

Germany



NIDO - A new addition to the STERN family

At last we are able to present the new general-interest magazine for modern, urban parents. It is a magazine made for readers who feel that children are the greatest blessings on earth, but do not only define themselves through their roles as mothers and fathers. After becoming a parent, one simply see things from a different perspective and NIDO will focus on those perspectives: from culture to politics, from fashion, travel and living to psychology.

An aesthetic, demanding and at the same time emotional and authentic magazine. A great inspiration in the re-orientation phase, helping parents find the way to combine their personal needs and the demands made on them as parents.

NIDO readership

NIDO addresses 1 million parents with children under the age of six who boast a wide interest horizon and above-average income. They mainly live in big cities and are particularly open-minded vis-à-vis new trends and modern design.

NIDO 1/2009

On sale date: 17 April 2009

NIDO 2/2009

On sale date: 16 October 2009



Rate 1/1 4C: € 12,500

