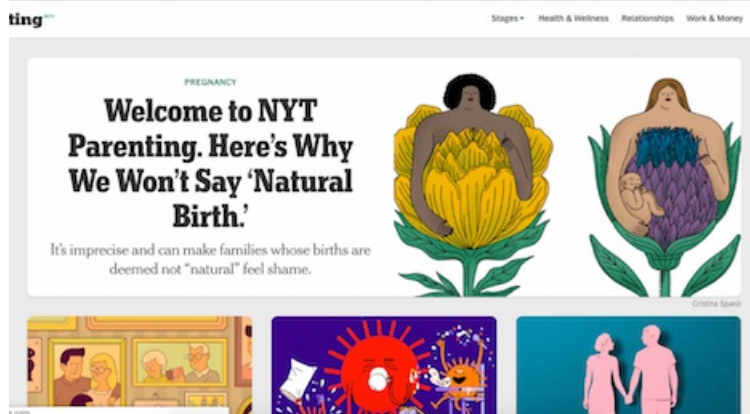


MEDIA/PUBLISHING

## NY Times joins luxury brands in focusing on children, parenting

May 8, 2019



NY Times leans into parenting trend. Image credit: NY Times

By STAFF REPORTS

*The New York Times* is leaning into baby fever, launching a new platform devoted to parenting on the heels of the royal baby's arrival.

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As media continues to keep content producers and media brands on their toes, *The New York Times* is one of many who are adopting new strategies to fit into the new landscape. Its latest venture is a parental Web site named Parenting, which it reveals will exclude the phrase “natural birth” as it alienates many mothers.

“We want to give people rigorous guidance in a clear, human way that makes them feel good about themselves and the decisions they’re making for their families,” said Jessica Grose, lead editor of *NYT Parenting*, in a statement.

### Modern parenting

Currently in beta, the standalone site is a part of the *NYTimes*’ strategy to incorporate more guidance-based publications. Parenting follows other similar new platforms from *NYTimes* such as Cooking and Crosswords.

*NYTimes*’ plan for the platform is to eventually have an additional subscription service. For now, current *NYTimes* members will be able to log in to the site with their *NYTimes* login.

The platform will evolve based on reader feedback to keep up with the changing media landscape and will include an Instagram account and have a digital weekly newsletter.

Parenting was launched after an extensive research plan revealed that consumers are looking for more reliable information regarding child rearing. The subscription-based platform will provide journalistic content, backed by experts, many of which are doctors in fertility, pregnancy and pediatrics.

Other experts include leaders in mental health, finance and careers.

Reoccurring features will include “Is this a thing?,” which will help parents discern whether or not they should be concerned, essays from writers named “The Hardest Part” that will touch on difficult aspects of parenting and reader submitted triumphs in “Tiny Victories.”

[View this post on Instagram](#)

Welcome, new followers! Here's what we're doing: Every week, we post a Tiny Victory from a reader and ask you to share your own. #TinyVictories are the little accomplishments that get you through the wildest parenting days. Add your wins in the comments for a chance to be featured — and so we can virtually high-five you. Plus, check out our Story for more great submissions. .... If we choose your comment for publication, a reporter will reach out. By submitting to us, you agree that you have read, understand and accept the Reader Submission Terms (<https://nyti.ms/2Q9M7i0>) in relation to all of the content and other information you send to us. . . . #parentinghacks #parentingadvice #parentingtips #nytparenting

A post shared by NYT Parenting (@nytparenting) on May 6, 2...

### *Instagram post from NYT Parenting*

“A main goal is to meet the demand for parenting content that focuses on the parent’s experience, and goes beyond child-rearing and development,” said Alex MacCallum, head of new product and ventures at *The Times*, in a statement.

Parenting and children is becoming a significant topic in the luxury segment, with brands and consumers clambering to cater to the smaller consumers and their parents.

As children’s power as purchase influencers blossoms, a growing number of luxury brands are offering family-friendly experiences and goods to capitalize on affluent parents’ desire to spoil their kids.

Across sectors, including automotive, hospitality and apparel, there is untapped potential to appeal to affluents and their children, who represent future generations of luxury consumers. Through creative campaigns and activations, brands work to keep the focus on children while actively targeting parents’ wallets ([see story](#)).

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