



Gross media expenditures

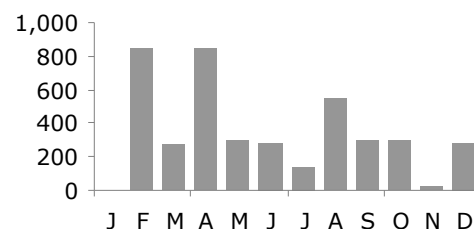
Beech-Nut in 2008

MPG
Leading new thinking.

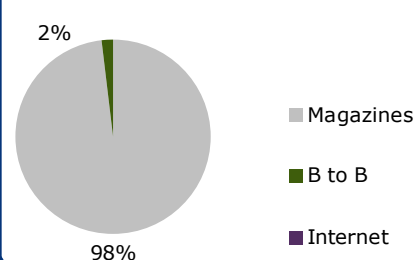
Creatives



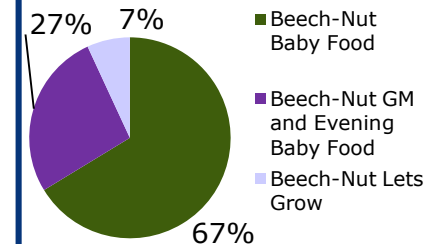
Total expenditures: 4,139.8 (\$)



Mix by media



Mix by product



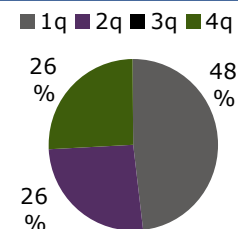
Top 4 Publications

Parenting	51%
Baby Talk	47%
Progressive Grocer	1%
Grocery Head Quarters	1%

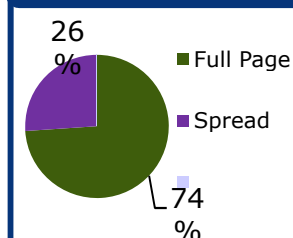
Top 3 Publishers

Bonnier Corp.	98%
Nielsen Business Media	1%
MacFadden Comm. Group	1%

Positioning



Print Format



Top 2 websites

Parenting.com
Webmd.com

Special Positions

