



# Edipresse AS Romania is launching the parenting magazine Familia mea ? baby

Date : 8 December 2006  
Emetteur : Edipresse Group

**Edipresse AS Romania is launching in January 2007 the monthly parenting magazine Familia mea ? baby. Inspiring, practical and friendly, Familia mea ? baby is targeted to parents and parents-to-be, who want what is best for their children and family. The magazine contains information and articles on children's health and well-being family life and leisure time, and brings a new approach to the Romanian parenting magazine's market.**

***Familia mea ? baby*** will be launched in a modern pocket size format, with a very fresh design, making it the magazine of choice for modern parents.

Readers are active women between 20 and 45. They consider family as a priority and want to make informed decisions regarding the development of their children. They have already had a child or are going to be mothers, live in urban areas, educated and have average and high income.

The first issue of

***Familia mea ? baby*** will be on the market in January with a net print run of 20.000 copies at the price of 4 lei and a rate card of 2.000 EUR/ page. The Editor in chief is Simona Calancea Dumitrascu who has an extensive editorial experience in a number of publications. The promotion campaign will last two months and include radio, billboards, in-store, print and special events.

**Edipresse AS Romania**, a prominent magazine publisher in Romania, is a joint venture between the Edipresse Group and Axel Springer AG. The company publishes seventeen titles: Elle, Elle

Decoration, Elle Man, Avantaje, Viva!, Viva Biografii, Popcorn, Sana, Look!, Joy, Lucru de mana, Vacanta ta perfecta, Computer Bild, Familia mea, Povestea mea, Poveste Mea ? Noroc la joc and Intamplari adevarate.

**The Edipresse Group** is a media and communications company, based in Lausanne, Switzerland. The company publishes over 160 magazines and newspapers in 18 countries including Switzerland, Spain, Portugal, Poland, Ukraine, Russia, Romania, France, China and several other Asian countries.

**Axel Springer AG** is Germany's biggest newspaper publishing house. With over 150 newspapers and magazines in 32 countries, Axel Springer is Germany's most creative and profitable publishing house and also a leading international media enterprise.

### Contact us

Melania Ulici, Marketing Director, Edipresse AS Romania

[Email](#)

Tél. +40 (21) 319 35 59

Fax +41 (21) 319 35 68

Date et heure de publication : 2006.12.08 0:00