

INDUSTRY AWARDS



Brand Success

Parenting was recognized as one of the industry's top performers by being named to **Advertising Age's** 2010 A-List, an honor bestowed upon the "best, brightest and boldest" of magazines.



The brand momentum continued with *Parenting's* nomination for **Adweek's** annual Hot List in the women's magazine category in 2011.

Digital Success



- Rachel Fishman Feddersen, min's Digital Hall of Fame, The Parenting Group: 2011.
- Alison Dempsey, Audience Development All-Star, Social Media, The Parenting Group: 2011.
- Rachel Fishman Feddersen, Content Strategist of the Year, min's Best of the Web Award, The Parenting Group: 2010.
- Finalist, General Excellence Online, Parenting.com, National Magazine Awards: American Society of Magazine Editors (ASME), 2009.



Editorial Success



- Winner, min's Most Engaged Media Brand, Parenting magazine: 2010.
- Winner, Consumer, Best Series of Articles, "Fit Generation," FOLIO: Eddie Awards, Parenting magazine: 2010.
- Winner, Consumer, Parenting/Family/Youth Single Article, "Walking to a Different Beat," FOLIO: Eddie Awards, Parenting School Years December/January 2010.
- Winner, Best Redesign, Editorial & Design Award, Parenting Early Years and Parenting School Years: 2009.

Marketing Success



- Winner, Integrated Marketing Awards, 2010 JCPenney Ultimate Kid's Closet, Total Integrated Program Category, The Parenting Group: 2010.
- Finalist, Integrated Marketing Awards, Mom Congress on Education and Learning, Event, The Parenting Group: 2011.

CONSUMER MEDIA BUZZ

Relevant to the Modern Family



Maintaining its relevance in modern pop culture, *Parenting* has been featured in critically acclaimed series such as **The Office** and **Weeds**.

The Authority on Celebrity Moms



Viewers got a preview of *Parenting's* celebrity covers featuring **Tori Spelling** and **Bethenny Frankel** when **Access Hollywood** profiled the famous cover moms.

Combined with additional coverage on **People.com** and **The Ellen Degeneres Show**, national media coverage for the covers exceeded **18 million impressions**.

Mom Congress Empowers Moms Across the Country to Improve their Schools



Publicity from the initiative has resulted in over 100 million impressions to date with highlights ranging from local press coverage to guest blogs on the **White House website**.

Parenting's Mom Congress initiative returned for the second straight year to NBC News' annual **Education Nation** summit in New York, which brings together education leaders from across the country.



Category leading presence on the TODAY Show

Parenting has maintained a steady presence on NBC's top-rated morning show, with editors appearing in segments ranging from showcasing fun birthday ideas to presenting results from the joint **Parenting.com** and **Today.com** "Mom Confessions" survey.



TRADE MEDIA BUZZ

parenting

modern families + fresh ideas

ADWEEK

"By tailoring [celebrity covers] for our brand and putting it on our pages, we're telling readers that we understand who they are. We know what they watch and who they follow on Twitter feeds."

- Ana Connery, director, print content, strategy, and design, to Adweek, "'Parenting' Going the Celebrity Route: Title going for hip parents", 9/19/11.

Parenting affirms its place as the top destination for today's family with a new tagline, "modern families + fresh ideas," and coverage for the positioning in Adweek and min.

min online

...AND "PARENTING" TRICKS OR TREATS WITH A PREGNANT TORI SPELLING. Better put is then-pregnant, because on October 10, 2011, Spelling and husband Dean McDermott became the parents of their third child with the birth of daughter Hattie Margaret. But for Parenting editor (since October 2010) Ana Connery, Tori was in fine, prepartum form when the October Halloween shoot was done at her Los Angeles home in early July. "We both liked the idea of 'old Hollywood,'" says Connery. "So Tori dressed as Jean Harlow, four-year-old son Liam as Charlie Chaplin, and three-year-old daughter Stella as Shirley Temple. Even Dean got into the act on the inside [of the issue] as Clark Gable."

Connery, who wrote the article (her full Parenting/Babytalk title is the futuristic "director, print content, strategy & design"), got into the act, too, with the picture of her and Spelling. The successor to now-Success editor-in-chief Susan Kane set a precedent with the 24-year-old Parenting's first-ever celebrity cover with Kourtney Kardashian and son in February 2011 ("a nice spike in parenting.com's unique visitors," she says), with encores planned in 2012. Plus, there will be themed "Style" and "Genius" issues, among others as both the Parenting School Years (shown below) and Early Years demos carry the new tagline, modern families + fresh ideas.

For the record: Spelling and her family are "civilians" on the October Babytalk cover.



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Parenting.com's strategic partnership with TODAY.com offers both parties a unique opportunity for cross promotion on both sites, as reported by MediaPost, Folio, and minOnline.

min online FOLIO MediaPost MediaDailyNews

Parenting.com and TODAY.com Partner in Cross-Branding Strategy Offers advertisers multiple platforms for one price.

Parenting.com health guides, activities, prepregnancy and popular Ages & Stages items will be featured in a special Today parenting section of the show clips will be featured at the Parenting site. The partnership kicked off with the launch of Rachel Friedman Federman's new magazine, offering a wider breadth of content to reach for the show.

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Parenting.com and Today.com Web sites revealed their parenting short-term project in a survey called "Mom Confessions," where visitors to the Wednesday mornings "Today" broadcast.



Parenting explored modern families' digital habits with its second annual partnership with BlogHer. Results from the co-branded study were unveiled at BlogHer's annual conference in San Diego, and picked up by hundreds of news outlets including MediaPost, Adweek, and Advertising Age.

Advertising Age Ad Age's "Stat of the Day" highlights the survey's finding that 25% of toddlers have used a cell phone.

ADWEEK The Next Great American Consumer infants to 3-year-olds: They're a new demographic marketers are hell-bent on reaching by Brian Brinker

Marketing Daily Smartphones Are 'A Tool For Modern Families' by Aaron Bazar, Friday, August 5, 2011 7:11 AM

Consumer electronics in general, and the smartphone in particular, are becoming an indispensable part of family life.

According to a survey of more than 1,000 moms conducted by The Parenting Group publishing company and BlogHer, 71% of moms do not go more than one day without using the Internet, with 40% saying they can go only a few hours without using a mobile phone and the Internet. (Competitively, only 18% say the same about television.) In fact, 79% said that cell phones are a necessity, compared with 42% saying the same about a typical landline.

"While the penetration of smartphones is significant, moms use [them] in so many different ways," Mark Wildman, vice president and group publisher at Parenting.com, says. "These things have essentially become a tool for modern families."

