

It's in our DNA

We're **passionate** about our family of magazines and online brands.

Future US isn't just a media company. We're a leading publisher of special-interest magazines and websites, and one of the fastest-growing media companies in the U.S. Why? Because each and every one of our media properties galvanize communities of enthusiasts with heightened emotion and smart talk rarely found in media options today.

Our editors are both journalists and passionate enthusiasts for the markets they cover. Future's trademark "Tell It Like It Is" editorial has created a cult-like loyalty among readers, as well as highly effective ad environments for our advertisers. As a result, the readers we attract to *Pregnancy* and *Pregnancy360.com* are the passionate, affluent, influencers every advertiser wants to reach.

The *Pregnancy* team knows **moms**.
We **are** mothers.

We've built our careers talking and marketing to moms.

We talk with our readers directly, on an ongoing basis, to learn what they want to read about.

Our contributing editors are the leaders and opinion leaders in their respective fields —from parenting to medicine to fashion to technology. We work with the best in class.



We are a highly targeted brand.