

Baby magazines redesigned

Alchemy Media announced earlier this week that the April 2010 issues of *Your Pregnancy*, *You Baby* and *Baba & Kleuter* have been redesigned to offer readers more information and provide advertisers with more relevance.



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The design aims to unify all three brands with a fresh, interactive feel as they lead readers through pregnancy and the development of their babies and toddlers. In addition, to ensure advertisers' satisfaction, publisher Liezl de Swardt says paper gram weight is being increased and popular features like feeding and milestones will appear in each edition. According to the most recent ABC figures (Oct-Dec 2009), the three titles claim a circulation of 72 809 and a readership exceeding 573 000.

“With the rebranding, we aim to maximise our appeal on shelf and create an easily recognizable community for our readers as they progress through the different stages of parenting,” explains de Swardt.

In addition to the redesigned titles, the new look website will launch at www.yourparenting.co.za carrying the brand experience throughout.

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