



**PUBLISHERS OF
MONTHLY MOTOR, BUSINESS MONTHLY, MOM & DAD,
HER, G, HM AND TL MAGAZINES**

No. 6 Oak Lane - Off Garden Estate RD.

P.O. Box 50087 - 00200 City Square - Nairobi, Kenya

Cell: +254 (0)722 742 287 / +254 (0)721 989 263

Email: gaya@media7groupkenya.com, martinoneil@media7groupkenya.com

URL: www.media7group.co.ke

MOM AND DAD PROFILE



Mom & Dad is East Africa's authoritative premium parenting magazine that talks, teaches, entertains, enlightens and connects with the readers in all matters concerning the family. Mom & Dad recognizes the important role parents play in bringing up children regardless of their careers. It equips parents with parenting skills as well as family life management.

The columns are well thought out and cover all aspects of parenting and family life. The expert opinion and real life experiences cements the authoritative position of the magazine. Mom & Dad features an array of editorials that the family encounters in everyday life. Stories relating to child development, family health, family finances, family law, cars for the family, as well as well-informed articles on preconception, pregnancy and birth, and post conception; are only a portion of the vast information you will find in our magazine.

Mom & Dad targets all middle class and upper-middle class parents, aspiring parents and individuals bent on having a successful family life. The timeless editorial content gives it a longer "shelf life" (in your home or office), and therefore stays relevant years on end.

Mom & Dad has been in circulation since 2005 (over 10 years).

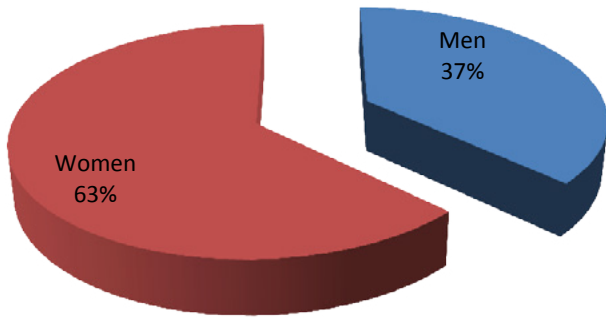
10,000 copies of Mom & Dad are printed monthly and distributed by Nation Marketing and Publishing, the distribution division of Nation Media Group. Each copy is read by between 5 – 10 people, giving a readership of 50,000 to 100,000 per month.

We have a working distribution list that covers highly placed business, government and professional personalities through a registered subscription service. The subscription list includes doctors, lawyers, government officials, businessmen and women, and the "who is who" in the banking, insurance, communication, manufacturing and service sectors.

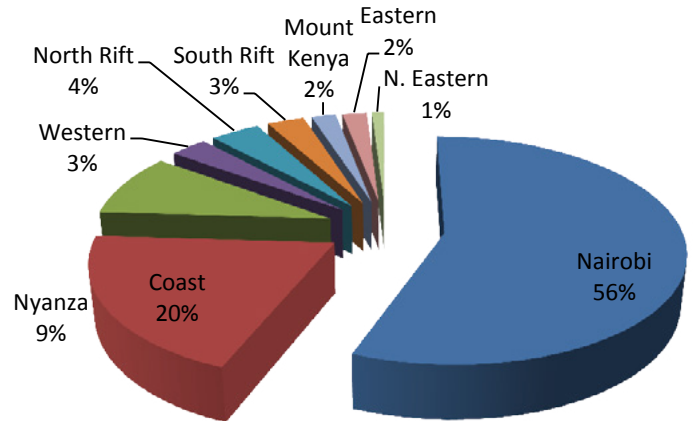
READERSHIP & CIRCULATION

Total Readership: 50,000 - 100,000

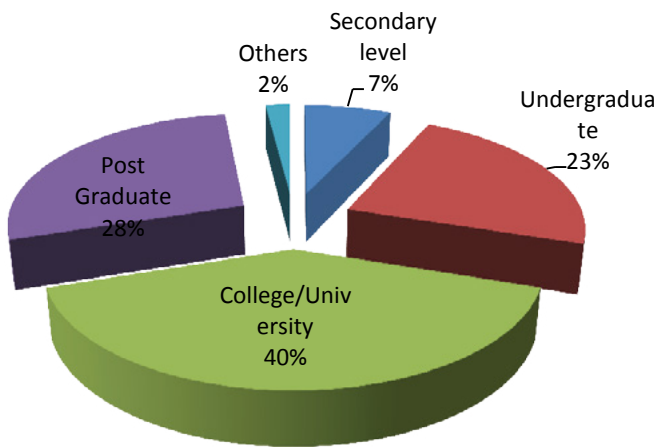
Gender



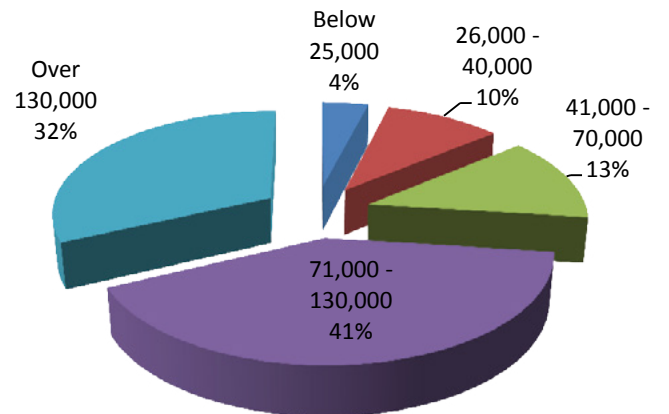
National Readership



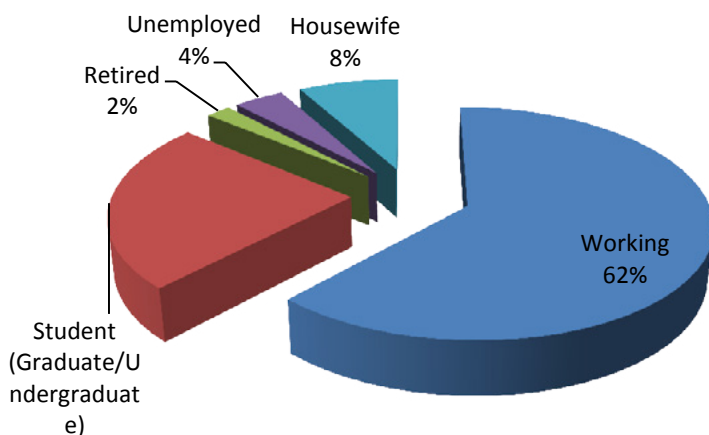
Education



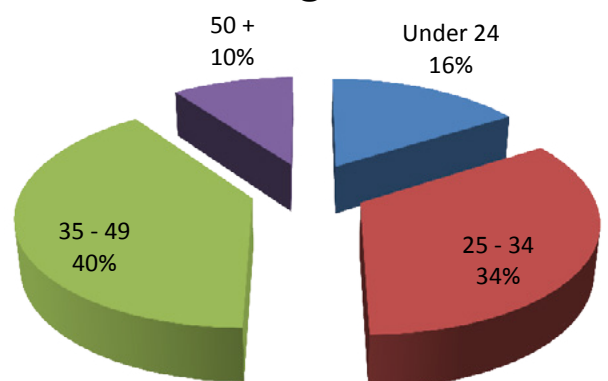
Household Income

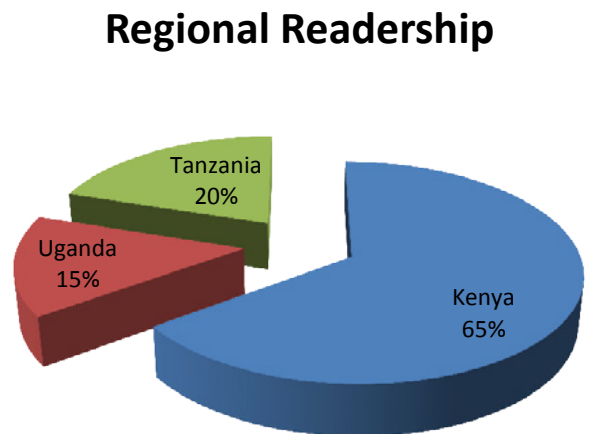
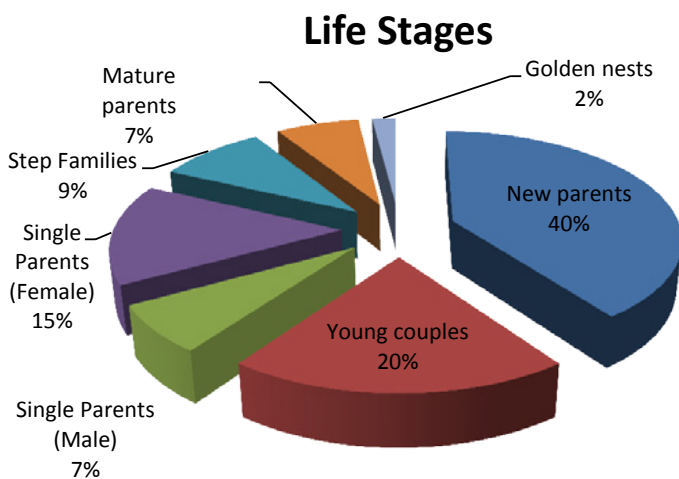


Employment Status



Age





Why advertise in Mom and Dad

1. The informative and educative nature of the content is essential for any parent and parent to be. Your product is guaranteed to reach a wide loyal and captive audience.
2. Parents are one of the top consumer groups; especially those in the middle and upper-middle classes. Mom & Dad offers you a chance to put your products directly in the faces and hands of key decision makers with disposable income.
3. Mom & Dad is the only parenting magazine in the region that recognizes and emphasizes the role of a father in a child's life. We also recognize that not all families are the traditional nuclear family. The versatility of our demographics therefore offers all businesses a chance to reach their potential customers in all family dynamics.
4. Mom & Dad provides extensive family-related information with expert advice which makes the magazine a timeless piece that the consumers can hold on to for future reference. This offers you added value in the form of a longer "shelf life" (in your home or office).
5. Mom & Dad assures you of a captivated audience. The magazine content coupled with the advertisers' message will not only be accepted and reinforced, but it will create brand awareness and loyalty.