

ADVERTISE in Mommy Pages and reach young and active mothers!

Mommy Pages guarantees readership because of its FREE distribution.

Unlike magazines which are usually read only once then set aside, Mommy Pages is used and referred to constantly by moms from the time they're pregnant and as their baby grows.

Mommy Pages is published by moms, for moms. We know what moms need and want.

#### IT CONTAINS THE FOLLOWING INFORMATION:

Shopping directory (maternity shops, baby shops, kids clothing stores, toy stores etc)

Directory of Activities available for parents and children (summer activities, extra-curricular activities, arts classes, sports classes, etc)

Listings of Kid-friendly Places to visit (directory of zoos, museums, libraries, theme parks, etc)

Contact numbers of Resources for Parents (childbirth classes, support group listings, doctors and dentists, etc.)

Mompreneur-founded businesses

Mommy Pages readers keep their copies in their handbags or always close at hand, and refer to their books repeatedly while their kids are growing up and as their needs and wants change and increase. For Mommy Pages advertisers, this translates to multiple exposure for their Mommy Pages ad placements.

Having an ad in Mommy Pages ensures that your contact and product information is available right when moms need it.

#### MOMMY PAGES CIRCULATION:

- 5,000 copies
- 2 issues/ year (July and September)
- More than 75% of copies distributed for free
- 25% on retail for P95/ copy



#### Publication dates: Quarterly (next issue on March 2010)

#### Mommy Pages Issue dates and themes:

Mar-May 2010 - Summer/ Moms to be & Babies  
June-Aug 2010 - Learning/ Education/ Parents & Kids  
Sept-Nov 2010 - Cool Mom Products/ Moms  
Dec-Feb 2010 - Celebrations/ Traditions/ Family

#### SINCE 2002, MOMMY PAGES HAS BEEN DISTRIBUTED FOR THROUGH THE FOLLOWING CHANNELS:

#### Retail shops such as:

Big & Small  
Havin a Baby  
Gymboree  
Meet My Feet

#### Pedia clinics & OB clinics in the ff hospitals:

St Lukes  
Cardinal Santos  
Medical City  
Makati Med  
Asian Hospital

#### Also through:

- Lamaze classes held monthly in Makati & Quezon City
- Support group meetings
- Parenting events
- Baby Signs Classes
- Selected Preschools
- Other parenting and kids events

#### ADVERTISEMENT RATES:

Bookmark Ad – 2x4in – P 40,000  
Inside Front Ad – 4.5x7in – P 38,000  
Back Cover Ad – 4.5x7in – P 38,000  
Inside Back Ad – 4.5x7in - P 35,000  
Full color full page ad – 4.5x7in - P 30,000  
Half page ad full color - 4.5x3.75in - P 16,000  
Half page ad 1 color - 4.5x3.75in - P 9,000  
1/4 page ad - 2.167x3.5 inches ad - P 5,000  
Box ad - 2.167x2.25 inches ad - P 3,000  
Enhanced directory listing (bold) - P 1,800

#### DIRECTORY ADS

# MommyPages

The Ultimate Directory for Moms in the Philippines

Mommy Pages shall serve the information needs of a young mother within the age bracket of 24 to 35. She is just starting or just have started to raise a family, and is experiencing the challenges that come with having children. She is an active parent, always looking for new ways and methods of parenting, as well as innovative products to help her in bringing up her kids the best possible way.

#### MOMMY PAGES ONLINE

Mommy Pages information is also available online at <http://mommypages.com.ph>. This website contains the following:

#### This website contains the following:

- Mommy Pages Directory of products and services
- Mom Event Calendar
- Sponsor Promotions
- Mompreneur Corner
- Product Reviews by Moms

#### WEBSITE ADS:

Header ad - P 15,000/ month + free feature article, 1 branded promo, 1 email blast, online directory listings  
Sidebar ad - P 6,000/ issue, with free bold and highlighted listing in relevant categories

\*Minimum booking of 3 months

**MOMMY MUNDO**

For more info: call 7809898  
text 09189300313  
<http://mommymundo.com>