

The birth of a new look



Your Pregnancy has revised itself in keeping with its readership of young pregnant women, who believe that keeping pace with fashion and current style is almost as important as looking after their bodies and their babies.



According to the editorial team at *Your Pregnancy*, the biggest selling pregnancy magazine in South Africa (ABC June-Dec 05: 32 329), the new look - visible in the April/May 2006 issue - will offer fresh, bright, uncluttered pages, filled with lightness, space and clarity.

The contemporary styling will reflect readers' feelings of womanliness, sensuality and individuality, and the content will be presented in a professional, accessible format, with tone to remain reassuring and respectful.

And since pregnant women plan on enjoying their pregnancies, the covers, as well as many of the features and regulars, will incorporate energy, fun and life.

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