

«Good Parents» et «Funny Ideas» are now in Kazakhstan



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Two Edipresse Ukrainian Publications ? ?Horoshiye Roditeli? (Good Parents) and ?Veselye Ideyki? (Funny Ideas) will be launched this June in Kazakhstan under license to

the publishing company Sibarit.

?Horoshiye Roditeli? (Good Parents) is the Ukrainian parental glossy publication launched in November 2005. The target audience is pregnant women and parents of children from 0 to 6 years old, urban, with average to high income levels. The magazine contains information relating to raising children, specifically focused on psychology of children and relationships within the family. Monthly sold circulation of the Ukrainian publication is 40.000 copies. ?Horoshiye Roditeli Kazakhstan? will follow the concept of Ukrainian title with added national features and local practical information.

?Veselye Ideyki? (Funny Ideas) is a publication for kids from 4 to 9 years old. The magazine helps to foster a child's development, imagination and practical skills. The publication includes games and exercises around drawing, handy craft, origami, modeling, games, crosswords, puzzles and simple cookery. Monthly sold circulation of the Ukrainian publication is 35.000 copies.

Edipresse Ukraine ? one of the leading publishing houses in Ukraine, is part of the international media and communications company Edipresse Group. The company publishes sixteen regular titles:

Edinstvennaya, VIVA!, Polina, TV Ekran, VIVA! Biography, VIVA! Beauty, Your health, Tvoy Malysh, Mama I Ya, Uytynaya kvartira, Yunaya lady, Horoshiye Roditely, Rukodeliye, Apteka,

Sabrina, Malenkaya Diana and a range of special supplements.

The Edipresse Group is an international media and communications company headquartered in Switzerland. The Group is active in newspapers, magazines and electronic publishing. It publishes over 150 titles and websites, and employs more than 3,500 people. Edipresse is present in 15 countries and the company has operations in Switzerland, Spain, Portugal, France, Poland, Ukraine, Russia, Romania, and several Asian countries.

Sibarit is the publishing arm of a media company in Kazakhstan which has activities in advertising and professional photo and film production.

For further information:

Gregory Blatt

Director Marketing, Communications and Strategy

Edipresse Group

[Email](#)

Tél. +41 21 349 45 02

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