

# SAMPLING BID IT AND WIN IT

Do you think that sampling is an effective way to promote your product...  
but find traditional methods are too expensive? **Now you can set your own price!**

**YOU CAN TARGET 110,000 HOUSEHOLDS** in Ontario and Quebec,  
with 100% of the distribution going to women with young children at home.

Send us an example of what  
you would like to sample and  
the price you are prepared to  
pay. **You may offer samples,  
brochures or coupons.**  
No reasonable offer  
will be refused.



Your product will travel with copies of **ParentsCanada** magazines  
**Best Wishes** and **Mon Bebe**, or **Expecting** and **C'est Pour Quand**,  
or **Labour & Birth Guide** and **Naissance**.



**We are already paying the distribution costs, so you will get the BENEFIT of a bargain rate.**

Call Meghan or Laura with your bid today.

**416-537-2604**

## Sampling Program Due Dates

Labour & Birth Guide	Summer	July 4, 2011
Naissance	Summer	July 4, 2011
Expecting	Fall	Sep 12, 2011
C'est Pour Quand?	Fall	Sep 12, 2011
Best Wishes	Fall	Oct 03, 2011
Mon Bébé	Fall	Oct 03, 2011

Expecting	Spring	Mar 21, 2012
C'est Pour Quand?	Spring	Mar 21, 2012
Best Wishes	Spring	Apr 18, 2012
Mon Bébé	Spring	Apr 18, 2012
Labour & Birth Guide	Summer	July 4, 2012
Naissance	Summer	July 4, 2012
Expecting	Fall	Sep 12, 2012
C'est Pour Quand?	Fall	Sep 12, 2012
Best Wishes	Fall	Oct 03, 2012
Mon Bébé	Fall	Oct 03, 2012

**Our readers are waiting to discover your products. Get in touch with us so you can get in touch with Canadian parents.**

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