

Mahogany Baby Magazine Targets Expectant and New Parents of Black Babies

(New York, NY, July 1, 2004) - Imagine the power of a parenting magazine that delves deep into the subjects of maternity leave, breastfeeding, home births and relationships. Now imagine that this magazine targets the needs of African-American babies and the families that raise them. Imagine a place—a village even—where these needs, joys, sorrows, failures and successes can all be addressed and celebrated...all at the click of a mouse. Now stop imagining. *Mahogany Baby Magazine's* first issue is born.

Wilma Ann Anderson and Natasha S. Downing, the co-founders of MahoganyBaby.com, a new free online magazine about the Black Parenting Experience, realized that a Black baby magazine surrounding this topic simply did not exist. Wilma Ann says, "Now that void has been filled and there is a Black baby magazine conveniently located at your fingertips via the Web. In fact, it is not just for parents of babies, but a resource for all Black parents of newborn to tween children." Explaining the magazine's conception, Natasha says, "I was pregnant with my second child while working at a leading baby magazine, and I was ready to devour any baby magazine I could find. I found that I could not relate to many of the common commercial magazines. What started as a personal search, grew into a partnership with my girlfriend, who at the time was freelancing at a leading magazine for mothers who work. Several discussions and many drafts later, an online magazine for and about the Black Parenting experience evolved."

With a limited budget, not as a hindrance, but an opportunity to do business creatively, and a passion for the content, the two women went to work to develop the online version of the upcoming print magazine. The pair plans to take the magazine to print by late 2005. Their research revealed that the already-existing buying power (\$631 billion, 2002) of African Americans, many of whom are parents, was untapped in the Black parenting market.

Mahogany Baby's goal is to support the growing 10 million+ African American online community as well as the vast number of Black parents who give birth each year, and create an online community for and about Black parenting. *Mahogany Baby* addresses these parents' issues and other contemporary issues. Topics are diverse: *Pregnancy*: "Questions? Our Doctors Answer," *Work*: "How to Ask Your Boss for Flextime," *Advice*: "Does Grandma's Way Really Work?" *Shopping*: "The 411 on Maternity Clothes," *Parenting*: "The Black Dad—How Much He Really Does Help," *Health*: "Is My Unborn Baby at Risk for Sickle-Cell Anemia?"

Before conceiving and birthing *Mahogany Baby*, the two moms met at graduate school in New York while earning MBAs in media management. With several years of writing for publications via the Web and print, and with their experience of working for parenting magazines, they joined forces in 2003 to create *Mahogany Baby* to become the voice of the underrepresented Black parents. These parents are faced with many issues which are unique to the Black Parenting Experience. Wilma Ann of *Mahogany Baby* says of the partnership, "Who better than two African-American moms, both of whom were raised in New York City, the heart of the publishing industry, to bridge the communication gap between existing parenting magazines and Black parents. This magazine is the premier Black parenting magazine, offering a unique opportunity to target one of the hottest prospect segments in America today—the African-American consumer."

Natasha adds, "Like the African Proverb says, 'it takes a village to raise a child', and our child, *Mahogany Baby*, welcomes the readers' parenting expertise. We believe that the parent readers are the real experts, and our virtual village, because they are the ones living the daily lives of raising our future Black men and women."

Whether you want to explore the pages of *Mahogany Baby*, advertise to a targeted African-American parenting market or simply enjoy and reflect on the online resources of "Pregnancy & Birth", "Babies & Toddlers," "Kids & Tweens," "Parents & Family," "Health & Beauty," and "Special Offers," visit *Mahogany Baby* online at www.MahoganyBaby.com. The labor is over and it's time to enjoy *Mahogany Baby*!

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