

## 1.0 About *Entro*

*Entro* (ahn´ tro) is a magalog – a hybrid publication which blends product information and editorial features closely tailored to the consumer's mindset.

The name *Entro* means "introducing inspired works" and is derived from the Norwegian word TRO which means "to believe."

The magazine is produced annually and released in conjunction with the Mom's Choice Awards® (MCA) which recognize excellence in family-friendly media, products and services.

*Entro* editors look for stories that help families grow physically, emotionally and spiritually; are morally sound and promote good will; are inspirational and uplifting; and relate to the MCA award-winning products and services.

## 2.0 Contacting Us

We're available Monday through Friday, 8AM to 6PM Eastern (except holidays). If you get voicemail, please leave us a message. We're committed to returning all calls within 2 business hours. For quicker response, please send us an email.

### Advertising – Sales

*Entro* - The Mom's Choice Awards® Magazine  
Published By: Bumble Bee Productions  
757.410.9409 x706  
entro@bbpmail.com  
www.entromagazine.com

### Advertising - Technical Support

*Entro* - The Mom's Choice Awards® Magazine  
Joe Poz, Production Director  
978.475.0667  
ads2entro@bbpmail.com  
www.entromagazine.com

## 3.0 Distribution

*Entro* is distributed to bookstores and libraries across the United States. Consumers can find *Entro* at their local library, from their favorite bookseller and online at Amazon.com.

Through our partnership with Amazon.com, *Entro* is also available to consumers in Canada, the United Kingdom, Germany, Japan, France and China.

The 2008 issue will also be distributed at BookExpo America 2008 in Los Angeles, CA.

## 4.0 Demographics

Although *Entro* is read by many professionals related to the publishing industry, it is **not** a trade publication. *Entro* was created specifically with the consumer in mind and as a means of helping publishers, producers and creators get their award-winning products in the hands of consumers.

The majority of *Entro* readers are women – women of every generational and ethnic segment – not only moms and grandmothers, but also professional women, women entrepreneurs and influential leaders.

Other readers are: parents, educators, retailers, librarians, professionals and members of the media.

## 5.0 About The 2008 Issue

The theme for the 2008 issue is "**Celebrating Families**" with a focus on adoption as one way of becoming a family. The issue is expected to be 92 pages and includes the following sections.

### **Pronouncing Judgment**

This section features the distinguished panel of judges of which a sample includes: Dr. Twila C. Liggett, ten-time Emmy winner, creator and executive producer of PBS' *Reading Rainbow*; Julie Aigner-Clark, creator of the Baby Einstein educational products; and selected co-authors of the *Chicken Soup* books.

### **In The Spotlight**

This section covers the nine special recognition recipients chosen by the MCA jury for author of the year, mom entrepreneur of the year, lightwork, website of the year, magazine of the year, volunteer (or volunteer organization) of the year, business of the year, product of the year, and the Founder's Choice recipient.

### **Entro Essence**

Of the many stories submitted for consideration by the MCA candidates, only five are selected for this special section. The Essence section reflects the heart of *Entro* – inspiring stories of faith, friendship and relationships, stories of perseverance and overcoming obstacles -- stories that encourage the spirit and warm the heart.

### **Honor Roll**

The Honor Roll section features the honored recipients and finalists and includes book cover/product images and a 300-word product review.

### **Special Features**

Generally five to six special features are included which cover the remarkable accomplishments of past and current MCA judges and participants.

## **6.0 Showcase Your Book/Product/Service In *Entro***

*Entro* offers a unique advertising opportunity – one designed to highlight your company's commitment to mothers/families while aligning your brand with Mom's Choice Awards® winning products and services.

### **6.1 The Mommy Market**

If your company has a strong desire to be effective in strategically marketing to women (and mom's in particular), then you should strongly consider making *Entro* part of your marketing plan.

The female consumer market (and specifically the mommy-market) is one of the most profitable and sought-after consumer segments. At the same time, marketers have a tremendous challenge in reaching this elusive and dynamic market. Companies are spending billions to capture this market. Women control 85% of financial decisions, yet 70% of women feel companies are not doing a good job at connecting with them.

As an *Entro* advertiser and a supporter of the Mom's Choice Awards®, your company will establish a rapport with women of every generational and ethnic segment – not only moms, but also women entrepreneurs and influential leaders. Your company's name, brands and services will be closely aligned with award-winning products and services that complement a woman's complex lifestyle.

## **7.0 Deadlines**

The deadline for general ad sales and artwork submissions follow:

	<b>Early Bird</b>	<b>Standard</b>
Reservation Deadline	Friday, February 15	Friday, February 29
Artwork Due	Friday, February 29	Friday, March 7

**IMPORTANT!** All deadlines are midnight Eastern and are firm.



## 9.0 Production Specs

Press	Web Offset
Trim Size	8.5 X 11
Binding	Perfect Bound
Halftone Screens	133 Line Screen Maximum

## 10.0 Billing Info

Payment by credit card only. 100% is due upon reservation.

## 11.0 How To Participate

Complete the *Entro* Insertion Order Form and return by fax. Send to 757.410.9409 – no cover letter is needed. Ad space is sold on a first-come basis.

## 12.0 Conditions

Canceled orders or changes in ads are not accepted after midnight Eastern time on March 7, 2008.

The publisher has set forth specific design and presentation standards. Submitted ads must be professionally designed (including copy content) and executed with innovation and be of the highest quality. For that reason, the publisher reserves the right to accept or reject/cancel all advertising, copy or order for any reason at any time.

## 13.0 Production Assistance

Our award-winning team of big-idea thinkers, designers, artists, technologists and producers can help you create an inspired ad for *Entro*. Customized design services are available. Contact us to discuss your needs 757.410.9409 x706 or [entro@bbpmail.com](mailto:entro@bbpmail.com).

## 14.0 Design Instructions

- a) Create the ad using your appropriate source file application (ex: Adobe Illustrator).
- b) Be sure all graphics are unlocked and Save - and do not embed ICC Profiles.
- c) When complete, select ALL typography elements and convert to outlines - this includes logos, headlines, text/copy, etc.
- d) "Save As" an .eps file - no higher than Adobe CS2.
- e) Distill the .eps file using Adobe Acrobat Distiller and the Press Quality setting – this will automatically create the pdf file.

## 15.0 Submitting Materials

Please send your materials as soon as feasible and no later than the deadlines outlined herein.

Send your files to: [ads2entro@bbpmail.com](mailto:ads2entro@bbpmail.com)

If your file exceeds 10MB, you can send it via [www.yousendit.com](http://www.yousendit.com) – a reliable digital content delivery service – FREE when sending files less than 100MB.

Should you experience technical problems or have questions about the format of your files, please call Joe Poz, Production Director, at 978.475.0667 or via email at [ads2entro@bbpmail.com](mailto:ads2entro@bbpmail.com).