Unusual birthing and pregnancy experiences

Real Mums: An interview with a mum about her parenting experiences

Father & Baby: A piece/interview that highlights this special bond

Media & Marketing Activities

1. Teaser Campaign with Human Banner's in Three Major Cities i.e ; Mumbai, Delhi & Bangalore for 6 days each.



2. Park Activities in 25 – 30 parks in Mumbai and Delhi whereby promoters distributed launch issue and free Samplers to expected mums and young mums.

3. Advertised in magazines like Femina, Good House Keeping, Cosmopolitan, Reader's Digest, also taken in News Papers like; Brand Reporter, Midday front page for dipstick in three major cities via; Mumbai, Delhi & Bangalore.



4: Events:-

Associating with Brands like Fisher Price and Major Hospitals for conducting series of events under the PEDIA(Parent Education Information & Awareness Program) by roping in the services of childcare Experts. Already conducted events i.e; “Magic of Motherhood” in three major cities in association with Fisher Price.

Media & Marketing Activities

Delhi



Mumbai



Events held in Top 4 cities
i.e; Mumbai, Delhi,
Chennai and
Bangalore in
association with
Fisher price,
landmark, and
Odyssey



Bengaluru



Chennai

The 3R's of Mother & Baby



Reassuring

Reader Friendly

Reliable

Regular Advertisers of M&B

- Johnson & Johnson
- Fisher Price
- Pigeon (Singapore)
- Wockhardt (Nutrition)
- Glaxo Smith Kline
- Pampers
- Abbott
- Wockhardt Hospitals
- Grolier International Pvt Ltd
- Nuby India
- Sun Baby
- Ok Baby
- Pediasure – Abbott
- Mahindra Retail – MOM N ME
- World Books
- StreaX Hair Colour
- 9 Months (Apparels)
- Mama & Bebe
- Little Feet
- Apple Of My I
- Medela
- Disney Baby
- Cadbury's
- Funskool
- Fortis
- Ergo Baby
- Little Kangaroos
- Podar Education Network

Regular Advertisers of M&B

- Mee Mee
- Kodak
- BIG TV
- Bhairav NX
- Gladioli
- Ree Cord
- Jr. Horlicks
- Dabur Real Juices
- Hansel And Gretel Expo
- Morph
- Mera Bubblee
- Lifecell International
- Cordlife (singapore)
- Philips Avent
- HUGGIES
- Bum Genius
- NUBY
- Party Hunterz
- Lilliput
- VLCC
- SONY
- MYRAH SPA
- Pears
- Kissan Jams
- Kidzee (preschool)
- IMS (ENVIE)
- BEE BOP (Dream Theatre)
- Julia Gabriel
- Aviva (Life Insurance)
- Party IN a box
- Little Kids, Born babies

Regular Advertisers of M&B

- Vicks
- Pocoyo
- Disney Jr. Channel
- Lock N Lock
- Godrej Protekt
- VIA Media
- GSK
- EVY Baby
- BABYOYE.COM
- Elder Pharma
- Braun
- Britannia (Treat-O)
- Born Babies
- Jingers
- Mamy Poko
- BSA Toddlers
- Hamdard Rogan badam S hirin
- Quick Dry
- LG
- Ryan International (Wonder Kids)
- Chicco
- V R Tech
- Prasuti Napkins
- Universal Corporation
- Inimitable Impressions
- Nestle Baby N Me
- Ayur S unscreen
- Cryo Save
- Eurokids
- WoodWards
- Baby Nova
- Pari's
- Ponds

Circulation Breakup

| Region | Amount |
|-------------------------------------|---------------|
| Delhi | 17457 |
| Mumbai | 12903 |
| Kokatta | 5232 |
| Chennai | 6601 |
| Banglore | 9890 |
| Hydrebad | 3967 |
| Lucknow | 1207 |
| Chandigardh | 2219 |
| Ahmedabad | 644 |
| Pune | 3185 |
| Other Towns | 16445 |
| Total | 79750 |
| Sales Promotion Copies to Gynecolog | 20000 |
| Final Total | 99750 |

Launched in : May 2008

Frequency : Monthly

Circulation : 79000 copies

Distribution : Metros and Mini Metros (Top 35 cities)

Cover Price: Rs. 100/-

Target Audience

- Expecting mothers, New mums, Mothers of Toddlers and children up to the age of six.
- SEC A+, A & B
- Age : 25 to 40 years

Promotional Plan

- Mainly BTL: Subscription and sampling drives at major gynaecologists, paediatricians maternity clinics in top 20 Cities.
- Special offers and sampling at baby stores like Mothercare, lilliput, Mom and I etc.

Magazine Specifications

- Full Page Card Rate: Rs. 1,40,000/-
- Double Spread Card Cost: Rs. 2,80,000/-
- Half Page card Rate: Rs. 84,000/-
- Strip ad (vertical/ Horizontal) Rs. 50,000/-
- Back Cover Card Rate: Rs. 3,00,000/-
- Inside Back Cover Card Rate: Rs. 2,50,000/-
- Inside Front Cover Card Rate: Rs. 2,50,000/-
- Front Gatefold Card Rate: Rs. 4,80,000/-

Full Page Size Specifications

- Non Bleed - 19.5 x 25.3
- Bleed - 21.5 x 27.3
- Leave 3mm Bleed margins from all sides for Bleed ad
- Creative must be in EPS and .TIFF Format with a color proof



THANK YOU!!!