

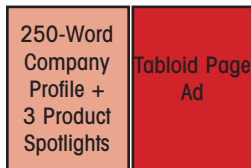
Baby & Kids

ONCE UPON A CHILD Toys R Us
THE GAP USA BABY THE KIDS ROOM
GOBABY.COM BABY WORLD
WHOLEFOODS MARKET NEIMAN MARCUS

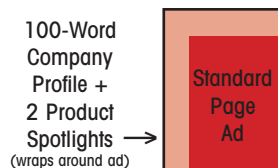
Key Buyers Are Within Your Reach With Baby & Kids' Special **ABC EXPO ADVERTISING PROGRAM**

Baby & Kids magazine introduces a special advertising program for the **AUGUST/SEPTEMBER ISSUE: THE ABC SHOW ISSUE** and the **OCTOBER/NOVEMBER ISSUE: THE BEST OF ABC**. Participating advertisers are entitled to a companion Company Profile and Product Spotlights in this special section!

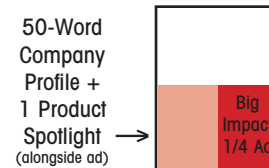
4-COLOR DISPLAY ADVERTISING RATES:



Cost: \$5,423 net



Cost: \$3,853 net



Cost: \$2,363 net

COMPANY PROFILE AND PRODUCT SPOTLIGHT REQUIREMENTS:

Company profile/new product description (word count noted above) plus high-resolution (300 dpi) images at least 3"x3" in size with a brief product description. Please include company address and phone. E-mail or mail complete submissions to **Pamela Graves**, pgravestalcott@yahoo.com, *Baby & Kids magazine*, 20 W. Kinzie, Suite 1200, Chicago, IL 60610.

ADVERTISING CLOSING DATES:

August/September: Ad Reservations Due-7/22/08 Materials Due-7/29/08

October/November: Ad Reservations Due-9/23/08 Materials Due-9/30/08

Contact your Advertising Sales Representative and reserve space:

Art Mazzone, 800/229-1967, ext. 69; amazzone@talcott.com

JoAnn L. Maynard, 800/966-0800; joannlmaynard@aol.com

Tara Price, 800/229-1967, ext. 57; tprice@talcott.com

Brigitte Timmerman, 800/229-1967, ext. 41; btimmerman@talcott.com

Victoria Wilson, 800/229-1967, ext. 31; vwilson@talcott.com

Karen Wolfskehl, 800/683-9869; kwolfskehl@optonline.net