



Only Russian monthly magazine
for modern parents of preschool age children (from 1 to 7)

MARKET POSITION:

Mamas&Papas is the first lifestyle magazine for modern mamas and papas. It is distributed in Moscow (50%) and the other Russian regions (50%). What is special about this magazine is that it is targeted towards the father just as much as the mother. The target audience is parents of 1-7 year old children with middle to high incomes; mostly mothers who lead an active lifestyle. They are interested in child psychology and in constantly improving their family atmosphere. They are modern parents: interested in kids fashion, toys and other children's goods.

		Mamas&Papas
Circulation	(Publisher stat 2010)	80 000 copies

EDITORIAL PROFILE:

The magazine has around 130 pages. There is also a small children's activity booklet of 20 pages inserted with every issue of the magazine. This booklet includes with ideas for handicraft, games and reading activities that children can enjoy on their own or together with their parents. **Mamas&Papas** talks about different parenting topics such as education, health or psychology in a humorous and pleasant way. The publication helps parents to be responsible mothers and fathers and at the same time maintain their lifestyle, continue to work, travel, play sport... The magazine also provides stories from real parents.

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

5 working days before issue date.

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