

min's  
**EDITORIAL  
& DESIGN  
AWARDS**

» Excellence in content and design among media brands

# parenting wins for Best Redesign!

Parenting magazine was honored for its 2009 redesign on November 18, 2009 at the MIN Editorial & Design Awards ceremony, a new awards program recognizing excellence in content and design among media brands.

**REDESIGN**

## Parenting Magazine

### Parenting Early Years and School Years

Taking a big risk during one of the toughest years in magazine publishing history, Bonnier's venerable *Parenting* franchise redirected its strategy for the book with two versions. *Parenting Early Years* targeted parents of infants, toddlers and preschoolers, while *Parenting School Years* was directed at mothers with children in kindergarten through elementary school.

The two books share about half of their content and are considered a single title, but the separate iterations of the brand allow editors to target both moms and their children within these two stages of kids lives. Kids and parents are addressed discretely in the "Their" and "Your" sections, allowing *Parenting* to

underscore its dual audiences and utility for parent and child.

All aspects of the visual design of these twin books have been made inviting for both audiences. The lush full-page images drive rich captioning for an absorbing reading experience. The use of limited typefaces and a consistent natural light photographic style gives the books a unifying graphical voice that makes the reading and viewing experience flow beautifully. Bonnier took a big leap in rethinking its brand strategy for such an important title in their stable, and it may point the way forward for magazines looking to maintain reader loyalty with tighter audience targeting and more involving magazine experiences.

- In his remarks about *Parenting's* win, MIN editor-in-chief Steve Cohn wrote, *"Bonnier took a big leap in rethinking its brand strategy for such an important title in its stable, and it may point the way forward for magazines looking to maintain reader loyalty with tighter audience targeting and more involving magazine experiences."*
- *Parenting* was also nominated in two other categories, including Best Launch and best How-To/Instructional article for "Diagnosis Emergency."