

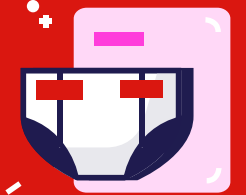


# ANNUAL COST OF A NEWBORN

Your little bundle of joy is on its way. You are probably planning your baby's name, what they will wear, how you will organize your time to care for them, and how you might decorate their room. But have you thought about how much money is invested, on average, during the baby's first year of life? Simply put, how much does it cost to have a baby?

# \$7,918

## WHAT ARE YOU BUYING?



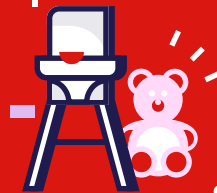
**\$1,377**

Nappies, clothing & footwear



**\$1,227**

Food & nutrition



**\$693**

Furniture & toys



**\$4,620**

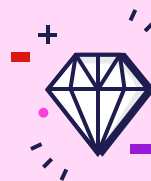
Childcare & other costs

## SAVE MONEY ON BABY ITEMS WHEN YOU SHOP AROUND



**DISCOUNT  
RETAIL  
PRICES**

- VS -



**BABY  
SPECIALIST  
PRICES**

Pram		\$64	\$1,022
Large pack of nappies		\$22	\$37
Baby romper		\$4	\$13
Baby toy		\$7	\$50
Cot with accessories		\$288	\$697
		<b>\$385</b>	<b>\$1,820</b>