

# Meredith Unveils Premier Issue Of Parents Latina Magazine

## New Quarterly English-Language Title Created Specifically for Hispanic Millennial Moms

NEW YORK, April 1, 2015 /PRNewswire/ -- Meredith Corporation (NYSE:MDP) ([www.meredith.com](http://www.meredith.com)), the leading media and marketing company serving over 100 million American women and 60 percent of U.S. millennial women, today unveiled *Parents Latina*, a new English-language magazine targeting U.S. Hispanic millennial moms, one of the fastest growing consumer segments in the marketplace. *Parents Latina* is the latest enhancement to the Meredith Parents Network, which already includes *Parents*, *FamilyFun*, *American Baby*, and *Ser Padres*, as well as the digital brand extensions of [Fit Pregnancy](#) and [Parenting](#).

*Parents Latina*, which will be published initially on a quarterly basis, debuts with a guaranteed rate base of 700,000. It joins Meredith's growing portfolio of brands serving U.S. Hispanic women including *Siempre Mujer*, *Ser Padres*, *Ser Padres Espera*, and *Ser Padres Bebé*. Meredith's Hispanic Media Group currently reaches over 5 million Hispanic women including more than 2 million Hispanic millennial moms. According to the most recent census, by 2030 one out of three children born in the U.S. will be of Hispanic heritage.

"Millennials expect customization, and *Parents Latina* allows us to deliver culturally relevant content in English to an important segment of highly engaged Hispanic millennials," says Dana Points, Content Director, Meredith Parents Network. "Research shows that U.S. Hispanics are consuming more media content in English, reflecting growing acculturation. Yet in our pre-launch research, 80 percent of potential readers felt there wasn't a magazine that currently spoke to the English-dominant Latina mom, and 90 percent found the concept of *Parents Latina* very appealing."

Advertisers in the launch issue feature such well-known brands and marketers as L'Oreal, Procter & Gamble, Johnson & Johnson, SheaMoisture and Toyota among others.

Backed by the trusted Parents brand, *Parents Latina* incorporates top-notch parenting content of *Parents* and *Ser Padres* magazines with the cultural values and heritage specific to bilingual Latina mothers. A wide range of relevant topics will be featured in each issue, including kid's health and nutrition, women's health and beauty, home and lifestyle, cooking and family recipes, and finance and budget planning.

"*Parents Latina* speaks directly to Latina moms who are raising children in a modern-day multicultural family setting," says Grace Bastidas, editor of *Parents Latina*. "I'm thrilled to introduce a new magazine that has been created to help parents like me balance our American and Hispanic cultures, so that our families can enjoy the best of both worlds."

For additional information, please visit <http://www.parents.com/parents-latina-magazine/>.

### **About Meredith Parents Network**

The Meredith Parents Network is a collection of five cornerstone brands – *American Baby*, *FamilyFun*, *Parents*, *Ser Padres*, and now *Parents Latina* – reflecting the multi-faceted experience of what it means to be a mom today. The Network reaches these moms through dynamic media platforms that engage them in ways they can personally relate to – in the moments, places, and languages that are meaningful to them.

### **About Meredith Hispanic Media: Engagement, Access, Perspective**

Meredith Hispanic Media (MHM) is the premier content delivery and insight resource for and about Hispanic women. With millions of digital, social, experiential, and media touch points and powerful proprietary and syndicated research capabilities, MHM offers unmatched perspective about the U.S.

Latina, intimately connecting marketers to this highly coveted demographic. Through continued investment in an expanding portfolio of empowering brands and extensions including *Parents Latina*, *Siempre Mujer*, *Ser Padres*, *Ser Padres Espera* and *Ser Padres Bebé*, and leading-edge engagement tools including custom publishing, content licensing, research, digital marketing, database marketing, events, grassroots marketing, and video, MHM is the first and only stop for brands seeking to reach action-oriented consumers who embrace media and share passionately.

**About Meredith Corporation**

Meredith Corporation has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile, and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches an audience of over 230 million monthly, including 100 million unduplicated women and 60 percent of American millennial women. Meredith is the leader in delivering content across media platforms in key consumer interest areas such as food, home, parenthood and fitness, and also features robust brand licensing activities, including over 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S.

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