



Mother & Baby



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.





Mother and Baby UK

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

1,18000 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

Mother and Baby UK

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 and great value for money with offers, competitions and exclusive discounts.





Why Mother and Baby is relevant for India?

India records 20 per cent of births worldwide:

There is a need for a specific magazine to guide expectant and new mothers, especially those living in nuclear families and in metros

Three lakh copies of women's magazines every month:

but no special focus on pregnancy and childcare except for one-off articles or specials

Mothers resort to websites or foreign books for information:
actively seeking information within a local context



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.



Mother and Baby India edition

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 ...

Regulars

Mum's Club: Where mums share their stories, concerns, baby pictures...

Bump to Birth: Everything related to pregnancy, from fashion and feel-good products to fears and foetus development

Your Baby: Stories related to newborns and young babies, experts columns.

Your Toddler: Stories related to little people, product, fashion, food, vacations

Your Baby Buys: Product updates and reviews



The content will comprise of contd...

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.



Mother and Baby India edition

Launched in : May 2008
Frequency : Monthly
Print Run : 80,000 copies
Circulation : Metros and Mini Metros
Cover Price : Rs. 75

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 10 Cities. Special offers and sampling at baby stores like Mothercare, lilliput, Mom and I etc.

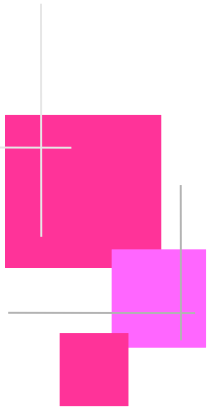


The 3 Rs of Mother & Baby are:

Reassuring

Reliable

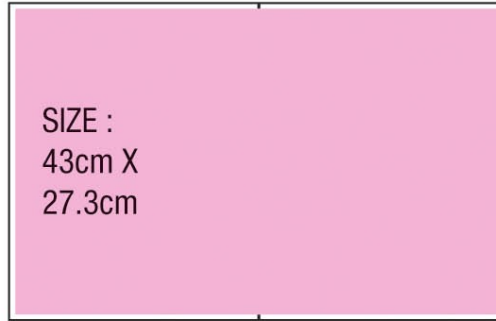
Reader Friendly





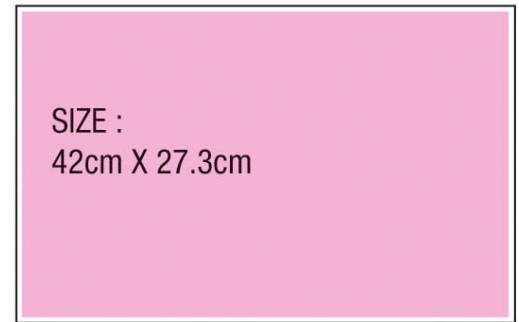
SIZE :
21.5cm X
27.3cm

FULL PAGE - Rs 120,000
Non Bleed: 19.5 cms x 25.3 cms
Bleed: Cut Size -21.5cms X 27.3cms
Key no./visual and text within 19.5cms X 25.3cms
+3mm bleed from all sides.



SIZE :
43cm X
27.3cm

DOUBLE SPREAD - Rs 2,40,000
Non Bleed: 41 cms x 25.3 cms
Bleed: Cut size 43 cms x 27.3 cms
Key no./visual and text within 41 cms x 25.3 cms
+3mm bleed from all sides.
Gutter space for Double Spread : 6 mm



SIZE :
42cm X 27.3cm

FRONT/BACK GATEFOLD - Rs 4,80,000
Non Bleed: 40 cms x 25.3cms
Bleed: Cut size 42 cms x 27.3 cms
Key no./visual and text within 40 cms x 25.3 cms
+3mm bleed from all sides.



SIZE :
21.5cm X
27.3cm

BACK COVER Rs 2,50,000
Non Bleed: 19.5 cms x 25.3 cms
Bleed: Cut Size -21.5cms X 27.3cms
Key no./visual and text within 19.5cms X 25.3cms
+3mm bleed from all sides.



SIZE :
21.5cm X
27.3cm

FRONT INSIDE COVER - Rs 2,00,000
BACK INSIDE COVER - Rs 1,50,000
Non Bleed: 19.5 cms x 25.3 cms
Bleed: Cut Size -21.5cms X 27.3cms
Key no./visual and text within 19.5cms X 25.3cms
+3mm bleed from all sides.



SIZE :
19cm X 11.5cm

HALF PAGE(H) - Rs 80,000

Advertorials : Rs. 100,000 per page

Other details: Magazine Cut size: 21.5 cms x 27.3cms

Format: Press optimised PDF (Version 1.4 onwards), CMYK colour space with ICC Profiles off/disabled.



Thank you