

parents

Caring for you and your family



radio and newspapers; answers to life problems and relationships; analysis on women's and men's issues and lifestyles; and practical advice on life's relevant issues. In the next five to ten years, the magazine plans to increase its monthly circulation of an average 44,000 copies to 80,000 and its monthly readership from an average of 3.5 million to five million.

ACHIEVEMENTS

Parents is the oldest magazine in Kenya, having been launched in 1986. Many magazines have come and gone but *Parents* has stayed the course for over two decades, providing education and inspiration to readers and empowering families to overcome life's challenges. It celebrated 21 years of continuous publication - a first for any Kenyan magazine in July 2007.

The magazine has achieved the highest circulation of any magazine in the country and probably the East Africa region. The average print run is 50,000. The latest

Audit Bureau of Circulation (ABC) report indicates 48,259 copies.

Parents is one the fewest publications in Kenya that is a member of ABC. It has been a member since 1987. Membership required the magazine to be a monthly publication, consistent, accept external audits by ABC and pay for a quarterly audit of circulation by ABC. The magazine sought ABC membership in order to have independent audit figures for marketing purposes.

After years of being printed in black and white, the magazine was re-launched in full colour in November 2005 and continues to be the leader in the market. *Parents* was the first locally published family magazine in Kenya dealing exclusively with family issues including relationships.

HISTORY

Parents was launched in July 1986 from small offices in Uniafric House on Koinange Street. The founder and editor is Eunice Mathu, and the title is published by Stellan Consult Ltd.

The magazine began with an initial team of six people in the editorial, advertising, circulation and creative departments. Distribution is done by Nation Marketing & Publishers Limited (N.M. & P. Ltd).

Parents has remained consistent over the decades. The magazine is on sale every 28th day of the month and has established nationwide distribution channels, a long shelf life (estimated at five years) and an affordable cover price. Its content is tailored to suit readers' needs as determined by continuous reader feedback. *Parents* boasts sound, accurate and professional advice presented in simple language.

The magazine has grown from a black and white 32-page magazine to a full colour magazine of over 80 pages. It now has a full complement of professional staff members in the editorial, marketing and creative departments. Circulation has grown steadily to over 40,000

THE MARKET

Parents is Kenya's oldest and leading family magazine. It tackles family and relationship issues. It targets readers with a disposable income between 15 and 45 years, social class AB, C1 and C2, female and male who have secondary school education and above in both rural and urban areas. 52 percent of the magazine's readership is female and 48 percent male; 68 percent have secondary school education; and 66 percent are in rural areas while 34 percent in the urban areas.

20 percent of the magazine sales come from supermarkets, 30 percent from agents, 30 percent from vendors, ten percent from subscriptions and ten percent from salons and other outlets such as beauty parlours, cyber cafés, bookshops, estate agents and shopping malls.

Parents enjoys the largest share of Kenya's magazine market, currently at over 60 percent. With changing retailing trends, the market has become more fragmented with the entry of a wider variety of media channels. *Parents*, however continues to maintain competitiveness by providing content that is not available on TV,



copies a month and reaches over 3.5 million monthly. Advertising has grown considerably and the magazine's offices are now located in the upmarket Westlands suburb of Nairobi.

THE PRODUCT

Parents is designed to achieve its motto "The magazine that cares for you and your family".

The objectives of the magazine are to:

- Provide education and inspiration
- Empower families to overcome stigma in areas that society treats with reservation, including diseases, sexual matters and relationships
- Highlight and debate family issues
- Provide practical solutions on family care and relationship issues
- Share experiences that give information, hope and inspiration to others
- Share information on health and family challenges especially HIV/AIDS
- Give insight on money management
- Inform through ethical advertising

Parents is packaged to encompass the family theme. The cover models are always a family, whether a husband and wife; husband, wife and children; a woman and her child or children; or a man and his child or children. Regular columns in the magazine include: Relationships, Marriage and Sex, Inspiration (where authors share their real life challenges), Pregnancy, Birth and Parenthood, Family Nutrition and Health Education, Real Life Experience, Spiritual Guidance, Role models - Celebrating Our Heroes, Legal advice, Hair, Beauty and Grooming, Leisure and Money Management.

Readers are attracted to *Parents* because articles are well researched, informative and educational. Articles share people's problems

and achievements honestly, and are an aid to communication. The magazine is ideal to keep as a reference document and is tried, trusted, well tested and proven in the Kenyan market.

Apart from benefiting readers, advertiser's can reach over 3.5 million potential clients all over Kenya. Adverts increase awareness of their product or service and competitive advertising rates offer high value for money at low cost: the average cost of reaching a consumer is about four cents. Advertisers also benefit from higher visibility as the long shelf life of the magazine guarantees longer visibility of their advertisements. Spin-off effects include word of mouth publicity by readers, giving advertisers even more mileage.

RECENT DEVELOPMENTS

The magazine maintains advertising exchange agreements with most major media houses in Kenya. Recently, *Parents* signed a distribution agreement with N.M. & P. Ltd, and there are now around 600 vendors selling the magazine countrywide.

PROMOTION

The magazine is promoted through print and electronic media. Print advertising is carried out in daily newspapers, namely *Standard* and *Nation*.

Electronic media includes television stations - *KBC, KTN, NTV, Citizen TV* and *Family TV*. FM radio stations include *Radio Simba, Citizen Radio, Inooro, Ramogi, Classic 105* and *Kiss 100*. Advertisements are usually aired during prime time and popular programme breaks on both TV and radio. The brand also promotes itself in supermarkets - Nakumatt, Uchumi, Tusksys, as well as residential estates and through consumer competitions. Promotion periods range from one week to three months.

During the magazine's 20th anniversary, the magazine ran "The New Look *Parents*" and "Rembeshia Nyumba na *Parents*" (beautify the home with *Parents*) promotion campaigns. The slogan "the magazine that cares for you and your family" has been particularly successful, and the brand is also promoted through direct mailing, consumer competitions and subscription promotions.

BRAND VALUES

The *Parents* brand strives to continually be associated with quality, reliability, honesty and being Kenyan. It promises consumers to care for the whole family through sharing, and consumers know the



brand is committed to promoting family values.

This commitment is reflected through the brand logo, which is the magazine's name - *Parents*. The brand ensures consistency of its products through specific laid out quality control checks from accuracy, style, and language in its editorial division to appealing design and high quality printing and packaging throughout the publishing process.



THINGS YOU DIDN'T KNOW ABOUT PARENTS

- People use *Parents* magazine to mend their relationships
- One copy is read by about 60 people
- *Parents* has a shelf life of five years
- People treasure their copies of the magazine. One reader says he has every copy of the magazine since it was launched
- The people interviewed and highlighted in the various columns - Real Life; Marriages, It Happened and Inspiration - approached *Parents* with their stories
- Each month over 20 couples ask to be cover models
- The magazine is so trusted that people approach the publishers with personal issues