OUR READERSHIP
• 75,000 monthly magazine readers
• 1,500 eMagazine impressions
• 66,000 monthly unique website visitors
• 17,500 weekly eNewsletter subscribers

DEMOGRAPHICS
• 93% are moms
• 90% are between the ages of 25–49
• 81% are college graduates
• 74% employed / 26% at-home
• 81% income between $50K–100K+

PRINT DISTRIBUTION
Find Raising Arizona Kids magazine where you find Valley families. In addition to mailed subscriptions, readers can pick up magazines at more than 850 locations Valleywide. We connect with these respected businesses and family destinations to build valuable partnerships.
• OB/GYN offices
• Pediatric offices
• Pediatric dental offices
• Orthodontic offices
• Preschools
• Private, public and charter schools
• Tutoring centers
• Libraries
• Retail locations
• Museums, zoos, attractions
• All AJ’s and select Whole Foods stores

OUR READINGSHIP

PRODUCTS OUR READERS LOVE!
REACH READERS ON EVERY PLATFORM. High-quality digital, mobile, print and video advertising options. Raising Arizona Kids media is the leading resource for Arizona families. We connect Valley families to local resources and share real-life stories about the challenges and joys of raising children.

• Raising Arizona Kids magazine
  Based on our distribution model and an industry average pass-along rate of 2.5, total readership is 75,000. And with a low advertising-to-editorial ratio (40% advertising, 60% editorial), you know your message will be seen!

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

• eMagazines
  Our digital editions average 500 additional readers each month. These highly engaged readers click on hundreds of link-outs to our advertisers.

• Website (daily content)
• Weekly eNewsletter
• Exclusive Sponsor Spotlight (ESS)
• Sponsored-content directories:
  ➤ Summer camps
  ➤ Schools (preschool and K-12)
  ➤ Special needs resources
  ➤ Birthday parties
  ➤ Pregnancy and birth

• Social media 29,000+ followers