

arizona parenting





Monthly Reach of 185,000

Printing 36,000 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 and advertiser they had seen in *Arizona Parenting*

Readers

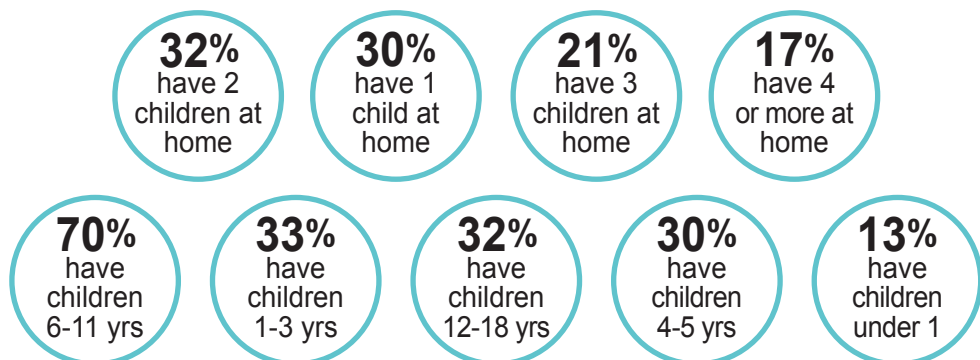
76% Female | 11% Male | 13% Grandparents
46% Age 35-44 | 30% Age 25-34
19% Age 45-54 | 5% Over 55 years

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 2022

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parenting
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Deadlines listed are due dates for space reservation and ad submittal.

JANUARY

Editorial Theme:
Prepping for Preschool
Reading & K-12 Learning
Directory: Education (PreK-12th)
Deadline: Dec 13

FEBRUARY

Editorial Theme: STEM & Education
Directories: Education (PreK-12th)
Spring & Summer Camps
Deadline: Jan 14

MARCH

Editorial Theme:
Find Your Summer Camps
Directories: Education (PreK-12th)
Spring & Summer Camps
Deadline: Feb 14

APRIL

Editorial Theme:
Arizona Family Fun
Prepping for Camp
Directories: Summer Camp & Party
Deadline: Mar 14

MAY

Editorial Theme:
Plan for Summer A to Z
Directories: Summer Camp & Party
Deadline: Apr 14

JUNE

Editorial Theme: Annual Special Needs
Directories: Education (PreK-12th)
& Special Needs
Deadline: May 13

JULY

Editorial Theme: Family Fun
& Entertainment
Directories: Education (PreK-12th)
& Entertainment Guide
Deadline: Jun 13

AUGUST

Editorial Theme: Back to School AZ
& After School Fun
Directories: Education (PreK-12th)
& After School Activities
Deadline: Jul 15

SEPTEMBER

Editorial Theme:
Baby/Early Childhood & Fine Arts (all ages)
Directories: Childcare/PreK
& After School Activities
Deadline: Aug 15

OCTOBER

Editorial Theme: Annual Medical Issue
& Celebrate Fall
Directories: Medical, Party
& Open House Schedule
Deadline: Sept 14

NOVEMBER

Editorial Theme:
The Teen Issue
Directories: Party, Holiday Theatre
& Open House Schedule
Deadline: Oct 14

DECEMBER

Editorial Theme: Holidays in AZ
Holiday & Membership Gifts
Winter Break Camps
Directory: Holiday Happenings!
Deadline: Nov 11

In Partnership With:



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