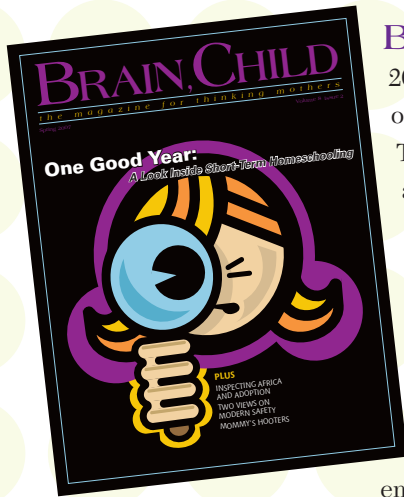


about us



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, Barbara Kingsolver, Anne Tyler, Meg Wolitzer 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, 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.”

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.

- 2011 Nominee, Best Social/Cultural Coverage
- 2010 Winner, Best Social/Cultural Coverage
- 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

Pushcart Prize

Winners

- 2010, Kelly Feinberg, “This Sucks”
- 2010, Catherine Newman, “Bored Again”
- 2005, Tracy Mayor, “Losing My Religion”
- Special Mentions: 2009 (2), 2008, 2007, 2006, 2005

Best American Essays

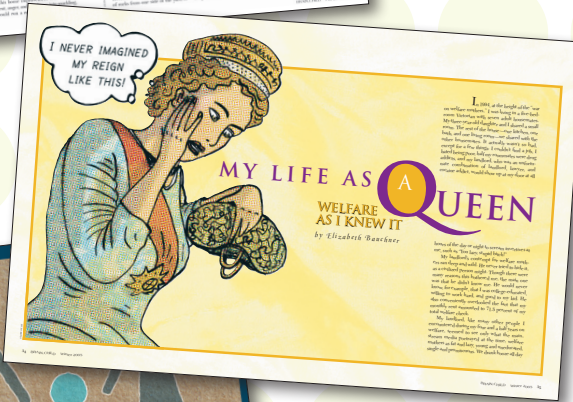
- 2005, Notable Essay: Kristin Ohlson, “Big Words”
- 2002, Notable Essay: Kimberly French, “Risky Business”
- Notable Essay mentions: 2007, 2005, 2002

Best American Short Stories

- 2004, Notable Story: Susan Fabry Daniels, “Mother, Boy, Man with Bag”

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 story on how the economy impacts mothers, 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 Meg Wolitzer.

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



“BRAIN, CHILD invites “thinking mothers” to share everything—the joys of parenting, the sorrows, the hiccups—in each exquisitely written, sharply edited issue. There’s no sugarcoating here, but neither is there complaining: just reflection and wisdom to spare.”

Utne Reader

“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*

“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

“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

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

Folio

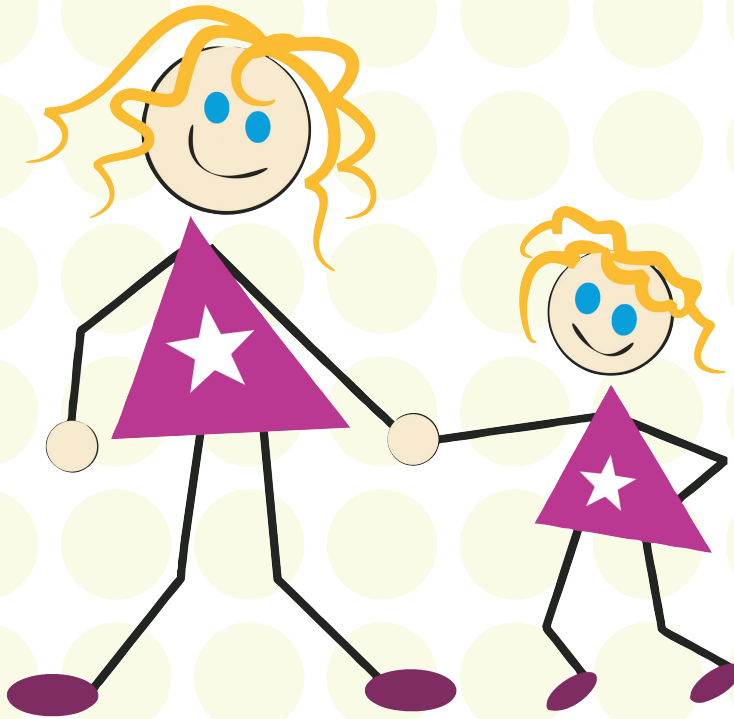
“... pushes past the traditional clichés of motherhood and jolts it back to reality.”

Chicago Tribune

BRAIN, CHILD



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 health-conscious 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, **49%** of our subscribers have given **BRAIN, CHILD** as a gift.

Our readers are...



affluent:

- Median household income is \$125,000
- 98% invest in stocks and bonds; 98% hold mutual funds



established:

- 94% are married or partnered
- Average age is 31-45
- 89% own their own home
- 73.5% have 2 or more children



well-educated:

- 95% are college graduates
- 66% attended or completed a post-graduate program

BRAIN, CHILD

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*

★ “**BRAIN, CHILD** magazine has been a favorite of ours for years! The topics covered are pertinent...and from an honest perspective. **Just what our customers look for.** We just LOVE **BRAIN, CHILD!**” —*Kim Bloom, Rosie Hippo*

★ “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