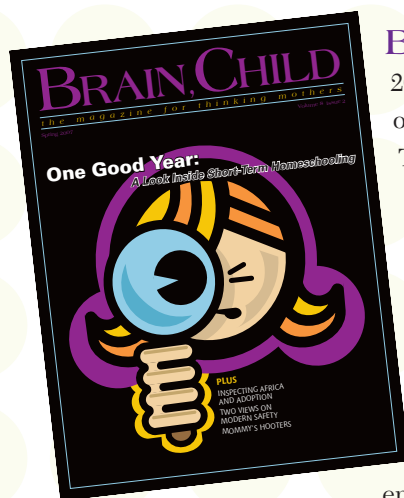


about us



BRAIN, CHILD WAS LAUNCHED in March, 2000. Later that year, it was named by *Utne* as one of the five best new magazines in the country.

The magazine has gone on to be honored with additional *Utne* Independent Press Awards (including General Excellence), a Pushcart Prize, an award from Mothers & More, and nods from both *Best American Essays* and *Best American Short Stories*. Today, although motherhood is no longer the identity that dare not speak its name, **BRAIN, CHILD** is still the only print magazine dedicated to the emotional and intellectual lives of mothers.

BRAIN, CHILD is built on the philosophy that most of us adjust to motherhood with our sense of humor, mind, and curiosity intact. Each issue of the magazine includes personal essays on the wide range of experiences of motherhood, an in-depth feature, a debate, fiction, cartoons, satire, and much more. Our writers have included literary luminaries Jane Smiley, Antonya Nelson, Barbara Ehrenreich, Barbara Kingsolver, Anne Tyler and others.

BRAIN, CHILD has been called “intelligent,” “cheeky,” “thoughtful,” “non-judgmental,” and, one reader puts it, “cheaper than Prozac.” In today’s world of “intensive mothering,” **BRAIN, CHILD** is the place where readers can let down their hair. In our pages, there isn’t one right way to be a mother. There’s a sense of community. And there’s respect, which is, frankly, a hot commodity for mothers in our culture.

BRAIN, CHILD is distributed in independent bookstores, Barnes & Noble superstores, Borders, and select grocery stores around the U.S. and Canada. Circulation is 36,000 and growing, with subscribers from every state and as far away as Sweden, Egypt, and Hong Kong. *The Washington Post* says “A good read is what **BRAIN, CHILD** is all about.”

Mothers & More

- On Mother’s Day 2004, the members of Mothers & More, a non-profit group advocating for all mothers, honored **BRAIN, CHILD** as one of the top three Stereotype Busters in the organization’s Moms Media Reality Check.

Pushcart Prize

- Tracy Mayor’s essay “Losing My Religion,” won a Pushcart Prize in 2003.

Best American Essays

- Kimberly French’s essay “Risky Business” was honored as a “Notable Essay” in *Best American Essays* 2002.
- Kristin Ohlson’s “Big Words” received the same honor in 2005.

Best American Short Stories

- Susan Fabry Daniel’s story “Mother, Boy, Man with Bag” was a notable story in *Best American Short Stories* 2004.

Utne Independent Press Awards

Each year the editors of *Utne* magazine recognize the best of the independent media. **BRAIN, CHILD** has been honored several times, distinguishing itself from hundreds of other publications.

- 2004
Nominee, *Best Personal Life Coverage*
- 2003
Reader’s Choice Winner, *Best Personal Life Coverage*
- 2002
Nominee, *General Excellence*
Nominee, *Best Writing*
Nominee, *Best Personal Life Coverage*
- 2001
Winner, *Best Personal Life Coverage*
Nominee, *General Excellence*
- 2000
Nominee, *Best New Magazine*

BRAIN, CHILD

a peek inside



So ... if BRAIN, CHILD isn't a traditional parenting magazine, what is it? Have a look.

Backtalk: Readers respond to the Question of the Issue. "What do you miss about your pre-child days?" "What movie or novel mostly closely resembles your life?" "What's the dumbest advice you've ever been given?"

Nutshell: The news flashes, insights, and tasty tidbits. BRAIN, CHILD keeps its finger on the pulse of legislation relating to families, relevant studies, quirky media stories, and other motherhood-related news.

Personal Essays: BRAIN, CHILD's award-winning essays tackle the wide world of motherhood, from a hilarious account of a passive-aggressive talking toy, to a moving rumination about infertility, to a thought-provoking essay on education and ADHD. They're the meat (or vegetarian protein source) and potatoes of the magazine.

Debates: Shedding light on the pros and cons of every parenting decision. Are toy guns okay? Is the pressure to breastfeed a good thing? Is it okay for parents to fight in front of their kids?

Features: In-depth reports on matters of interest and intrigue to mothers. The state of the mothers' movement, a report on the effects of raising an only child, a first-person look at welfare and poor families, and a comprehensive look at what motherhood does to (and for) you.

Fiction: Short stories from the best new voices as well as from contemporary fiction masters like Jane Smiley, Antonya Nelson, and Helen Simpson.

Reviews: The latest books on and for mothers, in both long reviews and shorter takes. Mothers and work, life with disabled children, adoption sagas, and much more.

Motherwit: The last page of editorial content in the magazine ... and the last laugh.

All this, plus letters from our readers, cartoons, and more.

BRAIN, CHILD

the magazine for thinking mothers

media accolades



“With excellent writing throughout, and a balanced, honest take on the rewards and tribulations of parenthood, **BRAIN,CHILD** is a delight to read.”

Utne Reader (Sept 18, 2006)

“She’s busy and choosy. But reach her, and you tap into her network of friends, too. The magazines she reads? **BRAIN,CHILD** and *Cookie*.”

*“In Hot Pursuit of Yoga Mama,”
Business Week (November 7, 2005)*

“A good read is what **BRAIN,CHILD** is all about.”

The Washington Post

“If you’re ready to go beyond traditional parenting magazines (if you were ever there to begin with) and delve into something truly useful, funny, poignant, and well-written, then score a copy of **BRAIN,CHILD**.”

Daily Candy (Oct. 27, 2005)

“Thinking moms rock the cradle in a new publishing niche.”

Folio: (November, 2002)

“So far, **BRAIN,CHILD** is the only print forum devoted to putting motherhood in the serious realm of ideas without emphasizing a single parenting philosophy.”

*Christian Science Monitor
(August 8, 2002)*

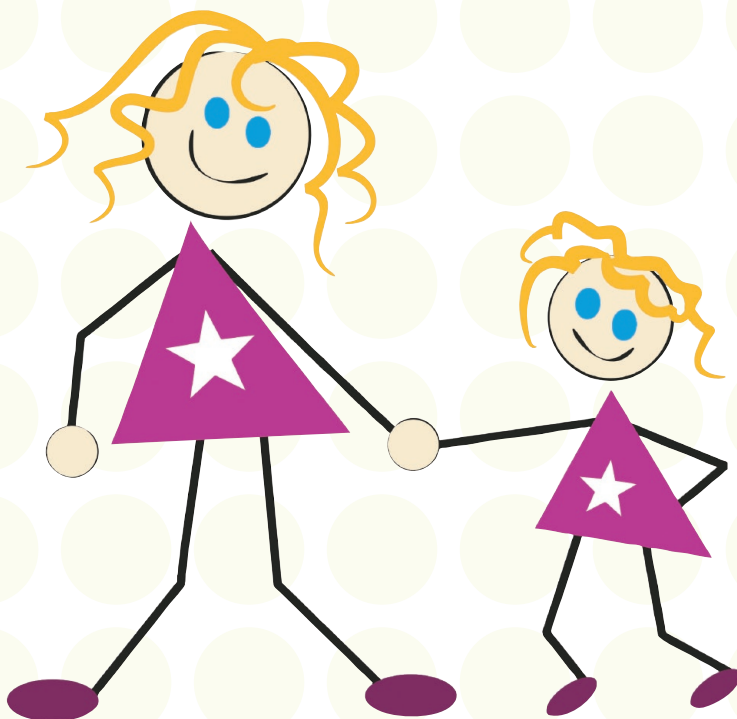
“... pushes past the traditional clichés of motherhood and jolts it back to reality.”

Chicago Tribune (March 31, 2004)

BRAIN,CHILD

the magazine for thinking mothers

about our readers



IT'S ONE THING TO BUY A MAGAZINE.

It's another thing to love it. And our readers love **BRAIN, CHILD**. They love that we respect their intelligence and the choices they make as mothers and as people. 69% tell us they “rarely or never” read any other parenting magazines.

HOW ONE READER PUT IT:

“When I see an ad in **BRAIN, CHILD**, I always think highly of the product or company. I think, ‘Oh, someone who wants to reach smart parents! Excellent!’ It gives them cachet, in my book.”

THE CONSCIENTIOUS CONSUMER:

BRAIN, CHILD readers are avid online and catalog shoppers. From our reader surveys, we know they're socially, ecologically and healthconscious consumers who research their purchases carefully and choose goods that fit their ideals as well as their wallets.

SPREADING THE LOVE: **BRAIN, CHILD** is a true viral marketing phenomenon. Our best salespeople are our readers. Once they're hooked, they are driven to pass the word along. In fact, 47% of our subscribers first received **BRAIN, CHILD** as a gift.

Our readers are...



affluent:

- Median household income is \$125,000
- 64% invest in stocks and bonds; 73% hold mutual funds



established:

- 95% are married or partnered
- Average age is 31–45
- 90% own their own home



well-educated:

- 96% are college graduates
- 66% attended or completed a post-graduate program

BRAIN, CHILD

the magazine for thinking mothers

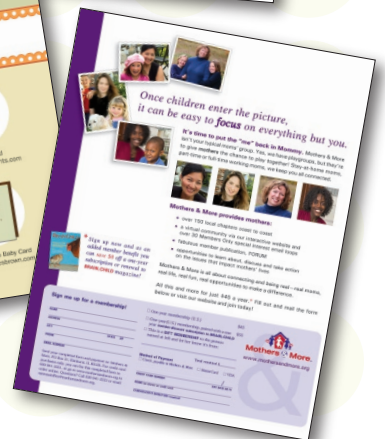
from our advertisers

★ “The reason we advertise in **BRAIN, CHILD** is because we like the publication a lot ourselves—it is intelligent and literate. We like to appeal to parents who read intelligent publications because we are sure they will appreciate our products and company.” —*Betsy Thomas, Bummi's*

★ “We advertise in **BRAIN, CHILD** because we want to target parents who make conscious, smart, and thoughtful choices about their family's health. **BRAIN, CHILD** allows us to target the sophisticated, mindful consumer. We haven't been disappointed.” —*Thao Le, Hyland's*

★ “FasTracKids chose **BRAIN, CHILD** to launch our first national advertising campaign. Their readership of educated mothers who care about their children's development and education is a great match with FasTracKids.” —*Nancy Faunce, FasTracKids*

★ “If Mothers & More could create their fantasy magazine, it would be **BRAIN, CHILD**. We always know when the latest issue hits members' mailboxes because someone on our national member email loop will say, ‘Wow, did you read that great article?’ and a lively discussion will ensue. Our members love **BRAIN, CHILD**'s intelligent, thoughtful, honest, irreverent and often laugh-out-loud approach to mothers' lives and realities and the incredible caliber of the writing.” —*Joanne Brundage, Mothers & More*



★ “Members of our small business co-op wanted to find a cost-effective, national platform to advertise our individual products. We chose **BRAIN, CHILD** for online and print advertising, and we've been pleased with the immediate results we've seen.” —*Donna Ferguson, Indie Finds*

BRAIN, CHILD