

New magazine targets single and step parents

Submitted by: The Marketing Room (Passionate Media Relations)

Friday, 28 April 2006

A new magazine for single and step parents (<http://www.oneupmagazine.co.uk>) is set to be launched in London next week.

Editor Jenny Shelley, who spent seven years as a single parent, said: "This is the first such publication in the UK and feedback from readers makes it quite clear that it is about time too!

"OneUp (<http://www.oneupmagazine.co.uk>) is available nationwide to the 2.5 million single parents and the million step parents in the country. At this stage the magazine is available by subscription only.

OneUp has close links with Gingerbread, the organisation for lone parent families, which now has a membership of 13,000, growing by 600 per month.

Every issue of the magazine will have a Gingerbread page with news and advice from the charity. The magazine is available at an exclusive discount to Gingerbread members and for every subscription they take OneUp will be donating £1 to the Gingerbread coffers.

OneUp (<http://www.oneupmagazine.co.uk>) celebrates and supports single parents and step parents.

It will contain a mixture of the serious and the light-hearted, with real-life stories, articles addressing emotional health and self-esteem, practical information about work, school, childcare, legal and financial matters as well as parenting issues, holidays and an agony page.

The launch is being held at The Living Room, 3-9 Heddon Street, London W1 from 6-8pm on Wednesday May 3. Places are limited and confirmation of attendance is required ASAP. Anyone wishing to attend should please contact Carol Garrington of Passionate Media on 01902 791809.

Contents in the first issue include:

- beginners' guide – newly single
- interview with former Blue Peter presenter and single mum Janet Ellis
- putting up with a step dad
- a single father in India
- play therapy
- getting back to work
- NYC with The Teen

- a mediation diary
- clearing your clutter
- and a story written especially for young children affected by parental separation.

The impetus behind the magazine was the editor's own seven years as a single parent followed by recent remarriage and the introduction of a step dad into the family. Although there are organisations and websites for single and step parents there is nothing else comparable to OneUp on the market. That gap will now be filled by the magazine for which there is a clear need.

Publication details and price

- 64 pp. (min) full colour, high quality gloss, perfect bound
- Published bimonthly with the first issue being May/June 2006
- 1 year's subscription (six issues) – £21.50 inc. p&p
- Single copy – £3.95 + 80p p&p (£4.75)

How to subscribe

- Via our website – www.oneupmagazine.co.uk using credit/debit card
- or by telephone to 01371 810433
- or by post enclosing payment to OneUp magazine, PO Box 9449, Earls Colne, Colchester CO6 2WT.

Issued by Carol Garrington, Passionate Media, 01902 791809 , on behalf of OneUp Magazine