The Sphere Agency has joined Australia's' largest online parenting Network -

Your Baby Guide launches Genesis Fitness latest online campaign!

The Sphere Agencyhas joined Australia's' largest online parenting Network -"Your Baby Guide" to launch GenesisFitness latest online campaign, as the ultimate online platform to reach theniche mum & mum-to-be target audience.

Your Baby Guideisa true market leader when it comes to online and the parenting market, withspecifically product focused websites for prams, cots, car seats, highchairsand more recently feeding,providing parents an onlinesolution with a simple and educated guide throughout their parenting journey.

July 25, 2012 - "In this crowded online market YourBaby Guide has created a unique targeted platform for mums, dads and carersthat are looking for specific products with out the clutter or unrelatedmessages. One message per site, no clutter!" states MarkSpektor, Director of YBG.

YBG works withAustralian businesses to strategically target niche qualified audiences by deliveringa unique uncluttered environment.

Virginia Scully - Media Directorfrom The Sphere Agency says, "YBGbrings a shift in strategy for Genesis Fitness by specifically targeting mums.Its really important for new mums to maintain energy levels and feel goodabout themselves, but its hard for them to find the time due to their ongoingparental requirements. So we recommended Genesis fitness make use of a networkwhich mums trust and refer to frequently for unbiased support and guidance. Itwas really important that we use supportive/informative environments ratherthan bombard new mums with ad clutter. The YBG environment offers this.

www.Yourbabyguide.com.au network consists of:

www.prams.com.au www.cotsguide.com.au, www.carseatsguide.com.au, www.highchairsguide.com.au and www.feedingguide.com.au.

Your Baby Guide network of sites providingAustralian parents with the most relevant and up to date information on allthings relevant with no clutter!

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