

# IN THE NEWS



## “TWO IS BETTER THAN ONE:

### PARENTING SPLITS INTO TWO EDITIONS” — mediabistro, Fishbowl NY, Jan 13<sup>th</sup>

The launch of two new editions of **Parenting** was announced on January 13<sup>th</sup>, and both editions made their national TV debut the same week with **Parenting Early Years** on Live with Regis and Kelly on January 12<sup>th</sup>, and **Parenting** editor-in-chief Susan Kane introducing **Parenting School Years** on NBC’s TODAY on January 13<sup>th</sup>.



parenting babytalk



**Parenting: We're splitting our magazine in two**  
 “Most of the news about magazines these days has involved retraction, such as layoffs or closures. Yesterday came a bit of news about magazine expansion...The switch makes sense from an editorial standpoint.”

**New magazines just for us moms**  
 “If you are a fan of *Parenting* magazine and you can never get enough of a good thing, then you just might love this: *Parenting* is splitting into two new monthly magazines for moms.”

## Orlando Sentinel

### Parenting magazine changes format based on ages of kids

“I wholeheartedly support this idea! Magazines are basically my only reading these days, due to the time constraints of work and motherhood. And they definitely spur my mothering creativity.”  
 –Moms at Work mommy blogger

## MRMAGAZINE.COM

MORE INFORMATION IN LESS TIME AND LESS SPACE

### Innovate. Don't Stay the Course. Don't Ride it Out. Words of Wisdom from Greg Schumann, Group Publisher

“The mantra of ‘one size fits all’ no longer exists. Schumann’s strategy is not only limited to innovation...the more relevant the magazine is to its readers, the more advertisers’ messages will resonate with their intended audience.”



**Parenting.com: Already Nano-Targeted**  
 “The new strategy lets the magazine provide more content and ad opportunities for these broad verticals. Online, the verticalization is even more precise.”

The news has also been picked up by hundreds of web sites and news sources, including:

