

arizona parenting

arizona's go-to source for families



Reaching 150,000 Readers Monthly!

Printing 60,000 Magazines Monthly!

Published online at www.AZParenting.com!

Weekly eNewsletter to readers with direct link to Virtual Magazine online!

Distribution at 1,500 locations valley wide

Schools • Child Care Centers
Medical Facilities • Libraries • Gyms
Community Centers • Valley YMCAs
Select McDonald's • Tutoring Centers
Swim Centers • Dance Studios

And More!

Online with *Arizona Parenting Magazine*

Online Virtual Magazine
Back Issues Available Online
Go-To Guide of Family Friendly Businesses
Calendar of Events
Community Resources
What's New!

Social Media



- Keeping readers connected to Valley events and ticket give-aways.
- Look for us on Facebook at *Arizona Parenting Magazine*.
- Our Facebook page is also linked with Twitter.

Meet Our Readers!

82% Female • 18% Male • 5% Grandparents

Education

22% Some College • 18% Associate Degree
48% Bachelor Degree • 25% Graduate Degree

Employment

68% Full Time • 18% Part Time
12% Home Maker • 2% Retired

Dollars & Cents

Phoenix Metropolitan Median
Household Income: \$52,000

Arizona Parenting Magazine Reader's
Median Household Income: \$81,000

Families

- 78% have 2 or more children ages 0-18
- 66% have children ages 0-4
- 52% have children ages 5-10
- 36% have children ages 11-14
- 38% have children ages 15-18

Editorial Planner 2015

Issues	Main Themes	Space Reservation and Art Deadline
JANUARY	Editorial: Health and Fitness in the New Year Directory: Education	December 12
FEBRUARY	Editorial: Education in Arizona Directories: Education & Camp	January 14
MARCH	Editorial: Summer Campers Directories: Education & Camp	February 12
APRIL	Editorial: Family Finance Directories: Camp & Party	March 13
MAY	Editorial: Summer Travel and Activities Directories: Camp & Party	April 14
JUNE	Editorial: Special Needs Children Directories: Education & Special Needs	May 14
JULY	Editorial: Annual Medical Issue Directories: Education & Medical	June 12
AUGUST	Editorial: After School Fun Directories: Education & Activity	July 16
SEPTEMBER	Editorial: Annual Mom and Baby Issue Directories: Childcare & Activity	August 13
OCTOBER	Editorial: Our Great State Directories: Party & Theatre Preview	September 11
NOVEMBER	Editorial: The Teen Years Directories: Party	October 15
DECEMBER	Editorial: Annual Family Resource Guide Holiday Gift Guide	November 10

*Editorial content subject to change without notification.