

FROM THE PUBLISHERS OF
CONTEMPORARY
pediatrics

Contemporary **kids**

2008 MEDIA INFORMATION

A GUIDE
FOR
PARENTS



Contemporary **kids**

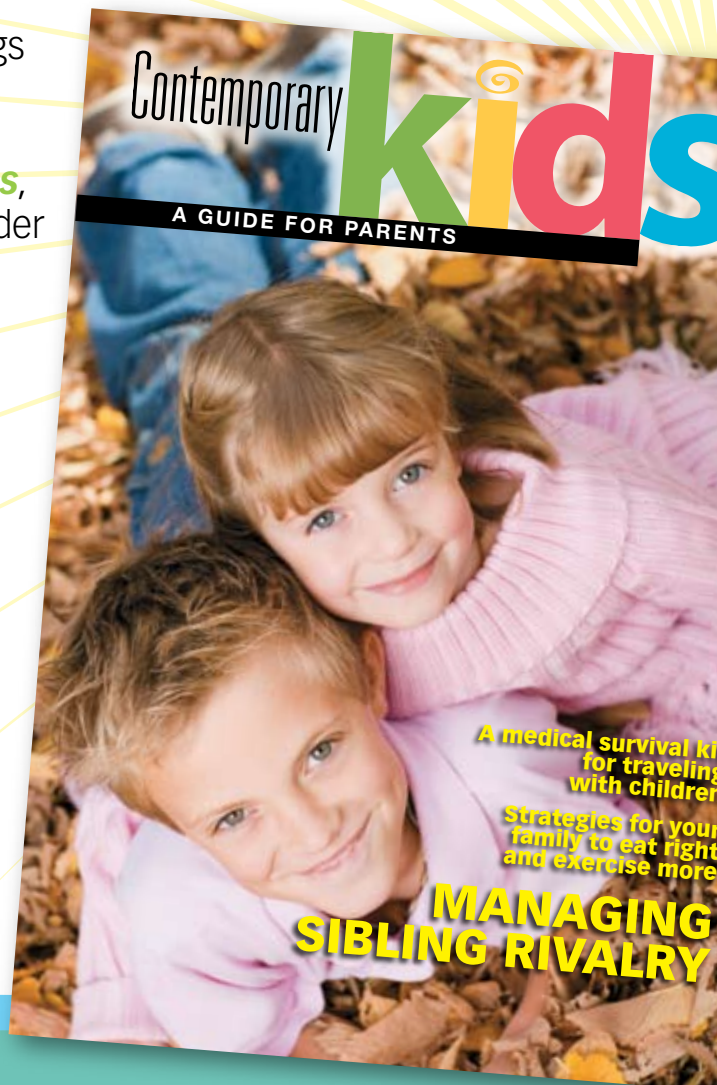
Your opportunity to reach millions of parents.

Contemporary Kids, A Guide for Parents, provides the most trusted, accurate and up-to-date information to help parents make the right choices for their children. This guide gives clinical tips, answers to behavior issues, as well as suggested healthy choices for children's everyday life.

Contemporary Kids brings the editorial strength and specialty expertise of **Contemporary Pediatrics**, peer-reviewed industry leader for 25 years.

Contemporary Kids is delivered with the April, June, September and December issues of **Contemporary Pediatrics**, whose total qualified circulation of 62,720* includes 9,026* pediatric nurse practitioners.

*BPA Worldwide Statement, July 2007



Educating parents in the waiting room.

Contemporary Kids provides practical information to today's busy parents in a handy digest size book. Most of the topics are taken from the evidence-based pages of **Contemporary Pediatrics**.

Previous editions have included:

Stay Cool?

Talks to parents about how to deal with fever and when to call the pediatrician.

Keep your Child Safe from Predators

Discusses what parents need to talk to their preschoolers, school-age children and teenagers about and what they need to know.

O is for Obesity & Overweight

Discusses strategies for helping your child maintain a healthy weight.

What you Should Know about...

Talks about helpful hints for parents taken from the Parent Guidelines of **Contemporary Pediatrics**.

Television and your Child

Addresses the do's and don'ts of television viewing for the child.

Upcoming editions may include topics such as:

- A Sensible Approach to the Picky Eater
- Putting the Chill on Heat Related Illness
- Can Herbs Help Tummy Problems – Safely?
- When your Child's Cough just Won't Quit
- How to Help Children Get Along
- Is your Child Getting Enough Vitamin D?
- What you Should Know about: Your Child's Bedwetting, Your Child's Fears and Compulsions



2008 Opportunities

April 2008

Ad closing: 3/10
Materials due: 3/17

June 2008

Ad closing: 5/12
Materials due: 5/19

September 2008

Ad closing: 8/11
Materials due: 8/18

December 2008

Ad closing: 11/10
Materials due: 11/17

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 - April issue: PAS, May 3 - 6, 2008
 - September issue: AAP, October 11 - 14, 2008

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