

arizona parenting





Monthly Reach of 172,000+

Printing 12 Issues A Year | 30,000 Copies Each Month | 1,200 Locations
Published Online at AZParenting.com | Shared and Boosted on
Social Media Platforms | Weekly eNewsletters Include Direct Link to Current Issues

Meet Our Readers! Our Recent Reader Survey Told Us:

85% have visited a website for an advertiser they had seen in *Arizona Parenting*
78% had called or made an in-person visit with an advertiser they had seen in *Arizona Parenting*

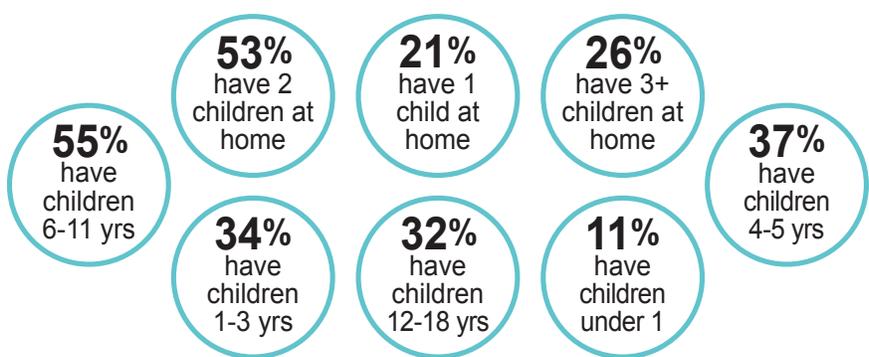
Readers

72% Mothers | 13% Fathers | 12.5% Grandparents
2.5% Caregiver | 37% Age 35-44 | 28% Age 45-54 23%
25-34 | 10% Age 55 or over | 2% Age 24 or younger

Household

35% with HHI of \$100,000 or more
49% \$50,000 to \$99,999
16% under \$49,999

Children at Home



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.

Print | Online | Social Media | Signature eBlasts

— **JANUARY** | Deadline: December 11 —

Editorial Theme: Prepping for Preschool
Reading & K-12 Learning

Directory: Education (PreK-12th)

— **FEBRUARY** | Deadline: January 16 —

Editorial Theme: STEM | Education

Directories: Education (PreK-12th),
Spring & Summer Camps

— **MARCH** | Deadline: February 13 —

Editorial Theme: Find Your Summer Camps
Spring Break Fun

Directories: Education (PreK-12th)
& Spring & Summer Camps

— **APRIL** | Deadline: March 13 —

Editorial Theme: Family Fun Around AZ
Prep for Camp

Directories: Summer Camp & Party

— **MAY** | Deadline: April 12 —

Editorial Theme: Plan Out Summer

Directories: Summer Camp & Party

— **JUNE** | Deadline: May 13 —

Editorial Theme: Families with Special Needs
Summer Activities

Directories: Education (PreK-12th) & Special Needs

— **JULY** | Deadline: June 12 —

Editorial Theme: Cool Family Fun & Entertainment

Directories: Education (PreK-12th) & Family Fun Guide

— **AUGUST** | Deadline: July 15 —

Editorial Theme: Back to School | After School Fun

Directories: Education (PreK-12th) & After School Activities

— **SEPTEMBER** | Deadline: August 13 —

Editorial Theme: Baby/Early Childhood
Fine Arts & After School Fun (All ages)

Directories: Childcare/Early Learning,
After School Activities

— **OCTOBER** | Deadline: September 13 —

Editorial Theme: Farm Fun & Fall Events
Birthdays

Directories: Party
& School Open House Schedule

— **NOVEMBER** | Deadline: October 14 —

Editorial Theme: Tweens & Teens | Medical & Dental

Directories: Party, School Open House Schedule
Medical & Holiday Happenings!

— **DECEMBER** | Deadline: November 12 —

Editorial Theme: Holidays and Family
Gift Ideas | Gifts of Membership

Directories: Winter Break Camps & Holiday Happenings!

Deadlines listed are due dates for space reservations and ad submittal.

In Partnership With:



Print | Online | Social Media | Signature eBlasts

24654 North Lake Pleasant Parkway #103-232, Peoria, AZ 85383 | azparenting.com | o. 602-279-7977 | f. 602-279-7978