



Online magazine focuses on raising teenagers

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Parenting a toddler? Not easy. Getting information about parenting a toddler? Piece of cake.

Parenting a teen? Not easy. Getting information about parenting a toddler? Nearly impossible.

Into that void comes ParentingTeensOnline, a new Web-only magazine meant to make it easier once kids cross the threshold into teendom. Launched in December, it offers digestible nuggets of information and advice for parents to cherry pick as they see fit.

The style and substance both capitalize on the problems facing parents today, says editorial director Judith Sachs. The online nature offers readers a chance to read only what they want without flipping through pages. And while baby- and toddler-centric publications are as plentiful as the kid's dirty diapers, after they hit nursery school it's as if parenting becomes a breeze.

Yeah, and curfews are never broken, either.

“Just as a baby or toddler has to explore and learn what the world is about,” Sachs says, “so does a teenager.”

Within its cyber pages, which debut a new issue monthly, are feature stories and tips. The March issue includes stories on the gap year (taking a year off between high school and college), plus tips on dealing with grandparents, and driving and ADHD.

Geared toward parents of 12- to 19-year-olds, subscribers get their issues delivered by e-mail, plus the ability to access archived issues at parentingteensonline.com.

“There's no primer. Kids don't come with a guidebook,” Sachs says. “We're there to offer information exactly when you need it.”