

# arizona parenting

- magazine -





## 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:

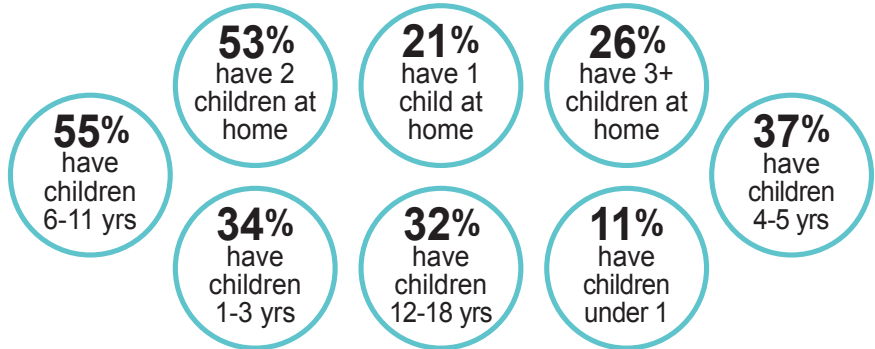
85% have visited a website for an advertiser they had seen in *Arizona Parenting*  
78% had called or made an in-person visit with an advertiser they had seen in *Arizona Parenting*

#### 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

12% with HHI of \$200k or more  
35% \$100k to \$199,999 | 37% \$50k to  
\$99,999 | 16% under \$49,999



#### 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 14 —

Editorial Theme: STEM | Education

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

— **MARCH** | Deadline: February 14 —

Editorial Theme: Find Your Summer Camps  
Spring Break Fun

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

— **APRIL** | Deadline: March 14 —

Editorial Theme: Family Fun Around AZ & Beyond  
Prep for Camp

**Directories:** Summer Camp & Party

— **MAY** | Deadline: April 14 —

Editorial Theme: Plan Out Summer

**Directories:** Summer Camp & Party

— **JUNE** | Deadline: May 14 —

Editorial Theme: Families with Special Needs  
Summer Activities

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

— **JULY** | Deadline: June 13 —

Editorial Theme: Cool Family Fun & Entertainment

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

— **AUGUST** | Deadline: July 14 —

Editorial Theme: Back to School | After School Fun

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

— **SEPTEMBER** | Deadline: August 14 —

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

**Directories:** Childcare/Early Learning,  
After School Activities

— **OCTOBER** | Deadline: September 15 —

Editorial Theme: Farm Fun & Fall Events Birthdays

**Directories:** Party & School Open House Schedule

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

Editorial Theme: Tweens & Teens | Gratitude

**Directories:** Party, School Open House Schedule  
Holiday Happenings!

— **DECEMBER** | Deadline: November 10 —

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**

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