The leading resource for Arizona families — and 2019 launches our 30th year!

Raising Arizona Kids magazine was created to connect Valley families to local resources and share real-life stories about the challenges and joys of raising children.

PRINT MAGAZINE

30,000 circulation

Based on our distribution model and an industry average pass-along rate of 4, that puts total readership at 120,000. And with a low advertising-to-editorial ratio (60% editorial, 40% advertising), you know your message will be seen!

DIGITAL MAGAZINE

Our digital edition averages 500 additional readers each month. These highly engaged readers click on hundreds of link-outs to our advertisers.

SCHOOLS, ETC.

The Valley’s only stand-alone guide to public, private, charter and special needs schools; plus ranking information, open house dates, articles and more.

RAISINGARIZONAKIDS.COM

68,000 monthly users as verified by Google Analytics.

E-NEWSLETTER

17,000+ opt-in subscribers

SIGNATURE EVENTS

• Camp Fair AZ: March 2019
• Special Needs Resource Fair: August 2019

SOCIAL MEDIA

27,000+ followers

INCOME

$100K+ 41%
$50-99K 40%
$0-50K 19%

AGES

35-49 61%
25-34 29%
50+ 10%

EMPLOYMENT

Full-time 61%
Part-time 13%
At-home 26%

EDUCATION

College Graduate 46%
Some College 16%
High School 3%

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PRINT DISTRIBUTION

• OB/GYN offices
• Hospitals (labor & delivery, pediatrics)
• Pediatric offices
• Pediatric dental offices
• Orthodontic offices
• Preschools
• Private, public and charter schools
• Tutoring centers
• Libraries
• Retail locations
• Museums, zoos, attractions
• Select Bashas’ and Fry’s stores

Find Raising Arizona Kids magazine where you find Valley families. In addition to mailed subscriptions, readers can pick up magazines at more than 1,000 locations Valleywide. We connect with these respected businesses and family destinations to build valuable partnerships.

Note: If you would like complimentary distribution at your location, please contact publisher@RAKmagazine.com.