

MEDIA NEWS

Next Gen's next mag

Next Gen Publishing is planning to launch the Indian version of parenting magazine Mother & Baby by the end of March 2008. Mother & Baby is a part of the Emap Group, a British media company which

specialises in the production of magazines. Priya Pathiyani of The Sunday Times, of The Times of India Group, has been roped in as the editor for this new magazine. The target audience for Mother & Baby will be expectant and new mothers in the SECA+, A and B segments.

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