

We hope you enjoy reading Motherhood magazine. It's been a labour of love for the MH team - so don't be shy, tell us what you like and what you'd like us to improve on! Help us to help you enjoy a better product. Go ahead and fill out this survey form and stand to win a fabulous prize!

MOTHERHOOD SURVEY FORM

Name: _____
Address: _____

Contact no: _____
Email: _____

Q1. How often do you read Motherhood?

- Existing subscriber
- Once monthly from bookshops/newsstand
- Once every 3-6 months
- Once a year

Q2a. How would you rate Motherhood magazine?

	Very Good	Good	Average	Not Good
Cover	_____	_____	_____	_____
Stories	_____	_____	_____	_____
Pictures	_____	_____	_____	_____
Layout	_____	_____	_____	_____

Q2b. If not good, why? _____

Q3. Which segments do you like to read most?

- Bump + Beyond
- The Early Years
- Juniors
- Mums Speak
- Feel Good
- Bedroom Secrets
- Others: _____

Q4. Which segments do you think needs further improvements?

- Bump + Beyond
- The Early Years
- Juniors
- Mums Speak
- Feel Good
- Bedroom Secrets
- Others: _____

Q5a. Do you read other magazines? _____

Q5b. Why? _____

Q6a. What is the average household income per month?

- \$2,000 and below
- \$2,001 to \$3,000
- \$3,001 to \$4,000
- \$4,001 to \$5,000
- \$5,001 and above

Q6b. On average, how much do you spend on your children per month?

- \$500 and below
- \$501 to \$1,000
- \$1,001 to \$2,000
- \$2,000 and above

FOR NEW READERS

Q7. How did you know of Motherhood magazine?

- Friends/ Other parents
- Internet/ Website
- Book Shops
- Exhibitions
- Others: _____

Q8. Why do you buy Motherhood magazine?

- Beautiful Cover
- Blurbs on Cover
- Contests/ Promotions
- Free Gifts
- Good Editorial Contents

- Good Price – Value for money
- Others: _____

Q9. Would you continue to buy Motherhood magazine?

- Yes, because _____
- No, because _____

MOTHERHOOD EVENTS

Q10. What do you think of our yearly Motherhood Exhibition?

- Good place for great buys.
- A fun trip for the whole family.
- Great for picking up new things.
- Others: _____

Q11. What else would you like to see at the Motherhood Exhibition?

Q12. Should we do it (the event) more than once a year?

- Yes, because _____
- No, because _____

ONLINE ACTIVITY

Q13. How often do you go online?

- No, I don't go online
- Daily
- Once a week
- More than once a week

Q14. What do you go online for? (Please tick all appropriate answers)

- Work Purposes
- Leisure/Entertainment
- Social Networking
- Read Magazines
- Shopping Online
- Others (please specify)

Q15. How often do you go to the Motherhood Website?

- Frequently
- Once a week
- Once in a month
- Others: _____

Q16. What do you like about our website?

Q17. What else would you like to see from the website?

Particulars:

Age: _____ Occupation: _____ Education: _____

Number of Children:

- (1) Name: _____
DOB: _____
- (2) Name: _____
DOB: _____
- (3) Name: _____
DOB: _____
- (4) Name: _____
DOB: _____

4 fab gifts

Just select 1 from these 4 fantastic products to WIN!

1

To take part in the Motherhood Survey and win fabulous prizes, please log on to www.motherhood.com.sg/survey/ today!

2

Bon Bebe High Chair
worth **\$299**
Very sturdy, tray with 3 positions, reclining seat, additional tray cover

BabyCraft PlayPen worth **\$239**
Comes with second layer (bassinet), multi-purpose tray for storage of diapers, powder container etc., diaper changing tray, and play gym to entertain baby

4

EvenFlo ExerSaucer 2 in 1 worth **\$329**

- Folds!**
- ✓ Portability and extended usage are the most important unmet consumer needs in this product category
 - ✓ Patented folding legs for easy travel and storage
 - ✓ Built-in carry handle
- Exercises Body & Mind™**
- ✓ 9 age-appropriate toys
 - ✓ Variety of songs, sounds, and phrases
 - ✓ 10 Developmental Milestones
 - ✓ Best seat spin - easier for baby to reach and play with surrounding toys
 - ✓ Adorable Tropical theme specially developed for babies newborn to walking age

3

Bon Bebe Stroller worth **\$458**
Unique design, carry maximum baby's weight of 26kg, ergonomic handle, multi recline positions

Contest is open from 04th June to 31st July 2009

*Winners will be notified by post.
*Judges decision will be final.
*Products cannot be exchanged for cash.

bon bebe

BabyCraft

evenflo
Best for Baby