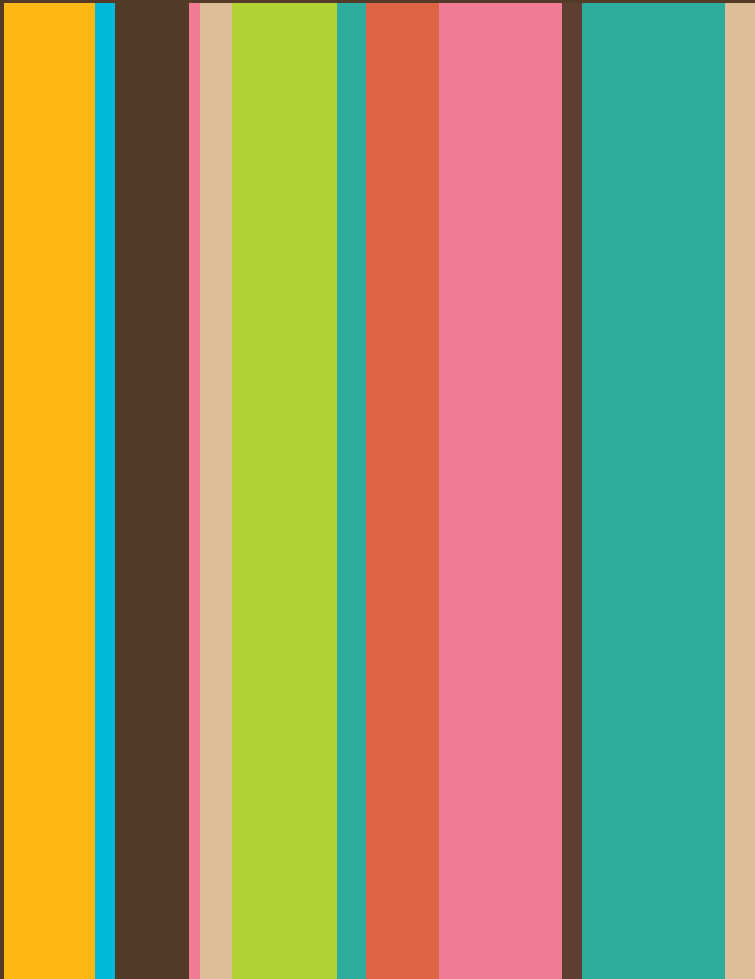




[the nest]

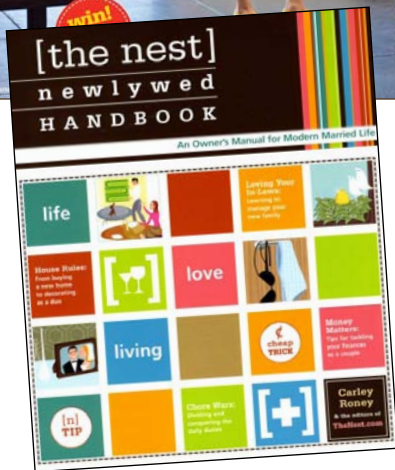
2008 MEDIA KIT



[the nest]

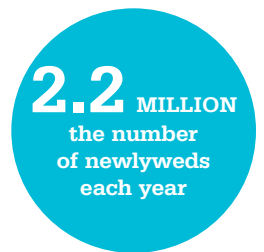


in print. online. tuned in. | our brand



the nest brand [spreading the love]

The Nest knows a thing or two about building brands—after all, we were launched by the people behind The Knot Inc., the leading lifestage media company that's now a household name.



reaching your target [the nest extensions]

Key ways The Nest message is coming to life:

- **IN PRINT [THE NEST MAGAZINE]** The first publication to speak to young, hip couples—welcoming them to married life and giving them everything they need for happily ever after.
- **ONLINE [THENEST.COM]** A one-stop destination for young marrieds, featuring interactive tools and advice, newlywed-to-newlywed talk, personalized emails and more.
- **ON THE PAGE [THE NEST NEWLYWED HANDBOOK]** A guide to the key issues that affect those first few years of married bliss, including detailed to-do lists and worksheets to get newlyweds on track and off to a good start.
- **IN SYNDICATION [LOVE & RELATIONSHIPS]** Modern, easy-to-execute lifestyle advice for just-married duos to share over coffee and the morning newspaper.
- **ON AIR [THE NEST TV ON DEMAND]** A 24/7, video-on-demand platform featuring original content on the topics Nesties are buzzing about—from DIY décor tricks to hosting a holiday party to buying home electronics.

by the numbers

- **3.5 million = cumulative members of TheNest.com**
- **400,000 = our reach in print circulation of The Nest magazine**

Source: National Center for Health Statistics (NCHS), 2006;
The Knot Inc. Research, 2007

[n] **NEST NOTE** We're also developing ideas for our TV and video-on-demand partners, Oxygen, Comcast and MSN.

To advertise or for more information, please contact your sales representative or nationalsales@thenest.com



our editorial

our dedicated sections include:

- Real Estate
- Money
- Décor Tricks
- Dinner
- Buying Guides
- Love/Sex
- Beauty
- Baby
- Community
- Local

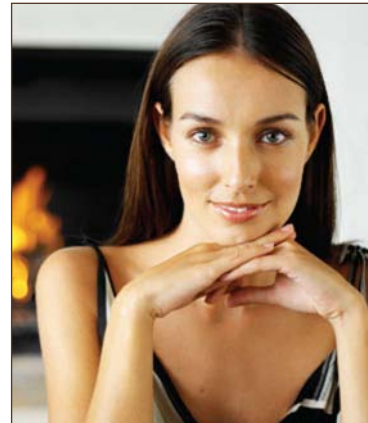
the nest mission [we're in it together!]

The Nest focuses on the newlywed-to-pregnancy lifestage with advice on emotional issues and the enormous to-do list that couples face in the first few years of marriage.

happily ever after [with the help of the nest]

As couples move onto happily ever after, The Nest is their new home: the *first* and *only* place to reach them both online and offline. The Nest is the first lifestyle website and magazine that invites hip, excited couples to share their thoughts and get advice on everyday newlywed issues and everything they would need in this critical lifestage.

[n] **NEST NOTE** The Nest is published by The Knot Inc., the company that reinvented wedding planning.



portrait of a nestie
THENEST.COM

- Married Female 94%
- Average Age 29 years
- College Graduate+ 71%
- Employed 88%
- HHI \$75,000+ 47%

THE NEST MAGAZINE

- Married Female 95%
- Average Age 29 years
- College Graduate+ 77%
- Employed 87%
- HHI \$75,000+ 52%

Source: The Knot Inc. Research, 2007

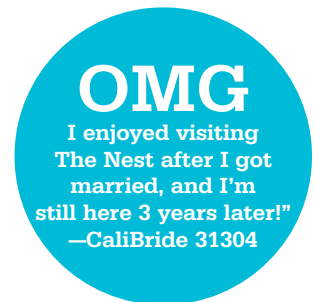
you got the ring and said 'i do' [now what?]

Each year, 2.2 million newlywed couples enter this purchase-intensive point of life. The Nest continues where The Knot leaves off, guiding our loyal audience through the first few years of marriage with the same insight and honesty they relied on during their wedding planning.

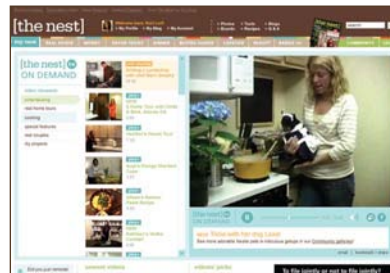
in the nest we trust [reader loyalty]

Readers of The Nest trust us implicitly for two reasons:

- 1) We've already had a relationship with them for years: Our brides from The Knot have become loyal members on The Nest.
- 2) We know what they want: Our proven track record of providing the content, tools and services keeps them coming back.



[n] **NEST NOTE** Our readers are so dedicated that they've coined a name for themselves: Nesties!



embed your message [online with thenest.com]

TheNest.com is the only online media specifically targeting newlyweds with bustling online content and a community of active members.

- **EDITORIAL CONTENT** TheNest.com is a one-stop destination for just-married couples offering 24/7 access to hundreds of articles, tools, expert advice, videos and more.
- **ONLINE COMMUNITY** No one understands the adventures of just-married couples quite like their peers. TheNest.com community connects users from all over to share stories, trade tips and give advice.
- **CONTENT PARTNERSHIPS** Quality partnerships with MSN, Move.com, Astrology.com and more provide TheNest.com with trusted content on topics important to newly married couples.

750K
community
board
posts every
month

our advertiser programs



uniquely positioned [to deliver your message]

TheNest.com will creatively position your brand with a customized marketing program in conjunction with traditional media placements to help reach your goals and objectives.

Here are a few of the impactful, unique programs created for our valued advertisers:



- **WILLIAMS-SONOMA** Nesties sure had something to be thankful for last holiday season with the Williams-Sonoma Thanksgiving Guide which featured holiday recipes, entertaining ideas, timelines, checklists, and expert advice.
- **STATE FARM** Young marrieds visited the State Farm Lifestage and Insurance Center where they explored Hot Topics on The Nest. They found the tips and information relevant to their lifestage and necessary to protect their growing family and nest.



break in the new mailbox [with *the nest* magazine]

The Nest magazine is the very first publication targeting the young-married market and providing advertisers with the opportunity to extend their relationship beyond the wedding into the print arena.

- **DISTRIBUTION MODEL** *The Nest* magazine is delivered quarterly to the doorsteps of 400,000 qualified newlyweds.
- **EDITORIAL CONTENT** Inspired by the online community, *The Nest* magazine emanates the voice of our exceedingly loyal and active Nesties online with relevant and informative editorial content.

our advertiser programs



national print exposure [delivered to their doorstep]

The Nest knows just what our audience wants, and we'll work with you to deliver your message effectively and unforgettably with a custom advertorial page, section or mini-magazine.

- **MOHAWK** The "Be Your Own Designer" advertorial page featured inspiring ideas and easy, do-it-yourself tips and tricks to creating the perfect nest for two, sponsored by the flooring experts at Mohawk.
- **STATE FARM** The "Hot Topics" advertorial asked the imminent newlywed question—"Are you covered?"—and invited *The Nest* readers to find more information online at the State Farm-sponsored sitelet.

400k
newlyweds
receive *The Nest*
magazine
quarterly.



now's the time [to invest in the nest]

Every year, 2.2 million newlywed couples enter a brand-new series of firsts. Our self-proclaimed Nesties are in a critical purchasing lifestage, actively setting up their new homes, planning for a baby and building first-time brand loyalties.

your gateway [to these super spenders]

- Nesties will spend \$127 billion on new home purchases
- 68% of Nesties plan to have a baby within the first 3 years of marriage
- On average, Nesties spent more than \$21,000 on their most recently purchased vehicle

nestie behavior

	before wedding	0-3 years postwedding
Buy a home	41%	46%
Redecorate their home	19%	67%
Host a party or gathering	9%	82%
Upgrade wardrobe	10%	59%
Upgrade beauty regime	16%	39%
Open or merge bank accounts	32%	59%
Purchase a car	34%	45%
Plan for a baby	16%	70%

Source: The Knot Inc. Research, 2007

believe the hype
[and invest in the future]

NEWSWEEK

"Newlyweds are now flocking to TheNest.com—launched to air the ups and downs of married life."

ADVERTISING AGE

"TheKnot.com, with its combination of products, advice and chat, has perfected the notion of building a relationship with the bride, and TheNest.com will mirror that format."

THE NEWS & OBSERVER

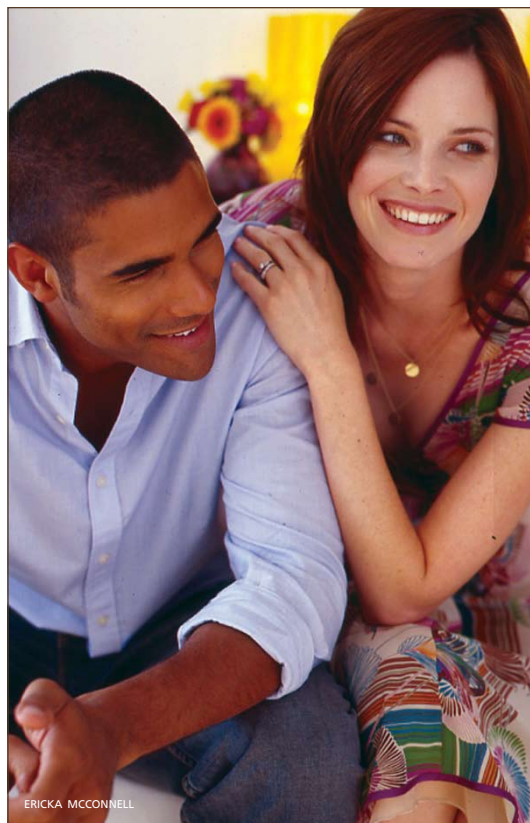
"Newlyweds now have a place in cyberspace—TheNest.com is devoted to all things newly hitched."

INDIANAPOLIS STAR

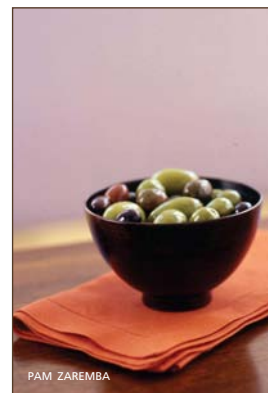
"First comes love, then comes marriage, then comes..."
The Nest? Little girls who once chanted the familiar school-yard rhyme are now turning to a popular website called The Nest to exchange advice and concerns about life as a newlywed."

PHILADELPHIA INQUIRER

"Leading the way is TheNest.com, an interactive website for marriage newbies that grew out of its wedding-focused sister site, The Knot. With tips on housekeeping, finances, cooking and dealing with in-laws, The Nest also traffics in discussion among thousands of devoted Nesties every day."



ERICKA MCCONNELL



PAM ZAREMBA

everyone's abuzz [from print media to tv]

The press has fallen in love with the new brand for young marrieds, and they're looking to Carley Roney and The Nest editors to provide information on all things newlywed, from throwing a holiday party to decorating the home to solving in-law issues. The Nest has been featured on shows such as *The Today Show*, *Live! With Regis and Kelly*, *Good Morning America*, *CNN*, *Access Hollywood*, *E!*, and *Movie & a Makeover*.

Our media partnership with MSN is one of the best ways to gauge the influence and respect that the press and the public have for The Nest. Each month, we provide addictive, clickable, newlywed-focused content for one of the world's biggest Internet portals. The MSN distribution ensures that thousands of savvy consumers read our fun, useful editorial content, every single day.



page rates

# of full pages	frequency discount	cost per page (gross)
1	N/A	\$34,000
3	3%	\$33,000
6	6%	\$32,000
9	9%	\$30,900
12	12%	\$29,900

fractional rates

2/3		\$27,200
1/2		\$22,100
1/3		\$15,300

premium positions

unit	premium	cost per unit (gross)
Cover 2	20%	\$40,800
Cover 3	15%	\$39,100
Cover 4	25%	\$42,500

Inserts, special units, and advertorials are available.

dates

issue	space close	materials close	publish date
2009			
Spring	December 12	December 19	February 16
Summer	March 13	March 20	May 18
Fall	June 12	June 19	August 17
Winter/Holiday	September 11	September 18	November 16

The Nest magazine

[2008 editorial highlights]

spring

feb/mar/apr

- **CAR-BUYING BASICS FOR 2008** It's like dating for cars; we'll introduce you to the new model compatible with your lifestyle, budgeting needs and taste.
- **GET-OUT-OF-DEBT GUIDE** To win the war on debt, you've got to choose your battles; focus on your credit cards and student loans, plus more insider tricks.
- **COUPLES' TRAVEL TIPS** Hit the road with your favorite couple friends with four fun and affordable getaways.
- **ENTERTAINING SPECIAL** Don't slave over that hot stove when you can get away with this fabulous, no-bake fiesta, just in time for spring.
- **INSTANT CLOSET MAKEOVER** Organizing techniques to give your closet a fast face-lift; plus our answers for maximizing space and storing clothes à deux.
- **ORGANIZE YOUR FRIDGE** Toss it, freeze it, store it, eat it! Fresh ideas for maximizing your fridge's potential.
- **SPEED-PLANT A SPRING GARDEN** Get outdoors with this crash course in beautifying your backyard.
- **JEANS SHOPPING GUIDE** Tailor-made jeans for your body, recommended styles for your booty-type and tips from the cofounder of Earnest Sewn premium denim company.
- **FENG SHUI FOR COUPLES** Learn how to harmonize your bedroom, cubicle and living space in your first home together.
- **ALL ABOUT ROSÉ** Why you should be sipping this "it" wine, with five recommended rosés and food pairings from a top sommelier.
- **ALL ABOUT ARTICHOKEs** Different types and the best way to prepare them.

summer

may/june/july

- **SUMMER ENTERTAINING SPECIAL** Barbecues, beer and more.
- **5 MUST-HAVE ITEMS FOR YOUR BACKYARD**
- **ANATOMY OF A CLAMBAKE** Everything you need to pull one off, two key ways to do it, plus entertaining tips.
- **BUYING GUIDE** Grills are every man's best friend... but what are the best five options besides the George Foreman?
- **BEST BEACH LOUNGEWEAR TIMES TWO**
- **CAR-BUYING GUIDE** If you want X, try Y (an energy-efficient and cost-effective alternative); see six different models.
- **THE 10 HOTTEST WAYS TO CELEBRATE YOUR ANNIVERSARY**
- **FRESH FOOD PRIMER** When to buy organic; how long produce lasts; how to freeze meat; how long it keeps; baking soda; clip-and-save spices list.
- **BUYING GUIDE** Central AC—Costs involved; how it ups the selling price of your home; pros and cons.
- **COUPLE SPENDING SURVEY RESULTS** Three couples from The Nest with different spending scenarios share their financial roadmap.
- **SUMMER HOUSE UPKEEP CHECKLIST** Seasonal changes you need to make.
- **HEALTH** Pill or patch? A contraception story.
- **TRAVEL** Off-season steals for your summer vacation.

The Nest magazine [2008 editorial highlights]

fall

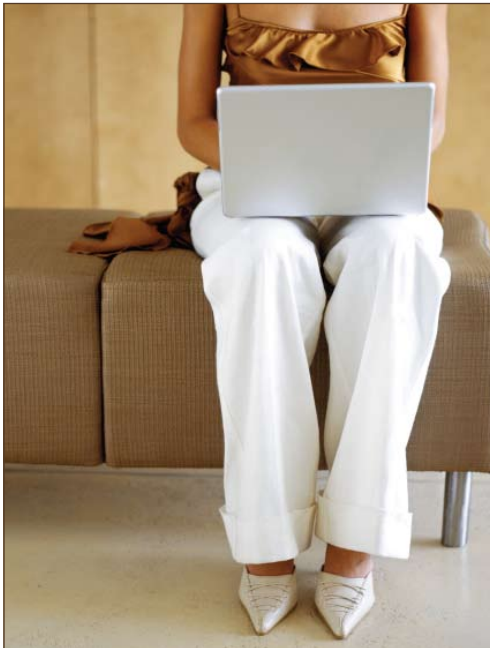
aug/sept/oct

- **WEEKNIGHT MEALS TO MAKE TOGETHER** Celeb chef couple shows you how to cook à deux, sans drama.
- **BUYING GUIDE** Window treatments.
- **TAILGATING TIPS FOR MODERN MARRIEDS**
- **DIGITAL CABLE VS. FIOS VS. SATELLITE**
- **GUEST ROOM DÉCOR** Easy tricks to make it über guest-friendly; plus bed options if you don't have a guest room: futon, roll-away, sleep sofa, air mattress.
- **TOP 10 KITCHEN TOOLS ALL NEWLYWEDS NEED**
- **FURNITURE** Key pieces to buy for fall.
- **BUDGET METHOD ROAD TEST** Spreadsheet, software, PDA, checkbook?
- **FALL HOME UPKEEP CHECKLIST** All of the seasonal changes you need to make.
- **JUST-TO-SAY-YOU'VE-BEEN-THERE TRIPS** Five locations you can't miss.

winter

nov/dec/jan

- **WINTER ENTERTAINING** Chic comfort food.
- **REDO YOUR KITCHEN!** Four different styles (plus real Nesties' renos).
- **PEPPERCORN 101**
- **HOSTING FAMILY AT YOUR PLACE** How to do it without killing yourself. Or your in-laws.
- **HOLIDAY CARDS** Use your wedding photo as a holiday card in a unique, noncheesy way.
- **ALL ABOUT WOOD FLOORING**
- **COMMUNITY** Create-your-own tradition tips from our message boards.
- **WHO'S IN CHARGE OF FINANCES?** Hot topics like, does the breadwinner chip in more, or does that only apply if it's the guy?
- **CHORE WARS** How do you get it all done when both of you are so busy?
- **STOCK UP YOUR PANTRY CHECKLIST**
- **COMPLETE CARIBBEAN** Your island-hopping primer.



The Nest magazine [advertising specifications]

SINGLE-PAGE DIMENSIONS

Single-page, bleed	8 3/8" x 10 3/4"
Single-page, non-bleed	6 7/8" x 9 3/8"
Trim	8 1/8" x 10 1/2"
Live area	7 1/8" x 10"

SPREAD DIMENSIONS

2-page spread, bleed	16 1/2" x 10 3/4"
2-page spread, non-bleed	6 7/8" x 9 3/8" (centered per page)
Trim	16 1/4" x 10 1/2"
Live area	7 1/8" x 10" (centered per page)



1/3-PAGE DIMENSIONS

1/3-page, bleed	3 1/16" x 10 3/4"
	(required if adjacent page is companion, full-page bleed ad)
Trim	2 15/16" x 10 1/2"
Live area	2 7/16" x 10" (toward gutter)
1/3-page, non-bleed	2 3/16" x 9 3/8"
Live area	2 3/16" x 9 3/8"

COVERS

C2, C3 + C4	Same as single-page dimensions
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LINE SCREEN

Interior pages	175
C2, C3 + C4	175

ALL MATERIALS SHOULD BE SUBMITTED TO:

Stacy Kuker, Account Executive
11106 Mockingbird Drive, Omaha, NE 68137
(800) 843-4983 ext. 127, skuker@theknot.com

file specifications

- Macintosh formatted CD-ROM
- Quark 5x or higher (6.1 preferred)
- Scans 300 dpi (minimum)
- No film accepted

Please note All submissions must be accompanied by a Kodak proof or match print for color proofing purposes.



raising the roof [and upping the ante]

Our newly married readers are ready for their next huge step—over the threshold into a new home. The Nest readers spend more than the median home price, have a higher household income and are purchasing at a younger age than the national average.

crossing the threshold

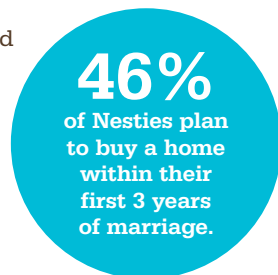
- Nesties will spend \$127 billion on new home purchases in the next year
- 31% of Nesties plan to move in the near future (next 12 months)

Source: The Knot Inc. Research, 2007

roll out the welcome mat [for your new nest]

Who's buying, who's renting, who's refinancing—real estate is a major obsession for young marrieds as they grapple with the big questions that come after “Do you take each other for better or worse?” (like, “Do you take the condo or the co-op?”). Our editorial content has the answers:

- **HOUSE RULES** Soup-to-nuts about finding, financing and purchasing a home.
- **FINANCIAL Q&A** Smart answers to the big questions: Should you rent or buy? When should you refinance?
- **YOUR NEST EGG** How to make your money grow, even as you pay down a mortgage.



experts agree [nesties are moving in]

“People in their 20s and 30s who are buying homes for the first time are among the biggest generation in US history, and they are buying into the American dream like none before them.”

—Al Mansell, President, National Association of Realtors

[n] NEST NOTE Remember, the bigger the home, the more you'll spend to heat, cool and decorate all that space.

To advertise or for more information, please contact your sales representative or nationalsales@thenest.com

LIFE DRILLA

grow up already

Straight and practical answers for Mr. and Mrs. Manners
By Celeste Perron

Q Is it okay to go on girls' and guys' weekends more than we're married?

A Of course it is. Being married doesn't mean you're a package deal for all social events. There's a right way to do it, though. First, talk to your spouse about it like you would with any other weekending friend plan. Go over the who's, when's and where's, and make sure your spouse isn't making other plans for you both for that weekend. During the course of the event, try to behave—not like a man or a girl, but like a person who respects his or her marriage. If any situation does pop before us accepting an invitation, don't have the full dinner in the correct feels for you would need to keep it a secret. You both have better going ahead. Finally, tell your spouse when you're there and come home with stories to tell.

Q We're friends with a close-knit group of four other couples. But sometimes we want to have people over for dinner without cooking for 10. Is it rude to invite some but not all of them?

A This one is tricky to navigate. Of course, you have the right to invite just one or two other couples over on occasion, but you have to be careful not to offend the rest of the group. The only way to reduce the awkwardness is for you to be as thoughtful about your plans as possible. When you invite one or two of the other couples over, there is no need to rub it in anyone's face, but never be about it either. If happens to come up in conversation—say one of the uninvited friends later asks, "What did you guys do on Saturday?"—just be honest and say, "Oh, someone came over for dinner. I would have loved to have more people but you know how table is big and I'm terrified of cooking for more than six. But I'd love to have you over again—when are you free?" That last part is key: you want to stay friends with all of the couples equally, you'd have to invite them over at an equal rate. Otherwise, the uninvited will understandably feel excluded.

Q My brother-in-law and his wife invite us every time they go out. We love them, but we don't want to reciprocate the blanket group invite. Is that wrong?

A It's perfectly okay if you don't invite them to crash your plans, and really you shouldn't, since you don't want to develop a reputation for always asking people to the group. Although your brother-in-law and his wife might be a little annoyed that you know you do this, they'll get over it as long as you continue to go in plenty of one with them. Otherwise, it's important that you show each family boundaries early on in your marriage, since the longer you wait to do so, the more awkward it will feel when you finally get around to it.

tip [Shop inexpensive custom couple note cards like this one in [FabulousStationery.com](#).]

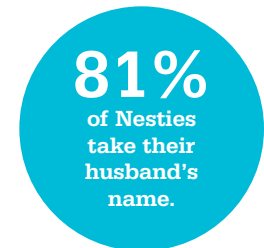



flaunting their new status [from monograms to calling cards]

The wedding invitations were just the beginning: Now there are name-change announcements and thank-you cards to send—plus, isn't it about time they had everyone over for Thanksgiving? From throwing holiday parties to changing addresses to breaking the big baby news, our audience is ready to send out the perfect papers.

spreading the word [and breaking in the new mailbox]

The Nest knows what a busy, event-filled life today's young marrieds lead. Our content is there to help them inform family and friends of special occasions, learn proper letter etiquette and find the best stationery products.



- **WHAT WE WANT** Featured products cover all the bases.
- **GROW UP ALREADY** Our etiquette professional helps couples become Mr. and Mrs. Manners with straight and practical answers.

newlyweds have big news

- **68% of Nesties plan to have a baby within 3 years**
- **31% plan to buy a new home within 1 year**
- **72% host a party or gathering within 1 year of their wedding**

Source: The Knot Inc. Research, 2007

[n] NEST NOTE Show off new initials with colorful stationery. Recipients will love seeing your monogram on a sweet note.

To advertise or for more information, please contact your sales representative or nationalsales@thenest.com



merge. purge. splurge. [combining your stuff]

Our double-income newlywed readers have the means—and the desire—to do some serious sprucing up around their nests. That translates into organizing, investing in furnishings and decorating—and doing it all with style! Now that they can afford the best, that's exactly what they want.

tips of the trade [only in the nest]

The Nest knows that young marrieds are upgrading everything they have. We're a stylish décor resource thanks to editorial content such as:

- **WHO LIVES HERE?** From the environmentally conscious couple in Arizona to the incredibly eclectic Brooklyn twosome, we take you inside stylish homes across the country for design inspiration.
- **MERGING SPACES** Combine and organize belongings—without going to counseling.
- **STYLE FIX** Give your place a makeover in one day with our designer DIYs.
- **GOTTA HAVE IT** Want to update your pad without investing a fortune? Pick up one of our featured home products.
- **62 TRICKS FOR YOUR HOME** Great ideas, gorgeous products and designer inspiration, focusing on a different area of the home every month.

73%
of Nesties will buy furniture within the next year.

redo for two

- more than half plan to remodel their homes in the next year
- 25% of Nesties shop for their bedroom, 25% for the dining room and 24% for the living room

Source: The Knot Inc. Research, 2007

[n] **NEST NOTE** Any room looks richer with contrast, à la a sleek leather ottoman next to a buttery Ultrasuede chair.



old school cleaning tricks

Spritz white vinegar on stainless steel then wipe off to keep it streak free.

Try a used dryer sheet to clean glass shower doors. They really help get off soap scum.

Get a maid!!! Best thing ever ;)

CUT A STEEL WOOL IN HALF AND GET DOUBLE THE PRODUCT

I tell my husband I'll dress up like Nurse Betty and give him a 'checkup' if he cleans.

POUR A CAN OF COKE IN THE TOILET AND LET IT SIT FOR 24 HOURS. THE ACID SAYS AWAY THE BACTERIA AND STAINS.

ask mom

1. Pick the Right Detergent!
If you have the option of powder detergent, choose the brand that has the most suds. Liquid detergent can give you a better cleaning action and is easier to use.

2. Soap Before You Wash
If you're doing a load of laundry, it's best to wash your clothes in cold water first. This helps to break down the dirt and grime, making it easier to clean.

3. Don't Forget to Wash Your Hands
After you've done your laundry, make sure to wash your hands thoroughly with soap and water.

4. Use the Right Temperature
Hot water is best for cleaning, but it can be harsh on your clothes. Use the warmest water that is safe for the fabric.

5. Don't Overload
Don't pack your washer too full. This can prevent the clothes from being cleaned properly.

6. Use the Right Cycle
Choose the right cycle for the load. Heavy duty for towels and bed sheets, normal for everyday clothes.

7. Use the Right Detergent
Use the right detergent for the water temperature and the type of clothes.

8. Use the Right Temperature
Hot water is best for cleaning, but it can be harsh on your clothes. Use the warmest water that is safe for the fabric.

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[the nest] Home & Living | My Profile | My Account | My Network

Party Stain Survival Guide

THE SCIENCE OF WASTING PBS (PERMANENT STAIN DAMAGE), HERE'S HOW TO RESCUE YOUR SPACE FROM FOOD, DRINKS, AND ALIENS.

Immediately	The Morning After
<p>Coffee</p> <p>For black coffee, mix the stain with a solution of 1/4 tsp. dishwashing liquid and one cup of water. Use until water is no longer absorbed. Rinse with warm water. For coffee with cream/sugar, use a dry q-tip with a little water and blot until the stain stops absorbing more. Don't over-saturate, steady onto the fabric. Saturate the area with water.</p> <p>Get up as much as you can with a slightly damp, absorbent cloth. Then</p>	<p>Grease glycerin over the stain, let it sit for 30 minutes, then repeat the steps from the night before. If any stain remains, apply on three separate hydrogen peroxide and don't cross.</p> <p>Key Take: Dishwashing liquid, dry weather glycerin, hydrogen peroxide.</p> <p>If the spot remains, spray on three separate hydrogen peroxide.</p>

creating a home [for two!]

Young marrieds form new purchasing habits after the wedding that will last for years to come. From pain relievers to shampoo to toilet paper, new couples make purchases based on each other's preferences. Plus, they're keeping the house clean together, looking out for each other's well-being and all the other good stuff that comes with being a twosome.

stocking up [on useful content]

All these decisions can be a bit overwhelming—especially when there's so much stuff out there! So how do you decide which brands win? The Nest editorial content is packed with tips for finding the best products for your lifestyle.

- **ORGANIZE YOUR LIFE** How to deal with all the clutter in your home, office, closet—and even the beauty supplies under your sink.
- **ASK MOM** Who better than Mother to give you the shortcuts you need for dealing with household chores?
- **ROAD TEST** We test a type of product in each issue to see which works best.

[n] **NEST NOTE** Always keep a few extra packages of toilet paper in the hall closet—trust us, you'll be glad you did!



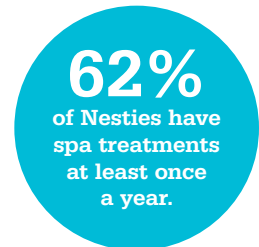
DAVID GUBERT

the nest [who's the fairest of them all?]

Every newlywed wants to look as fabulous in the early years of her marriage as she did on her wedding day. Reach our stylish readers with products, tips and services at this important stage, and they'll be customers for life.

little indulgences [mean big dollars!]

Now that young marrieds have merged their incomes, they suddenly have more money to splurge on impulse buys and special treats such as upscale moisturizers.



face value [the beauty of the nest]

Our beauty column provides great, quick tips and how-tos, plus staff-tested recommendations for the best new products through editorial content such as:

- **DATE NIGHT** Between all your work and errands, who has time to get ready for a night out? You do, thanks to our tips on how to look fabulous in two minutes or less.
- **SMALL PACKAGES** Our beauty aficionados share their favorite beauty must-haves in mini sizes so you can just slip them in your pocket for a night out!



a scent-sational audience

- **93% of Nesties include makeup, skin/haircare and/or fragrance as part of their daily beauty regimen**
- **39% upgrade/change their beauty regimen postwedding**

Source: The Knot Inc. Research, 2006–2007

[n] NEST NOTE Out of shaving gel? Smooth conditioner on your legs to avoid a painful shave.

To advertise or for more information, please contact your sales representative or nationalsales@thenest.com



break out the bubbly [for your new audience]

Young marrieds make the most of any occasion, from after-work cocktails to an anniversary party. By getting your brand in front of them when they're forming their consumer preferences, you'll be poised to bank on this audience for years to come.

raising a toast [celebrating "the firsts"]

Readers of *The Nest* have a lot to celebrate, from first holidays to first couches to first babies. There's no better way to relax and revel in their new relationships than by enjoying a delicious libation—alone together or with friends.

55%
of couples
register for
barware.

quenching readers' thirsts [for mouthwatering editorial]

Every issue of *The Nest* features simple tips that will make you the hit of the party, including:

- **BARTENDING CLASS** Know your whiskey from your bourbon and your Madeira from your port.
- **BASIC TRAINING** We help you impress friends with simple, chic recipes, primers and pairings.
- **ON THE MENU** Sophisticated yet simple food features on everything from a seasonal soiree to everyday meal plans.



drinks, anyone?

- **39% of Nesties want to learn more about wine/cocktails**

Source: The Knot Inc. Research, 2006–2007

the nest-ini

- Take one part of a loyal readership
- Stir in a unique message
- Sprinkle in a fun, honest voice
- Shake and serve

[n] **NEST NOTE** Ordering a whiskey neat means you want your drink without mixers or ice.



full speed ahead [into married life]

Our young marrieds just became dual-income families, literally overnight. With more disposable income, this mobile (and upwardly mobile) duo is looking for cars that promise “the next step up” in safety, style and comfort—with room in the trunk for weekend getaway gear!

road more traveled [hot wheels]

The Nest editorial content is designed to help this savvy, prosperous audience tackle the major questions about buying, owning, insuring and protecting its automobiles.

- **ROAD TEST** SUV or sports car? Four-door or two? We help our readers determine which features and models are right for their lifestyles.
- **FINANCIAL Q&A** The pros and cons of leasing vs. buying; plus, how much car can you afford?
- **DEAL WITH IT** Much like a car, car insurance can be tweaked for optimum performance. We teach our readers the nuts and bolts.

45%
of Nesties
plan to purchase
a car within
the first 3 years.

hit the road

- **73% of Nesties have their own car (that's two per couple)**
- **On average, Nesties spent more than \$21,000 on their most recently purchased vehicle**

Source: The Knot Inc. Research, 2007

[n] NEST NOTE Take your husband with you to the car dealer. Though cliché, men tend to get better car deals than women.

RADIO STARS
satellite radio showdown
 XM or Sirius? We help you decide. By Miles Stevenson

Who says for something you've always gotten for free? Satellite radio's time is now—and if you're thinking it's just a fad, more than two million people who already subscribe might disagree. There are two main satellite radio providers—XM and Sirius—and each has three satellites orbiting the Earth to keep your signal clear from coast to coast. Plus a ton of other perks. Check it out.



Sirius
MONTHLY RATE \$13 per month, \$142.45 for an annual subscription with one month free (\$12 if you activate online for a year, \$10 if you activate online for a year)
WHAT YOU GET Over 125 channels, with 88 commercial-free channels of music. Lots of sports (including the NFL and MLB), and a really wide range. Both features and Jimmy Buffet have created their own channels.
TWEET EAST "Music is subjective, but we're probably a little bigger than XM's," says Sirius spokesman Jim Collins. "We're the leader in sports and original talk shows that you can't find anywhere else."
WE SAY If you and your husband are sports junkies, Sirius is for you. If you're into talk radio, you'll love that has channels of RPN, as well as XM's live events. And for better or worse, Sirius has Howard Stern.
POSSIBLE PRICE Sirius XM Listen to live sports nationwide or parked at home or in the car, and save 50 hours of programming for when you're on the road. \$225 (Shop.Sirius.com)

XM
MONTHLY RATE \$13 per month, \$142.45 for an annual subscription with one month free (\$12 if you activate online for a year, \$10 if you activate online for a year)
WHAT YOU GET 64 channels, with 88 commercial-free channels of music. Listen to talk shows by Oprah Winfrey and Don DeLorenzo, or song selections from artists like Tom Petty and Sheryl Crowe.
TWEET EAST "XM has been an early subscriber in Sirius, most channels, and a broader variety of content," says XM spokesman David Butler. "Plus, XM has more variety in talk radio."
WE SAY XM's strength is in its tunes. XM channels, dedicated to every decade since the '60s, and multiple channels playing overnight rock (and hip-hop, country and everything in between). XM is a music-lover's dream.
POSSIBLE PRICE Pioneer One This tiny play list satellite radio and MP3. If you have a "song on the radio, you can bookmark it and buy it instantly when you look it up in a computer. \$400 (www.xm.com) for another.

tip [Show the music in commercial free, skip playlists and just pick a channel to suit the party's mood.]



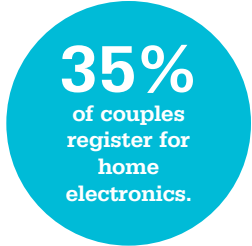
that's entertainment [alone and with friends]

After years of coveting the best speakers and TVs, young marrieds finally have the space and the income to indulge in superior-quality consumer electronics. And with social activity revolving around home entertaining for sporting events and awards shows, they'll want to impress friends with the latest and greatest products.

tuned in [to new products and services]

What do they want first, a new digital camera or joint iPods? Every installment of The Nest features practical, consumer electronics-focused editorial content, such as:

- **IS IT WORTH IT** A column that helps readers make personal decisions on services and products, ranging from leasing a car to updating their home entertainment system.
- **MERGING SPACES** Keep the stereos you've had since college, or toss them and upgrade? Tips on how newly married couples can combine their home styles (and their stuff) to create a living space they can both love.
- **WHAT WE WANT—HOT PRODUCT** A twice-monthly online index in which we test and feature a product worth raving about.



tech-savvy shoppers

- 95% of Nesties own computers/peripherals
- 54% own a flat-screen or LCD/plasma/projection TV

Source: The Knot Inc. Research, 2006–2007

[n] NEST NOTE TV projectors are a cool, new, space-saving way to create your very own home theater!

To advertise or for more information, please contact your sales representative or nationalsales@thenest.com



a healthy relationship [your prescription]

A two-person unit has more reasons than ever to work out, eat healthy, kick bad habits and get medical issues under control. Our goal: To make The Nest an in-home support system, personal trainer and confidence coach for our audience.

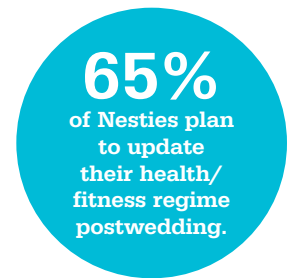
getting personal [about your spouse's health]

From staying on (or going off) birth control to quitting smoking, The Nest editorial content tackles the world of health and wellness in a gentle, candid and informative voice. After all, spouses are often the built-in emergency contact and primary caregiver for one another—and we're here to help them help each other.

in the medicine chests [of our readers]

Here are just a few of the items that readers of The Nest are purchasing for themselves and for their spouses:

- Pain relievers
- Birth control
- Vitamins
- Cold medicine
- Homeopathic remedies
- Aromatherapy products
- Body moisturizers
- Smoking inhibitors



his + her health

- 65% of Nesties plan to get a complete medical exam postwedding

Source: The Knot Inc. Research, 2007

[n] NEST NOTE Take your vitamins and take care of each other. Before popping your own multi, hand one to your spouse.



just getting cooking [in the kitchen and in life]

The Nest serves busy, combined-income newlyweds seeking recipes and products that often remain in their repertoires for years to come. In the early years of marriage, these “clean slate” readers are wide-open to advertising, brands and ideas.

what's cooking?

- 84% of Nesties cook for fun more than once a month
- 68% bake more than once a month
- 46% entertain at home more than once a month

Source: The Knot Inc. Research, 2006–2007

hungry and eager [for new brands and recipes]

Our dedicated food and beverage editorial content takes ingredients found at every grocery store and whips them up into something new and special, from a simple after-work meal for two to an elegant sit-down anniversary dinner with friends.

- **ON THE MENU** Make the most out of the basic, store-bought ingredients through creative and straightforward recipes.
- **BASIC TRAINING** Become an instant expert on a gourmet treat or learn how to serve up pared-down versions of designer dinners.
- **RECIPES** Find recipes for last-minute dinner guests, easy desserts and more.
- **PARTIES 101 FOR 2** Throw a fete accompli with chic and easy-to-implement ideas.

59%
of Nesties want to learn more about cooking.

[n] **NEST NOTE** Use a sifter to sprinkle confectioners' sugar over store-bought desserts and wow your guests!

petiquette primer

Some, you love your dog or cat, but make sure your path don't have a poops attack every time they cross your doorstep. By Jennifer Bergman

Down, daisy!

A hyperactive pet is a common sight. So, you don't want to answer frantic barks and yips just for the sake of it. And you do want your pet to have some fun too. So give your canine specific things to do with your pet that won't give future bad behavior. For example, tell that the dog's region stays on the table, but then hand gentle some treats and have them practice from all of your games. Take her to the backyard for the same reason if you have a yard. When you're done, and have the dog's head in your hand, and turn on the TV.

43% of pet owners use dog training products.

cleaning house

the nest



pick of the litter [our pet-crazy readers]

Young marrieds are big-time animal lovers. Some had pets before the wedding, some merged their pet households upon marriage and some got pets as “furbabies”: stand-ins—or “practice”—for a child. Creatures great and small, we love 'em all, and the animal editorial content at The Nest is the pick of the litter.

puppy love [and kitty too!]

Readers of The Nest love their pets, and we provide an in-depth column in every issue to help keep their pets frisky and in fine form.

- **HEAVY PETTING** Whether they're contemplating pet ownership, helping his dog play nice with her cat or looking for the cutest pet care products, our column is an animal lover's dream.

animal kingdom [ownership 101]

The term “furbaby” may not be so far off. A lot of the responsibilities of owning a pet are surprisingly similar to those of having a child. Take these, for example:

- Health insurance
- Grooming
- Boarding
- Medication
- Daycare
- Toys and clothing

furbaby 411

- **36% of Nesties acquire a pet within the first 3 years of marriage —often as a “warm-up” for a baby**

Source: The Knot Inc. Research, 2007



[n] NEST NOTE It's been proven that pet ownership can have a positive effect on one's health.

To advertise or for more information, please contact your sales representative or nationalsales@thenest.com



the honeymoon's over [but the fun has just begun]

For readers of The Nest, the real honeymoon is just beginning—and so is their desire to travel. In the years prior to having children, young marrieds are anxious and excited to hit the road and venture to new lands, both near and far.

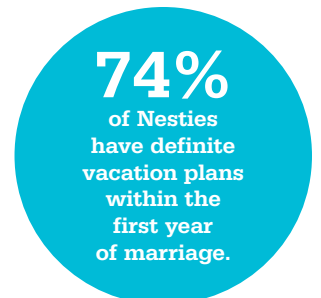
destination: your brand [via nonstop express]

The Nest gives our loyal readership resources and insider tips on all the wonderful places to travel à deux in a voice that's honest, fresh and practical, such as:

- **NEED A VACATION** Every issue of *The Nest* features a full-page spread in which our writers examine a vacation destination from the inside out.
- **TRIPS FOR TWO** Firsthand information on vacations that suit any occasion (anniversaries, romantic getaways), mood (adventurous, relaxing) and interest (Spanish culture, scuba diving, art history).

your passport [to our desirable audience]

Now arriving: your brand. By advertising with The Nest, you'll be able to reach an audience that's ready to take off. Hop on board!



travel for two

- 86% will enjoy a weekend getaway within a year of their wedding
- 81% of Nesties consider a destination anniversary trip

Source: The Knot Inc. Research, 2006–2007

[n] **NEST NOTE** Although you can fly around Costa Rica by plane, there's no better way to soak it in than by Jeep.

life

[the nest]

baby on the brain or in the belly?
Check out TheNestBaby.com for answers to all your questions.

Q We plan to start trying for a baby soon, and I keep hearing about ovulation predictors. What are they?
Dr. Roman says: First of all, congratulations! My first piece of advice is to try to make this process as fun and un-medicinal as possible. Before attempting to conceive, keep in mind that 85 percent of women trying to get pregnant will conceive within six months. A woman's most fertile days are the two days prior to ovulation. An ovulation kit of some type can help increase your odds, but I generally recommend trying to get pregnant without a kit for three cycles. If your periods are erratic, you generally ovulate 14 days before your next period. So, if you have regular 30-day cycles, counted from the first day of one period to the first day of the next, you are likely to ovulate on day 18 of your cycle; your most fertile days will be days 14 and 15. If you haven't conceived in three cycles, then consider using one of the predictors. All of these devices require or indirectly look for the effects of hormones related to ovulation. Unlike the digital kits, they are more expensive but can identify more high-fertility days. If you don't get pregnant after 6 to 12 months of trying, see your OB/GYN.

Q Do I need to see my doctor before I start trying to get pregnant?
Dr. Roman says: I do recommend making an appointment to see an obstetrician before you even start trying to conceive. What you'll be scheduling is a preconception counseling session. This visit can help identify medical problems and issues that can lead to pregnancy complications. Additionally, a preconception counseling session is the best time to review good nutritional habits for pregnancy. It will also determine whether you'll need any immunizations before you start trying.

Q I've been skipping my hot hot pills. Is it safe to skip 'em pregnant?
Dr. Roman says: In general, hot dip appears to be safe during pregnancy, but no specific studies have conclusively determined this. To minimize the potential risks, the dip should avoid contact with your vulva. If possible, consider applying the dip without direct contact with the vulva and is covered in hot, thick oil after the first trimester to reduce your heat. [H]

Q How many kids do we want?
Dr. Roman says: There's no right answer here. It's all about you and your partner. What lifestyle changes we need to make when we're pregnant?
Dr. Roman says: There's no one-size-fits-all answer here. What's our response when people ask about baby plans?
Dr. Roman says: There's no one-size-fits-all answer here. How many will the dad give us?
Dr. Roman says: There's no one-size-fits-all answer here. Will we both continue working?
Dr. Roman says: There's no one-size-fits-all answer here.

the big baby talk
12 questions to ask your spouse before hitting the lights

What lifestyle changes we need to make when we're pregnant?

What's our response when people ask about baby plans?

How many will the dad give us?

Will we both continue working?

Get real-time advice from other "nest" users at TheNestBaby.com/GetPregnant.

how I'm priming for pregnancy
...doing all the things that you need to do to make you and your pregnancy... good wine, nice roller coasters...

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pregnant pause [the big baby decision]

They hear it from their mothers, their in-laws, their friends: Are you trying yet? Yes, they are—trying to figure out how a baby will affect their new life as a married couple, their careers and their futures. From pre-baby indulgences to pre natal vitamins, The Nest is a guide for every step of the way.

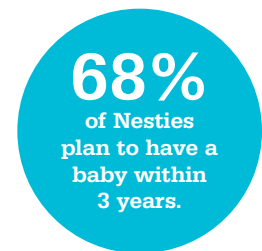
oh, baby! [great expectations]

Now that they've moved into the next phase of adulthood, it's only natural that readers of The Nest would be deliberating about baby. Our honest, understanding and funny editorial content prepares them for the big decisions that lie ahead.

- **BABIES ON THE BRAIN** From products to health care to frank advice, all the information our readers need now, even if the prospect of getting pregnant is years away.
- **THE NEST BOARDS** Where Nesties chat about baby fears, discuss parenting (and trying to conceive), share announcements and pics of the kids and much more.

special delivery [our fertile audience]

Statistics show that 68% of newlyweds will procreate within three years of marriage. There's no time like the present to hook them as consumers—especially since babies are the next lifestage for this lucrative audience!



baby makes three

- **90% of pregnant Nesties plan to register for baby gifts**

Source: The Knot Inc. Research, 2007

[the nest]

your guides to:
Bar & Cocktails
Cooking Q&A
Entertaining

MOST POPULAR
Cocktail party themes
Baking basics
Hosting on a budget
Dinner party ideas
Recipe search
Home tour
What's cooking?
Health & fitness
Entertaining ideas

How to Throw a Fun Baby Shower
5 PARTY IDEAS THAT WON'T MAKE YOUR GUESTS SLEEPY BABES.

1. Theme: A Day at the Spa
Turn the party into a total pampering event. Perfect for a mom who's pregnant with her second child (who already has the baby necessities) and could use some babying herself: ask guests to bring gifts to help mom chill out: a spa gift certificate, pajamas and loungewear, eye masks, or rich hand-and-body lotion. Give everyone a pair of slippers to wear to the afternoon.

[n] NEST NOTE Baby products not only smell delicious, but they also work wonders for ailments like rashes and dry skin.

living

BUYER'S GUIDE
choosing the perfect stove
 Whether you're remodeling the kitchen or just looking to upgrade, here's how to bring on some serious heat. By Miles Stevenson



range vs. cooktop
 First, decide whether you want a traditional all-in-one range like a stove or a counter cooktop and a separate wall oven. Cooks for either option can easily go to into the thousands, though there's a greater selection of affordable ranges. **SINGLE OVEN** Usually, the most practical option is an oven-and-cooktop combo, especially if you're simply replacing an old stove. Slide-in ranges are designed to slip into a space in between cabinets, while others, like the Aga, require major space. **SEEK LOOK** A built-in cooktop and a professionally installed wall oven can give the room a modern look and make the best use of space. But, be careful, the update may require a major renovation if your kitchen is already set up for a traditional range. >

77



taking stock [after the wedding]

Now that readers of The Nest have received smaller appliances from their registries—toasters, blenders, ice cream makers and more—they're onto bigger things like sleek, name-brand refrigerators, ranges, dishwashers, washers and dryers. And not only do they want these appliances to look great, they also want them to be easy enough for “dear husband” to use as well!

household features [hands-on editorial]

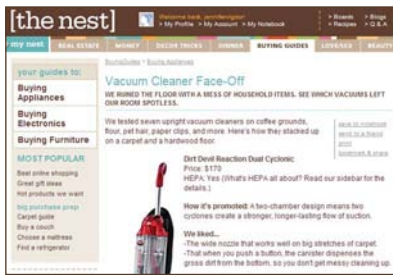
What are young marrieds to do when faced with tedious household chores? Turn to The Nest editorial content, featuring funny, smart and practical columns like:

- **ASK MOM** Shortcuts and tips from the woman who's been dealing a lot longer than you have.
- **TO-DO LIST** A sometimes irreverent, sometimes completely practical way to stay on a schedule and get everything done.

wants & needs [pre- and postmarriage]

In the first three years of marriage, couples use their joint savings to invest in bigger purchases they didn't get for their weddings.

- **PREMARRIAGE** Food processor, juice maker, panini machine, blender
- **POSTMARRIAGE** Stainless steel fridge, vacuum, washer/dryer, dishwasher

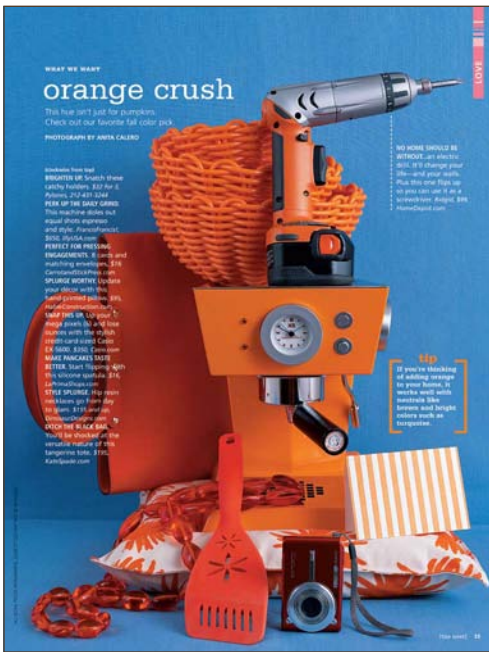


home improvement

- **21% of Nesties plan to buy small appliances and 49% plan to buy large appliances in the next year**
- **Kitchen electronics are among the top 5 items engaged couples register for**

Source: The Knot Inc. Research, 2005–2007

[n] NEST NOTE All-in-one washer/dryer units are a smart, affordable option for couples with smaller living spaces.



house-proud and still shopping [for the very best]

Even after (finally!) sending the last of the wedding gift thank-yous, most newlyweds have plenty to buy for their homes, like the flatware, appliances and linens they didn't get—plus all the stuff they didn't register for but now realize they actually need! The upshot for retailers: While this audience has moved on from bridal publications, they're still making substantial purchases.

stocking the shelves [and filling the gaps]

The Nest is the only publication that can speak to readers about this topic in an environment that seems natural and appropriate.

breaking in the new china

- **Bakeware, bath items and bedding are the top 3 items engaged couples register for**
- **35% of Nesties are still shopping for tabletop items**

Source: The Knot Inc. Research, 2005–2007

- **GOTTA HAVE IT** Featured home products cover all the bases.
- **RECIPES** Make use of those new pots and pans with our featured recipes, ranging from Quick and Easy to Master Chef.
- **PARTIES 101 FOR 2** Break out the barware and fill up that ice bucket: chic entertaining ideas for a fete accompli.



[n] **NEST NOTE** Why wait for an occasion to use the good plates? Consider Wednesday night dinner occasion enough!

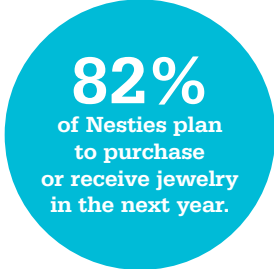


a haute audience [stepping out in style]

Just because the wedding's over doesn't mean that young marrieds don't want to impress their spouses with the latest styles or jewelry mementos for special occasions. And now that they've merged their finances, they can upgrade wardrobes—or redo his altogether! The Nest knows that every day of married life is an excuse to look fabulous for the one you love.

it's all in the details [sparkle and shine]

- **WHAT TO WEAR** Our fashion editorial content features picks and tips about what to wear for every occasion, from brunch with the in-laws or cocktails with friends to simply watching TV at home.
- **REFRESH YOUR LOOK** Tips to spice up the same-old look and keep you looking stunning and unique long after the wedding day.
- **SOPHISTICATED STYLE** Couture experts revitalize Nesties' wardrobes by getting them out of The Rut and giving them The Fix with trendy looks.



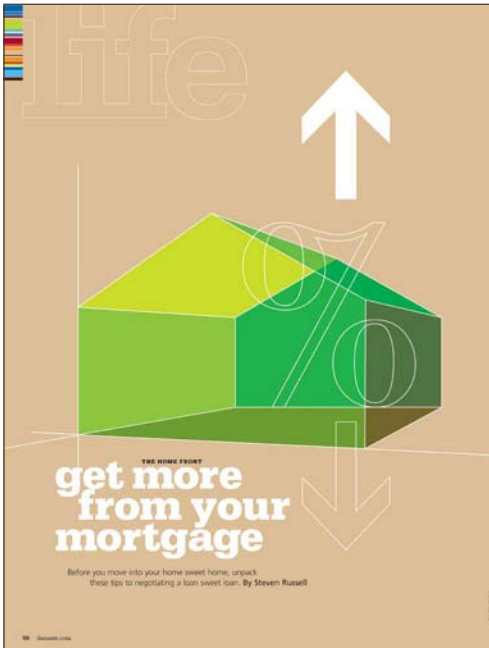
dress to impress

- **59% of newlyweds plan to upgrade their wardrobe after their wedding**
- **40% expect to receive jewelry as a gift at least once a year**

Source: The Knot Inc. Research, 2006–2007

[n] NEST NOTE Peruse your favorite fashion mag and pick one must-have item to splurge on for the new season.

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spending in the present [saving for the future]

While opening a joint bank account is a big step, it's just the first in a long line of financial decisions The Nest readers face in the early years of their marriages. By reaching out at this crucial stage to our fiscally oriented readers, you can forge lifelong relationships with millions of future-minded individuals.

a wealth of information [that readers can bank on]

From insurance to mortgages, investments to nest eggs, The Nest breaks down the taboos associated with money and speaks to readers in a voice that makes them feel confident, safe and excited. In each issue, they'll find:

dollars and sense

- **Nearly 60% of Nesties will open or merge bank accounts in the first 3 years of marriage**
- **51% are already investing and 15% plan to start within the next year**
- **46% purchase insurance in the first year postwedding**

- **FINANCIAL Q&A** Pointed questions and answers, real-life advice and great saving strategies to help make sense of your dollars.
- **YOUR NEST EGG** How to make your money grow.
- **DEAL WITH IT** Lively treatment of "boring" topics that can't be swept under the rug.
- **HOUSE RULES** Soup-to-nuts info about home owning and real estate.
- **IS IT WORTH IT** What's good for the Donnellys might not be good for the Smiths. Get personalized advice on credit cards, leasing and more.

67%
of Nesties
organize their
finances in
the first year
of marriage.

Source: The Knot Inc. Research, 2007

[n] NEST NOTE If you have different salaries, each person should contribute a set percentage to your joint savings.

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