

parents

Caring for you and your family



MARKET

Without doubt, *Parents* magazine is a force to reckon with in Kenya's media industry. Having stood the test of time for the past 29 years, it has emerged as the best family magazine that captures not only emerging issues with regard to family and society, but also issues to do with lifestyle, health and fashion. As the magazine undergoes changes in line with the shifting market forces, it has not only remained true to its mission of addressing matters that affect Kenyan families, but also maintained its integrity, values and content over the years. To ardent readers of this trusted brand, *Parents* is their go-to magazine since it is regarded as a counsellor, doctor, inspirer and a trusted friend all rolled into one. This is because *Parents*, is a family magazine that prides itself in "Caring for you and your family."

The *Parents'* readership has continued to burgeon over the years with the diversity in columns ensuring that it cuts across the board, and guaranteeing something for everyone. In its 29 years of existence, *Parents* has been published without fail and readers are always assured that come the end of the month, they will find the latest copy of their favourite magazine on the newsstand. Long gone are the days when *Parents* was a 32-page black and white production; currently, the magazine puts out some 80 full colour pages that are easy on eye.

Parents is a complex mix of human interest stories that cover 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.

Arguably, one of the reasons why *Parents* has weathered the storm to outlive its competitors is because its articles remain well researched, informative and educative. The articles are also in sync with the ebb and flow that people go through in life, highlighting real issues honestly, candidly and responsibly. The magazine has been tried, tested, trusted and accepted as the market leader and a well-recognised brand. Indeed, *Parents* magazine is a point of reference for many upcoming editions and publications.



Parents enjoys the largest slice of Kenya's magazine market and its unique content ensures that it continues to grow with a monthly readership of an average of 6.4 million.

It is a no brainer that the magazine market has been saturated, but the rise and rise of lifestyle magazines has not posed a challenge for *Parents*. Its re-launch in 2005 to full colour, new design and layout has ensured *Parents* has cemented its position in this market while at the same time resonating with the current trends in the industry. Furthermore, the magazine takes pride in carving a niche for itself in magazine publication; something very few in the industry can brag about.

ACHIEVEMENTS

To be in circulation for 29 solid years is no mean feat, granted that many publications have come and gone. *Parents* was the first family magazine in the market dealing exclusively with family issues. The magazine sought Audit Bureau of Circulations (ABC) membership in order to have independent audit figures for marketing purposes and has been a member of ABC since 1987. It has received Superbrands status in 2007/2008, 2009/2011, 2012/2014 and now 2014/2015. Clearly, this is something to write home about. With the Superbrands status, it is safe to say that *Parents* is one of the strongest publication brands in the East African region. The average Kenyan family is today better informed on matters of health, parenthood, marriage, relationships and finance thanks to *Parents*, which has over the years given many a platform to share their personal experiences.

HISTORY

In 1986, a small team led by Eunice Mathu, founder and editor-in-chief, launched *Parents* magazine in small offices in Uniafric House on Koinange Street through the publishing company, Stellan Consult Ltd. The original launch team comprised just six people in the editorial, advertising, circulation and creative departments and Nation Marketing and Distributors handled the distribution. The magazine has since grown to a full-fledged professional staff of 22 in the editorial, marketing, circulation, administration and



creative departments.

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. From its humble beginnings, the magazine has moved to its own large offices in Westlands from where it launched its website www.parentsafrika.com in April 29, 2010. Readers can like the magazine's Facebook page – www.facebook.com/ParentsMagazineKenya and also follow them on their Twitter handle

@parentsafrika.

PRODUCT

Parents magazine is targeted at anyone who can read, whether male or female, in rural and urban areas.

The magazine is designed to achieve its motto: "The magazine that cares for you and your family." while living up to the following objectives:

- Provide education and inspiration.
- Empower families to overcome stigma in areas that society treats with reservation such as diseases, sexual matters and relationships.
- Highlight and debate family issues.
- Provide practical solutions on family care and relationship problems.
- 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 the public

in 2010. Parents Magazine maintains advertising exchange agreements with most major media houses in Kenya and is currently distributed by the Nation Media

Group through its division Nation Marketing and Publishing.

The magazine has also adopted new columns that tackle emerging societal issues and set the agenda for remembering forgotten personalities who have shaped the country with their contributions reverberating across generations. *Parents* has also revamped its social media presence embracing sites such as Facebook, Twitter, LinkedIn and Google+.

PROMOTION



through ethical advertising.

RECENT DEVELOPMENTS

Parents magazine launched its website www.parentsafrika.com

The brand, Parents, is a selling point in itself; that notwithstanding, the magazine is cognisant of the need to continuously market and increase its presence in the industry. As such, the magazine uses many different channels through which it promotes itself including national newspapers such as the Nation, television stations - KBC, NTV, QTV and Family TV - and radio stations - Nation FM, KBC and the social media. The advertisements are usually aired during prime time and commercial breaks for popular programmes on television and radio.

The magazine also promotes itself through billboards placed strategically along the highways, supermarkets such as Nakumatt, Uchumi and Tusks, and also in residential estates. Promotion period ranges from one week to three months. Vendor and readers competitions are also held regularly. The magazine utilises reader's competitions to connect and improve interactions with its readers.

BRAND VALUES

Parents is grounded on a strong ethical basis and firmly believes in its values: quality, reliability, honesty

and being Kenyan. Every issue aims at caring for the whole family and promoting family values. There are well laid out quality control checks that start from the editorial right through to the finished product.

www.parentsafrika.com

Things you didn't know about parents

People draw advice from the magazine to improve their relationships.

About 131 people read one copy.

Parents has a shelf life of five years.

People treasure their copies of the magazine and usually keep them.

The people interviewed in the various columns – Real Life, Marriages, It Happened to Me, and Inspiration, and Baby of the Month, among others, approach Parents with their stories.

Each month, over 30 couples request to be cover models.

Parents is so trusted that people approach the publishers with very personal issues.

Many readers consider Parents a reliable counsellor.

Teenage children start reading their parents' copy of Parents from an early age.



Superbrands