

ARIZONA parenting

ARIZONA'S COMPLETE FAMILY RESOURCE

2010



Arizona's
go-to
Source for Families

The Go-To Source for the Family



Arizona Parenting magazine

Arizona Parenting magazine has been a trusted local resource for Valley families for more than 17 years. Our diverse, affluent and educated readers rely on the magazine for more than just information: they are looking for a sense of community and knowledge that they are not alone in raising a family. With a monthly distribution of more than 60,000, Arizona Parenting reaches across social, economic and geographic groups and provides award-winning editorial and a showcase for local businesses and advertisers.

Not just for parents

Arizona Parenting magazine also provides information for caregivers, grandparents and addresses the needs of parents as individuals. The *Just for Women* column examines issues facing women as they integrate the various roles they play within the community: mother, employee, spouse, sister, daughter, friend. The *Parents Ask!* column gives readers a safe forum to ask questions about child-rearing, relationships and seek advice from local professionals to help them navigate the tumultuous waters of parenthood. Even the *Calendar of Events*, the most-read section of the magazine, provides a

listing of family resources such as seminars, workshops, classes and support groups that address the needs of the entire family.

Special sections

In addition to monthly articles on important topics, Arizona Parenting magazine also features special sections throughout the year. Finding the right school is easier with the Education Directory; parents-to-be depend on resources listed in the Baby Guide; planning a family celebration or birthday party is a snap with the Party Guide; for summer fun, the Camp Guide gives parents (and kids) a comprehensive view of what's fun in the sun; and our Medical Directory helps put your family in touch with local doctors and hospitals.

AZparenting.com

Families who need information fast find AZparenting.com an invaluable resource. In addition to the editorial found in the print version of the magazine, the website also includes an EMagazine, local business listings and parenting resources. AZparenting.com is another venue to reach the thousands of readers who depend on Arizona Parenting as a trusted, local source of family-related material.

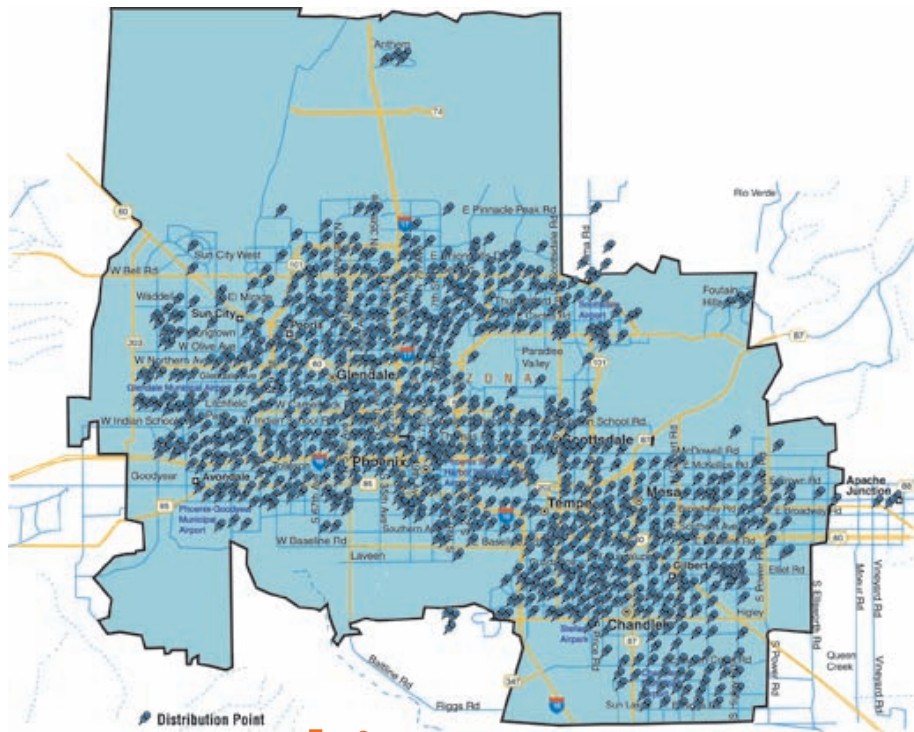


**60,000 Magazines distributed at over
1,500 locations Valleywide.**

Distribution

We distribute *Arizona Parenting* where parents **live, play and work** to make sure they can conveniently find a copy every month. Here are a few of the locations where *Arizona Parenting* can be found:

- Schools – Private, Charter & Public
- Child Care Centers
- Children’s Stores
- Medical Facilities, Hospitals & Doctors’ Offices
- Libraries
- Valley YMCAs
- Selected McDonald’s
- Toys “R” Us
- Babies “R” Us
- Borders Books, Music and Cafe
- Local Gyms, Dance & Karate Studios
- Community Centers



Demographics

Reader Profile

- 76% of readers are female
- 75% are between 25-54 years old
- 77% of readers are married
- 68% have two or more children under 18 years of age
- 54% of readers work full-time
- Mean Household Income \$72,000
- 78% own single-family homes
- 75% Have some college, college degree or advanced degree.

Shopping/Purchasing/Spending

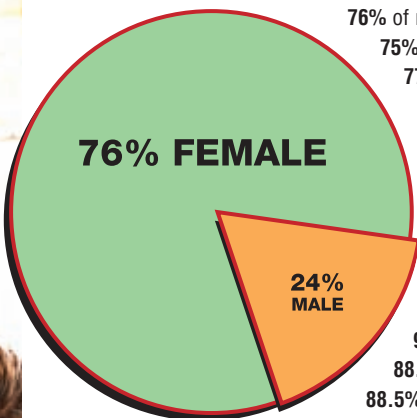
- 91% of readers are primary shoppers for themselves
- 88.9% are primary shoppers for children
- 88.5% are primary shoppers for household

- 59.4% are primary shoppers for spouse
- 95.8% read advertisements in parenting publications
- 92% use those ads to make shopping decisions

Publication Evaluation

- 96% of readers said their parenting publication is very helpful to their family
- 58% keep their publication until the next issue
- 92% spend up to 30 minutes reading each issue

Readers expressed high interest in articles about: Education (54%), Health (44%), Calendar (53%), and Guides/Listings (35%)



Editorial Planner 2010

Issues	Themes	Space Reservation & Art Deadline
JANUARY	Parent Trap: Friend or Parent, Education Article, Teen Acne Solutions, Family Table	<i>December 11</i>
FEBRUARY	Outdoor Sports for the Whole Family, Teaching Kids Responsibility, Identifying Food Allergies, Family Table	<i>January 11</i>
MARCH	Camps: Mixing It Up, Overnight Camps, Cold or Allergies, Family Table	<i>February 8</i>
APRIL	Blended Families, Cool Party Gift Ideas, Identify and Dealing with Autism, Family Table	<i>March 11</i>
MAY	Children: One on One Time, Keeping Up with Your Active Child, Gift Ideas for Mom & Dad, Avoiding the SUN, Family Table	<i>April 9</i>
JUNE	Avoiding the Summer Brain Drain, COOL Indoor Activities, Water Safety <i>Special Insert: Arizona BABY: Beating Post Partum Blues, Capturing those Special Moments, Daddy Bonding</i>	<i>May 10</i>
JULY	Career Prep 101, Family Time, Neurological Development	<i>June 9</i>
AUGUST	After the Bell Aftercare, The Arts: Bridging the Gap, School Medical Emergency Plan, Family Table	<i>July 12</i>
SEPTEMBER	Choosing the Right Sport for Your Child, Preventing Sports Injuries, Learning in Pre-K, Family Table, Communicating with the Coach	<i>August 11</i>
OCTOBER	Prescription Drugs, Breast Cancer Survivor, Dental Hygiene, Halloween Ideas & Treats	<i>September 10</i>
NOVEMBER	Teaching Kids to Invest/Save, Juvenile Diabetes, Traveling Tips, Turkey Frying	<i>October 11</i>
DECEMBER	Annual Family Resource Directory. The issue that readers reference ALL year long!	<i>November 10</i>
DIRECTORIES	EDUCATION: January–March and June–August CAMP: February–May PARTY: April/May and October/November MEDICAL: July CHILDCARE: September	