



# Edipresse Ukraine launched a new parenting magazine Mama I Ya (Mother and I)

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Emetteur : Edipresse Group

**Developed with the assistance of leading medical experts, Mama i Ya is practical and gives advice on health issues and taking care of newborns and babies. It is aimed at pregnant women, women, and parents with 0 to 2 year old children.HTML>**

This magazine will be published on a monthly basis with an initial circulation of 50' 000 copies. As the most affordable magazine in the parenting segment, Mama i Ya is the third title in Edipresse Ukraine's portfolio dedicated to parents/ children. Distributed all over Ukraine, the new magazine is published under the license of Edipresse Polska's 'Twoj Maluszek'.

Currently, Edipresse Ukraine's portfolio of parenting titles consists of three magazines: 'Tvoy Malysh' (leader in parenting market), 'Good parents' (first glossy magazine for parents) and Mama i Ya.

**Edipresse Ukraine** is 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, Uytunaya kvartira, Yunaya lady, Horoshiye Roditely, Rukodeliye, Apteka, Sabrina, Malenkaya Diana and a range of special supplements.

**Edipresse** is an international media and communications company headquartered in Switzerland. The Group is active in newspapers, magazines and electronic publishing. It publishes over 180 titles and websites, and employs 3,500 people. Edipresse is present in 20 countries; the company

has operations in Switzerland, Spain, Portugal, France, Poland, Ukraine, Russia, Romania, and several Asian countries such as China (including Hong Kong and Macau), Singapore, Philippines, Malaysia and Thailand.

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