



Edipresse Polska invests in parenting segment

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Edipresse Polska has launched two new parenting magazines; "Twój Maluszek" and "Przedszkolak".

Starting from October 2005, 200'000 copies of *Twój Maluszek* will be distributed monthly for free to urban dwelling mothers with children up to the age of 2 years. The data base will be updated every three months in order to assure reaching such a precisely profiled target group. There will also be the possibility of ordering a paid subscription of *Twój Maluszek*. The print-run of paid subscriptions will be additional to the guaranteed number of 200'000 free distributed copies. The other Edipresse parenting project is a quarterly magazine *Przedszkolak*. It is directed to the parents of children between the ages of 3 and 7 and was launched in September 2005.

Edipresse Polska is already well positioned in the parenting segment with its market leader *Mamo to ja* and the expert advisory *Twoje Dziecko*. Jointly these two magazines have 45% of advertising revenues in the segment and together with *Twój Maluszek* they will have 53% of segment copy distribution. Edipresse's investment in parenting magazines is due to the strong market trend in Poland. The parenting segment is the only one growing in terms of both copy sales and advertising incomes.

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