

2012

ARIZONA parenting

ARIZONA'S COMPLETE FAMILY RESOURCE



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 20 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 circulation of 60,000 magazines and a readership of 150,000, *Arizona Parenting* reaches across social, economic and geographic groups and provides award-winning editorial and a showcase for local businesses and advertisers.

Editorial Content

Arizona Parenting Magazine covers a wealth of information on parenting for moms, dads, grandparents and even caregivers. Our goal is to supply our readers with information on topics that are important for them and we talk with local experts to get the latest and greatest information available. We cover topics from maternity all the way through the teen years. The

Parents Ask column gives readers a sage forum to ask questions about child-rearing, relationships and seek advice from local professionals to help them navigate the tumultuous waters of parenthood. The Calendar of Events, the most-read section of the magazine, provides a listing of family friendly activities around the valley.

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 **Annual Baby Issue**; finding medical providers is easy with our **Annual Medical Directory**; planning a family celebration or birthday party is a snap with the **Party Guide**; the **Camp Directory** gives parents a comprehensive view of what's fun in the sun for their kids; and choosing after school activities is easy and fun with our **Activity Directory**.



60,000 print magazines, with a readership of 150,000, distributed to over 1,500 locations valley wide!

Online

AZParenting.com

Families who need information fast find **AZParenting.com** an invaluable resource. The entire current issue is available online in the form of an **e-magazine**, so that our readers can always have access to our entire magazine. Not only does our website offer a complete current and back issues, it includes our **Go-To Guide** where our readers can search a list of our advertisers for the products and service they need; the **Calendar of Events** is the perfect place for families to find family friendly activities; and a direct link to parenthood.com, a national website, provides families a wealth of additional parenting tips and information.

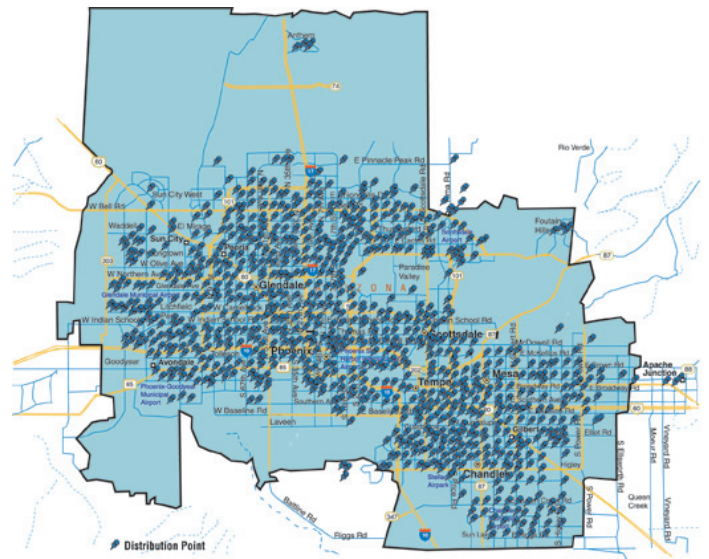
Facebook

Keeping readers connected to Valley events and ticket give-aways. Look for us on Facebook at *Arizona Parenting Magazine*. Our Facebook page is also linked with Twitter.

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 and Public
- Child Care Centers
- Children's Stores
- Medical Facilities, Hospitals and Doctor's offices
- Libraries
- Community Centers
- Valley YMCAs
- Select McDonald's
- Tutoring Centers
- Local Gyms, Dance and Karate Studios



Demographics

Reader Profile

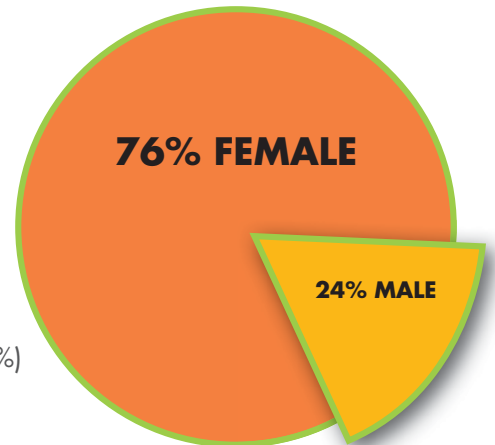
- 76%** of readers are female
- 75%** are between 25-54 years old
- 77%** of readers are married
- 68%** have two or more children under 18 years of age
- 54%** of readers work full-time Mean household income \$72,000
- 78%** own single family homes
- 75%** have some college, college degree or advanced 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 the 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%), Guides/Listings (35%)

Editorial Planner 2012

Issues	Themes	Space Reservation and Art Deadline
JANUARY	Healthy Family, Sex and Your Teen and Managing an IEP Directory: Education	December 12
FEBRUARY	Video Game Overload, New Era for Orthodontics, Keys to a Healthy Marriage Directories: Education and Camp	January 12
MARCH	Kids and Divorce, Family Camping and Autism 101 Directories: Education and Camp	February 9
APRIL	Overnight Camps, Prescription to Swim and Vaccines Optional? Directories: Camp and Party	March 13
MAY	Kidz in Biz, Summer Day Camps and Unique Parties Directories: Camp and Party	April 11
JUNE	The Bully Issue, Organic Baby and Prenatal 101, Annual Baby Issue Directory: Education	May 10
JULY	Emergency Room, Urgent Care or Doctor?, Homeschooling and Career Options for Non College Bound Teens Annual Medical Issue Directory: Education	June 12
AUGUST	Team vs. Individual Sports, Home Alone and 504 Plans Directories: Education and Activity	July 11
SEPTEMBER	Childcare Options, Stranger Danger and Building a Toddler's Vocabulary Directories: Childcare and Activity	August 10
OCTOBER	Single Parenting, College Savings and Halloween Parties Directories: Party and Gift Guide	September 12
NOVEMBER	Signs of Depression, Teen Driving and Discipline Disagreements Directories: Party and Gift Guide	October 11
DECEMBER	Annual Family Resource Guide Directories: Gift Guide	November 9