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Regan Smith launches bid to buy parent mags

By BRAD SMITH

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Former Denver Business Journal Publisher Maureen Regan Smith has purchased Colorado Parent Magazine and plans to use it as the base for a nationwide chain of local publications for parents.

Smith left the Business Journal last winter after nearly seven years as publisher to become majority

owner of the Fort Worth (Texas) Business Press. She installed former Business Journal and KUSA-TV reporter Greg Moss as co-publisher in Fort Worth.



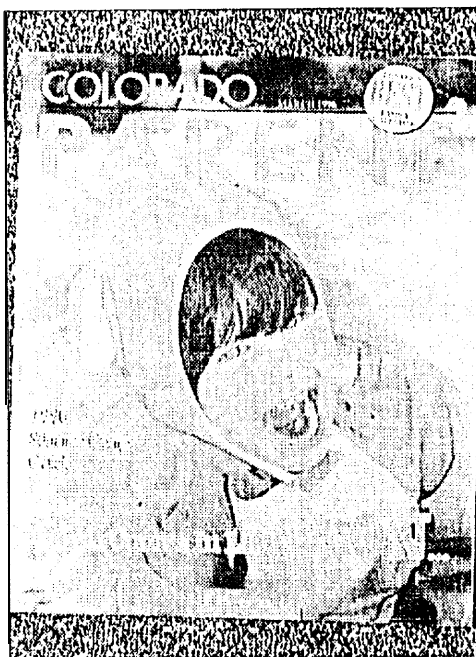
M. Regan Smith

Earlier this month, Smith purchased Colorado Parent, a 10-year-old monthly magazine owned by Larry Garner, and announced plans to start publishing two new magazines with the same format for northern and southern Colorado. The publisher of Colorado Parent, which has 70,000 circulation, will be Jill Hess, who recently resigned as advertising director at the Business Journal.

Smith is chairman and majority owner of American Parent Communications LLC, the holding company that bought Colorado Parent and will launch the sister publications. Her partners include Hess and a Denver-based investment group named Rockmont Value Investors Ltd., whose president is John Pfannenstain.

The two new Colorado publications -- Northern Colorado Parent, based in Fort Collins and published by Joe Mivshck, and Southern Colorado Parent, published by Mary Ann Niblack and based in Colorado Springs -- will begin publication in October, she said.

Smith said Colorado Parent also will publish as many as eight free-standing publications focusing on specific parenting issues, including a financial guide for parents, baby guide for new parents, direc-



A recent issue of Colorado Parent

tory of resources, summer camp guide and private school directory.

The holding company also plans to acquire a number of parenting publications around the country, said Smith, who has two children.

"There are about 100 parent publications, all individually owned," she said. "We see a real opportunity in consolidating a fragmented publications industry."

She said her hope is that the national chain of parenting publications will share editorial and advertising content where possible, but each publication will continue to have local content.

In addition, Smith said, she hopes the holding company will expand into programming for television, radio and cable, as well as the Internet, and will produce parenting trade shows and seminars.

"We want to be a catalyst to bring parents together and provide a forum to discuss the issues and challenges facing parents raising children," said Smith. "We want to be the place where parents can get answers to their questions and become better parents."