

Mom Matters

Actionable insights on the mom market. Compliments of *Parenting* magazine.



At *Parenting* we've invested greatly in exploring and understanding the mom market. Our primary source of insight is the *Parenting* MomConnection® panel, our online consumer panel of 5,000 representative moms (not just subscribers) who consult with us on an ongoing basis.

This month:

MOMS IN THE MOMENT

Moms operate in real time—and they don't have much of it. So if you want her attention, you have to focus on what matters to her TODAY.

CUT TO THE CHASE

With so many balls in the air, moms are really only willing to engage with information that is useful and relevant to them in the here and now. Our findings point to this in-the-moment mindset of moms and their need for targeted information based on their current parenting concerns. In other words, if the message isn't tailored to their needs, they simply won't take the time to listen.

63% I prefer to be in the moment with my child, rather than worry about what's coming next.

Give me the information I need to handle my kids now, I'll read about the next stages when we get there!

65% agree

76% I'd rather connect with moms who are dealing with the same issues I am, regardless of their age or the age of their kids.

ONE SIZE DOESN'T FIT ALL

While all moms share some of the same underlying priorities, what one mom might find compelling and relatable won't be relevant to all moms. When we surveyed MomConnection® moms with school-age children, the majority agreed that they want practical information that's tailored to the issues they face in their daily lives and also expressed a need for more resources that tackle school-related topics.

78% agree

Ideas for filling leisure time with my kids are always welcome, but I need help with the bigger issues I face every day.

Magazines just don't address the issues I deal with for my school-age child.

69% agree

76% agree

Parenthood titles had less information of interest to me once my child started school.

WHAT DOES THIS MEAN FOR YOU?

Moms want more of what matters to them—right now. Partnering with her to better understand the issues she faces at each stage of motherhood and providing relevant content that's customized to help her meet these particular needs is essential.

That's why *Parenting* is launching two unique new offerings with *Parenting Early Years* and *Parenting School Years* in February 2009. This more targeted, efficient, and customized approach will better address the needs of moms based on their stage of motherhood, and fill the critical need for a magazine that covers the everyday issues specific to the growing cohort of moms with school-age children.

TELL US WHAT YOU WANT TO KNOW

Have an issue that needs exploring? A question you'd like answered? Send us your requests for future "Mom Matters" issues and we'll take it from there.

To submit questions or for more information on this or any other aspect of the mom market, please contact your *Parenting* sales rep or Director of Strategic Insights, Cheryl Wilbur, at 212.779.5264.

Parenting Mom Matters
INSIGHTS INTO THE MOM MARKET.