

# Parents Magazine Debuts Redesign With September 2017 Issue

## Introduces New Elevated Look and Content to Deepen Audience Engagement

NEW YORK, Aug. 1, 2017 /PRNewswire/ -- *Parents* magazine – the most trusted parenting brand and the leading voice for millennial moms published by Meredith Corporation (NYSE:MDP) ([www.meredith.com](http://www.meredith.com)) – today unveiled a fresh, new look with its September 2017 issue, on sale nationwide August 8. The dynamic redesign incorporates a modern logo, lively layouts and photography, and an evolved personality that reflects the candor, humor and confidence of today's mom. The September 2017 cover features Rebecca Minkoff – the fashion designer powerhouse and mother of two – as its Back-to-School Mom star with a personal interview and exclusive photos.

Under the direction and leadership of *Parents* Editor-in-Chief Liz Vaccariello, the print redesign focuses on revitalizing the iconic brand. The magazine continues to offer readers its signature trusted content and focus on the needs of diverse millennial women in families of all shapes and sizes. Health and safety articles will advocate for every child's wellbeing, while the lifestyle coverage has evolved to reflect the millennial's unique mindset about food, home and travel.

"I wanted more fun, more solutions and ideas, and more personal stories and perspectives to enhance the expert advice," says Vaccariello. "And I'm thrilled to say that we achieved that. The magazine highlights the aspirational nature of the parenting journey, while embracing the full emotional ride that new parents take. And on every page, there's a reminder to celebrate moments big and small."

From a visual standpoint, the newly designed logo and several updated typefaces created with the "Parents Stencil" font delivers a chic, sophisticated package. Along with clean, bold photography, the update aims to showcase the authentic reality of today's parents and highlight the fun in everyday life moments. The refreshed design provides easier navigation tools, including more entry points, quick takeaways and curated brand content that resonates with readers.

"Overall we want the print pages to work harder with more energetic design elements, more texture on each page and fresh, relatable typography throughout the magazine," says Vaccariello. "By introducing a contemporary look and feel, it reinforces how aligned we are with what busy moms and dads need and want in their print product."

Beginning with the September 2017 issue, the magazine fine-tunes its editorial focus with new sections and columns that tap into all the relevant themes:

- Each issue opens with a new section called **LET'S GET REAL** which is where real moms can commiserate, confess, reminisce and react to their wins, fails and everything in between.
- The new **YOU'RE WELCOME** column is devoted to the solutions and swag that comes across our editors' desks. Watch this fun page for an ever-changing menu of special surprises.
- Popular **HOME** coverage increases from 2 to 5 pages total per issue. Now home décor, organizing and cleaning content kicks off the **LIFE** section, which also includes travel, parties, holidays and media.

"The magazine's redesign is already generating a lot of buzz and excitement within the advertising community," says Steven Grune, Vice President and Group Publisher of the Meredith Parents Network. "Our readers have always turned to us for expert advice and in-depth perspective to help them stay up-to-date on key issues, topics and trends. That's why we continue to work diligently here at *Parents* on developing a strong editorial product that helps facilitate a meaningful connection between our engaged audience and our marketing partners."

Major advertisers in the September 2017 issue feature such well-known brands and marketers as

Airbnb, Clorox, Kraft, L'Oreal and Procter & Gamble, among others.

Meredith reaches a total of 110 million women, including 3 out of 4 millennial women across its broad portfolio of magazine and digital brands. *Parents* magazine is part of the influential Meredith Parents Network, which includes *FamilyFun*, *Parents Latina*, and *Fit Pregnancy and Baby*.

For additional information, please visit [www.parents.com](http://www.parents.com).

## **ABOUT PARENTS**

*Parents* magazine helps busy moms raise healthy, happy children. This 90+ year old brand offers trusted content with a familiar voice, empowering today's parents to make the best decisions for their families while connecting with readers on an emotional level and celebrating moments big and small. *Parents* reaches more than 12 million readers monthly through an award-winning magazine, and extends to millions of users through digital and social platforms. *Parents* magazine is the flagship of the Parents Network, which includes *FamilyFun*, *Parents Latina*, and *Fit Pregnancy and Baby*, as well as FitPregnancy.com, Parents.com, and Parenting.com. *Parents* magazine is published 12 times a year by Meredith Corporation with a rate base of 2.2 million.

## **ABOUT MEREDITH CORPORATION**

Meredith Corporation (**NYSE: MDP**) ([www.meredith.com](http://www.meredith.com)) has been committed to service journalism for 115 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 110 million unduplicated women every month, including 70 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as Better Homes & Gardens, Allrecipes, Parents and SHAPE. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including The Kraft Heinz Co., Benjamin Moore, Allergan, TGIFriday's and WebMD.

Meredith's Local Media Group includes 17 television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

SOURCE Meredith Corporation; Parents

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