

PCNY Luncheon
Women's and parenting magazines
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PARENTING

Hilary Locker, Articles Editor

Hello. I'm just going to tell you a little bit about *PARENTING*. I think most of you are familiar with it, but *PARENTING* is a, I was going to say monthly magazine, but were actually 10 times a year. We're going up to 11 times a year in 2004; we have a June/July combined issue that we're breaking out into June and July. We've been around for 16 years and we have a circulation of 2.15 million. And those 2.15 million people are moms, they are moms of young children. They could be expecting, usually if they're expecting they're expecting their second or third or more child. Their children are babies, toddlers, preschoolers. We kind of go up to age eight or 12 and up, but basically our audience is moms of babies, toddlers and preschoolers.

We cover kids' and moms' health and safety, I would say health and safety is most of what we do. We do child development and we have a new focus specifically on what I'll call the emotional life of moms. We went through a re-branding in may and we are more focused now on mom as a woman and not just mom as "mom", her emotional life, her physical needs marriage, her relationships, her working or not working and all of the issues in her life that she questions. We're trying to hit on some sort of taboo topics that women are concerned about, moms are concerned about but they don't necessarily talk about, we're here to talk about them and help moms through those issues.

Now we're at the point where we're looking at everything through a "mom lens" including child development pieces, products, news, everything. We want to see it through a mom lens. That's mostly up to us to do in the office but it might help you with pitches if you think about our readers as women not just moms.

Couple of things on lead time, I get a lot of calls from people wondering if they can get something into our December/January issue for holiday shopping, etc. now. The best pitches come well in advance. We have a four-month lead time so we are closing our February issue right now, which means if something really, really great came up we might be able to get it in, but we're actually lining up our may issue. So we work very far in advance and generally we don't like to wait with a product or any sort of a release till it's become kind of old, we like to get it the month that it's coming out. Speaking about products in particular, I think the best pitches tell not just when the product is coming out, I get a lot of press releases about new products and they don't say where it's available, when it's coming out, how much it costs, and those basics need to be in there upfront. That's really helpful for us.

I would also, before sending a pitch or emailing, or even getting on the phone and giving a shpiel, why don't you call someone on the magazine preferably an editorial assistant

and try to find out who is the editor to call or email or fax on such-and-such topic. It's just easier if you just go directly to the right person.

Also, one little pet peeve that I'll mention: sometimes a PR person will send an email, send an overnight package to arrive the same day as the email, send a fax the same day, and just as the overnight package has landed on your desk or the email or the fax has landed in your office you get a phone call "Did you get the..." It's fine to follow up, but I think if you deluge someone... maybe wait a couple of weeks, they probably have gotten it in one form or another and so it's just better to wait.

Thank you.