

# arizona parenting





## Monthly Reach of 185,000

Printing 40,000 Magazines Monthly | Published online at AZParenting.com  
Weekly eNewsletter sent with direct link to view current issue  
Posted to Social Media Platforms

### Distribution at 1,200 Locations Valley Wide

Schools | Child Care Centers | Valley YMCAs  
Medical Facilities | Libraries | Community Centers  
Select McDonald's | Tutoring Centers  
Swim Centers | Dance Studios | Gyms & More!

### Features of AZParenting.com

Current & Back Issues | Article Database  
Advertiser Directory with Business Highlights  
Comprehensive Calendar of Events | Trending News  
Seasonal Fun and Special Events



Connecting readers and advertisers on these social media platforms.

## Meet Our Readers!

\*93% have visited a website for an advertiser they had seen in *Arizona Parenting*  
\*76% have called or visited with an advertiser they had seen in *Arizona Parenting*

### Readers

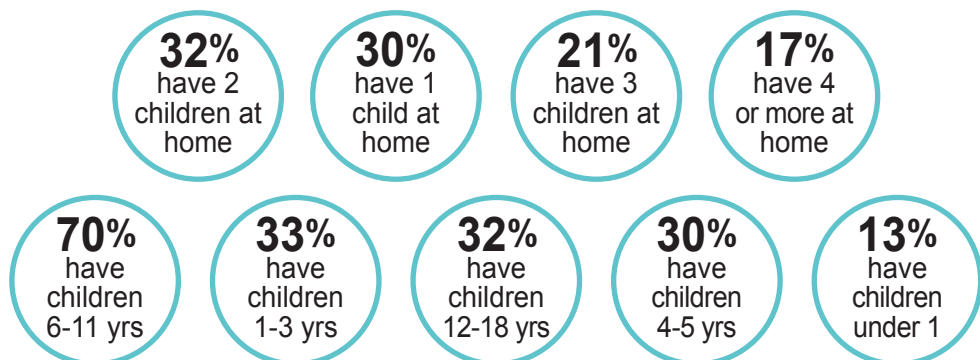
76% Female | 11% Male | 13% Grandparents  
46% Age 35-44 | 30% Age 25-34  
19% Age 45-54 | 5% Over 55 years

### Household

36% with HHI of \$75k-150k  
36% with HHI of \$50k-74k  
28% under \$50k

### Who's at Home

\*Children in the home  
under age 18



Print | Online | Social Media | Signature eBlasts

# Editorial Planner 2021

\*Editorial content subject to change without notification.

## JANUARY

**Editorial Theme:**  
Prepping for Preschool  
Know Your School (PreK-12)  
**Directory:** Education (PreK-12th)  
**Deadline: Dec 15**

## FEBRUARY

**Editorial Theme:** STEM & Education  
**Directories:** Education (PreK-12th)  
Spring & Summer Camps  
**Deadline: Jan 15**

## MARCH

**Editorial Theme:**  
Find Your Summer Camps  
**Directories:** Education (PreK-12th)  
Spring & Summer Camps  
**Deadline: Feb 12**

## APRIL

**Editorial Theme:**  
Explore Arizona  
Prepping for Camp  
**Directories:** Summer Camp & Party  
**Deadline: Mar 12**

## MAY

**Editorial Theme:**  
Plan for Summer A to Z  
**Directories:** Summer Camp & Party  
**Deadline: Apr 16**

## JUNE

**Editorial Theme:** Annual Special Needs  
**Directories:** Education (PreK-12th)  
& Special Needs  
**Deadline: May 14**

## JULY

**Editorial Theme:** Family Fun  
& Entertainment  
**Directories:** Education (PreK-12th)  
& Entertainment Guide  
**Deadline: Jun 14**

## AUGUST

**Editorial Theme:** Back to School AZ  
& After School Fun  
**Directories:** Education (PreK-12th)  
& After School Activities  
**Deadline: Jul 16**

## SEPTEMBER

**Editorial Theme:**  
Early Childhood & Fine Arts  
**Directories:** Childcare/PreK  
& After School Activities  
**Deadline: Aug 13**

## OCTOBER

**Editorial Theme:** Annual Medical Issue  
& Celebrate Fall  
**Directories:** Medical, Party  
& Open House Schedule  
**Deadline: Sept 15**

## NOVEMBER

**Editorial Theme:**  
The Teen Issue  
**Directories:** Party, Holiday Theatre  
& Open House Schedule  
**Deadline: Oct 15**

## DECEMBER

**Editorial Theme:** Holidays in AZ  
Holiday & Membership Gifts  
Winter Break Camps  
**Directory:** 2021 Family Resource Guide  
**Deadline: Nov 12**

In Partnership With:



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