Babies Come With Price Tags

Babies cost. That's seems to be the message in the latest issue of The Urban Shopper, a Shopping Lifestyle and Values web magazine, targeted to Black and Latino females. The web magazine devoted all of its six content channels exclusively to the financial impact of raising a baby.

High-end, Luxury Baby Cribs were featured in the cover story Product Review. These cribs, some costing as much almost $4,000, spotlighted new styles and cultural sensibilities in design. Some of the cribs like the Princess Coach are really over-the-top extravagances. All products featured demonstrate what's currently available for sale in the marketplace at select online retailers.

"*Milk-Made Wars*", a Wellness & Well-Being article, looks at the health and wealth benefits of breast versus bottle-feeding baby. Only about 58% of Black mothers breast- feed their baby compared to 81% of Latino and 76% of white mothers. Compared to bottle-feeding, breast-feeding baby can save a family about $1,500 in the first year.

"*Sleep Safely Baby*", an article in Food & Household, looks at the danger of infant strangulation and death from faulty crib construction and home assembly. "*Trust Fund Baby*", in Personal Finance, explained what a trust fund was and why even a baby born without a silver spoon could have a trust fund set up. Other baby-related articles are found in Technology & Education, Leisure and Green Living.

ABOUT THE URBAN SHOPPER

The Urban Shopper publishes consumerist content targeted to Blacks and Latinos focused on shopping smart, finding value, and creating greater awareness of the urban consumer marketplace.

Exclusively online, The Urban Shopper covers the full shopping spectrum including Food & Household, Leisure Living, Technology and Learning, Green Living, Personal Finance, and Wellness & Beauty. It is a one-stop destination for shopping insights, resources, and buying tools relevant to the urban shopping experience.

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