

# arizona parenting

arizona's go-to for families





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## **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 2016

Issues	Main Themes	Space Reservation and Art Deadline
<b>JANUARY</b>	<b>Editorial:</b> Early Childhood <b>Directory:</b> Education	<b>December 16</b>
<b>FEBRUARY</b>	<b>Editorial:</b> Education in Arizona <b>Directories:</b> Education & Camp	<b>January 16</b>
<b>MARCH</b>	<b>Editorial:</b> Summer Campers <b>Directories:</b> Education & Camp	<b>February 12</b>
<b>APRIL</b>	<b>Editorial:</b> Family Health and Fitness <b>Directories:</b> Camp & Party	<b>March 15</b>
<b>MAY</b>	<b>Editorial:</b> Everything Summer <b>Directories:</b> Camp & Party	<b>April 15</b>
<b>JUNE</b>	<b>Editorial:</b> Annual Special Needs Issue <b>Directories:</b> Education & Special Needs	<b>May 13</b>
<b>JULY</b>	<b>Editorial:</b> Annual Medical Issue <b>Directories:</b> Education & Medical	<b>June 13</b>
<b>AUGUST</b>	<b>Editorial:</b> After School Fun <b>Directories:</b> Education & Activity	<b>July 15</b>
<b>SEPTEMBER</b>	<b>Editorial:</b> Annual Baby and Childcare Issue <b>Directories:</b> Childcare & Activity	<b>August 15</b>
<b>OCTOBER</b>	<b>Editorial:</b> Taking Care of Mom <b>Directories:</b> Party & Holiday Theatre Preview	<b>September 15</b>
<b>NOVEMBER</b>	<b>Editorial:</b> The Teen Issue <b>Directories:</b> Party	<b>October 13</b>
<b>DECEMBER</b>	<b>Editorial:</b> Annual Family Resource Guide Holiday Gift Guide	<b>November 16</b>

\*Editorial content subject to change without notification.

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