

ORANGE COUNTY baby AND BEYOND

Orange County's guide for modern parents



Publication

SEPTEMBER 2019

Relevant, researched, honest advice, featuring interviews with local medical experts, in-depth discussions, how-to guides and information on everything from nutrition to safe sleep and more.

Circulation: 30,000 Copies Distributed Year-Round + Digital Edition

Distribution: Hospital & OB/GYN prenatal new family welcome packets, direct mailed to new moms, hospital birthing centers, OB/GYN and pediatrician offices, children's retailers, childbirth education classes, private schools, preschools & upscale childcare facilities and the OC Baby & Beyond Expo.

Space + Material Deadline: July 25, 2019

PUBLICATION RATES:

FULL PAGE:	\$2,995	2 PG. SPREAD:	\$5,690
1/2 H PAGE:	\$1,795	COVER 3:	\$3,445
1/4 PAGE:	\$1,075	COVER 2 SPREAD:	\$7,185
BACK COVER:	\$4,195	TOC/GUARANTEED POSITIONING	+ 20%

(All ad rates are net per issue.)

Expo

OCTOBER 27 2019 • IRVINE, CA • IRVINE MARRIOTT

The Orange County Baby & Beyond Expo will attract local expectant parents and relatives looking to connect with the industry's best experts and products as they plan for their growing families. Including the latest baby gear, clothing, accessories and resources from dozens of vendors, all under one roof.

Expo sponsorships start at
\$1,500 - \$25,000

Event Deadline:
September 1, 2019

EXPO BOOTH:

STANDARD:	\$550
PREMIUM PLACEMENT BOOTH:	\$750
Based on availability.	

EXPO PROGRAM:

FULL PAGE:	\$1,800	BACK COVER:	\$2,160
1/2 H PAGE:	\$1,060	INSIDE FRONT COVER:	\$2,090
1/4 PAGE:	\$510	INSIDE BACK COVER:	\$2,090
*Receive 15% off ad rates when booked with your booth			

Reserve your spot today!

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