

# parents

Caring for you and your family

## MARKET

It happens every month; someone buys a magazine from a supermarket or newspaper and/or magazine vendor to read while settled on a couch at home. But it goes missing almost immediately it gets home after a member of the family “borrows” it to “look at the pictures” because that family member wants to read it privately in another room. It’s a perfect way to connect, a not-to-be-missed-ritual, one that has to be performed alone, yet sharing information that one can never be ashamed of in front of the children or other members of the family. This is because that magazine, *Parents*, is a family magazine that prides itself in “caring for you and your family.”

*Parents* has been published consistently each month by Stellan Consult Ltd for over 26 years in Nairobi, Kenya. Printed in full colour from cover to cover, *Parents* features regular columns that make it an inspirational magazine that also tackles real life issues through practical features and advice sourced from the best professionals and writers.

Coverage includes, relationships, sex, marriage, inspiration, pregnancy, birth and parenthood, family nutrition and health education, real life experiences, spiritual guidance, youth, heroes and society models, hair, beauty and grooming, leisure and money management, among others.

Readers are attracted to *Parents* because articles are well researched, informative and educative. Articles share real people’s problems and achievements with great honesty and responsibility. The magazine is used as a reference document and is accepted, trusted, tried, tested and proven in the Kenyan market where it is the market leader and a well-recognised brand. *Parents* enjoys the largest share of Kenya’s magazine market, currently at over 35% and its

unique content ensures that it continues to grow. With an annual turnover in excess of Kshs.70 million *Parents* Magazine sells an average of 40,000 copies and has a monthly readership of an average of 6.4 million. Retailing of magazines has not changed much over the years except that the market is now more fragmented with the entry of a wider variety of media channels. Nonetheless, *Parents* celebrated 26 years of continuous publication in July 2012 which is the first time this has been achieved by any Kenyan magazine.

## ACHIEVEMENTS

*Parents* was the first family magazine in the market dealing exclusively with

## HISTORY

*Parents* Magazine was launched in 1986 from small offices in Nagina House and Uniafric House on Koinange Street by its founder and editor, Eunice Mathu, through the publishing company – Stellan Consult Ltd.

The original launch team comprised just six people in the editorial, advertising, circulation and creative departments and the distribution was handled by Nation Marketing and Distributors. The magazine has grown from a black and white 32-page magazine to a full colour magazine of over 80 pages and has a fully fledged professional staff of 22 in the editorial, marketing and creative departments, while

circulation has grown steadily to over 40,000 copies a month. This strong sales performance has meant that *Parents* now reaches over 6.4 million people a month and advertising has grown commensurately as the magazine is a leader in the marketplace. Since its humble beginnings the magazine has moved to its own large offices in Westlands from where it launched its website [www.parentsafrika.com](http://www.parentsafrika.com).



family issues. The magazine sought ABC membership

in order to have independent audit figures for marketing purposes and has been a member of Audit Bureau of Circulations (ABC) since 1987. It received Superbrand status in 2007/2008 and was nominated again in 2009/2011 and recently in 2012/2014.

*Parents* was recognised and chosen as one of the strongest publication brands in the East African region. The magazine was the first family magazine to be launched in the country in 1986 and has achieved the highest circulation for any magazine, whilst continuing to be the leader in the market. It’s the oldest magazine in the market and was re-launched in full colour in November 2005.

com on 29th April, 2010. Readers can like the magazine’s Facebook page – [www.facebook.com/ParentsMagazineKenya](http://www.facebook.com/ParentsMagazineKenya) and also follow them on their Twitter handle - @parentsafrika.

## PRODUCT

*Parents* magazine is targeted at readers with disposable income aged between 15 and 55 years in all of LSMS (Living Standard Measures) 1 – 12+. Its readers comprise of females and males who have elementary education and above in both rural and urban areas.

**Magazine readership demographics are as follows:**

- Gender: 37% of the magazine’s readership is female and 28% male;
- Age Group: 15-17 years – 23%

- 18-24 years – 27%
- 25-34 years – 38%
- 35-44 years – 40%
- 45+ years – 28%
- LSMS (Living Standard Measures):
- LSM 1-2 – 38% (lowest income earners)
- LSM 3-4 – 17%
- LSM 5-7 – 31%
- LSM 8-11 – 35%
- LSM 12+ – 44% (highest income earners)
- Rural/Urban readership: 36% in the urban and peri-urban areas, while 28% are in rural areas.
- Education: 68% have secondary education.

The magazine is packaged to encompass the family theme and the cover is always graced by a family – Husband/Wife; Husband/Wife/Children; Mother/ Children or Father/Children.

*The magazine is designed to achieve its motto of being the magazine that cares for you and your family. The following are its objectives:-*

- To provide education and inspiration.
- To empower families to overcome stigma in areas that society treats with reservation. e.g. diseases, sexual matters and relationships.
- To highlight and debate family issues.
- To provide practical solutions on family care and relationship problems.
- To share experiences that give information, hope and inspiration to others.
- To share information on health and

family challenges especially HIV/AIDS.

- To give insight on money management.
- To inform the public through ethical advertising.

#### RECENT DEVELOPMENTS

*Parents* magazine launched its website [www.parentsafrika.com](http://www.parentsafrika.com) in 2010. *Parents* Magazine maintains advertising exchange agreements with most major media houses in Kenya and have recently signed a distribution agreement with The Standard Group Limited through its division Publishers Distribution Services (PDS).

#### PROMOTION

*Parents* magazine uses many different channels through which it promotes itself including national newspapers such

as the Standard Newspaper, television stations - KBC, KTN, and Family TV and radio stations – Radio Maisha and KBC Kiswahili Service and English Services. The magazine mostly uses prime times and during commercial breaks for popular programmes on television. The magazine also promotes itself through supermarkets especially Nakumatt, Uchumi, Tusky's and

also in residential estates and consumer competitions. Promotion period ranges from one week to three months. Vendor competitions are also held on a quarterly basis.

During the 20<sup>th</sup> anniversary launch of the magazine 'The New Look *Parents*' promotion was launched followed later by the 'Rembeshia Nyumba na *Parents*' promotion, the 25<sup>th</sup> Anniversary Trivia competition and Vendor competitions. It extensively uses the slogan "The magazine that cares for you and your family"

#### BRAND VALUES

*Parents* has a strong ethical basis and firmly believes in its values:

- Quality, reliability, honesty and being Kenyan.
- Caring for the whole family through sharing.
- Promoting family values.
- Laid out quality control checks from editorial – accuracy, style, language; to creative – appealing and printing – good quality and packaging.

[www.parentsafrika.com](http://www.parentsafrika.com)

#### Things you didn't know about parents

People use the magazine to mend their relationships.

One copy is read by about 131 people.

Has a shelf life of five years.

People treasure their copies of the magazine and usually keep them. One person says he has every copy since the magazine was launched.

The people interviewed in the various columns – Real Life, Marriages, It Happened, and Inspiration, among others, approach the magazine with their stories.

Each month, over 30 couples request to be featured on the cover.

The magazine is so trusted that people approach the editor with very personal issues.

Superbrands

