

Parenting magazine relaunched

Editor Makhosazana Zwane-Siguqa says the decision to reinvent the popular title *Move! Parent* to *Move! BestParent* is based on the results of an extensive research campaign, which carefully reviewed the needs of the magazine's target readers and advertisers.



[click to enlarge](#)

It now covers all aspects of parenting and is a comprehensive guide, from pre-pregnancy right through to early childhood.

The new issue, launched late last week, will have more pre-pregnancy and pregnancy features, expert voices, in-depth special reports, health and development features, plus exciting food and lifestyle pages. Added to the mix will also be an entertainment guide, product reviews and buying guide, mom and kiddy fashion pages, as well as regular celebrity voices.

“We want the magazine to set the standard,” adds Zwane-Siguqa. “We believe that we have the advantage of having a clear and intimate understanding of the needs of our black female target market and therefore have the ability to achieve this ambitious goal.”

Thought24 CEO and publisher, Jonathan Harris, says that the market is substantial in size with 6.5 million black females who have children under the age of nine years and almost two-thirds of these mothers with children under the age of four.

Furthermore, 68% of black females with children indicated that they would be interested in reading a magazine about childcare, compared with only 9% of white females. When presented with these statistics the potential for a well-targeted and relevant editorial voice was compelling.

For more, visit: <https://www.bizcommunity.com>