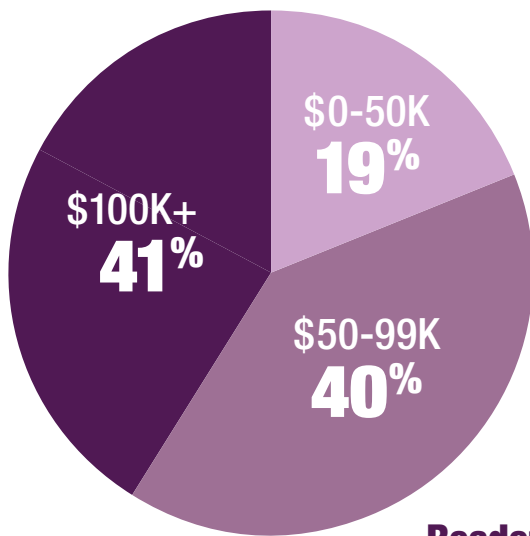


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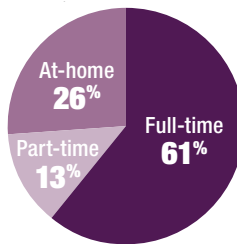
**Our readers:
93% MOMS. EDUCATED WOMEN.
BUYERS. DECISION-MAKERS.**

College-educated women ages 25-50+ who are passionate about conscientious parenting.

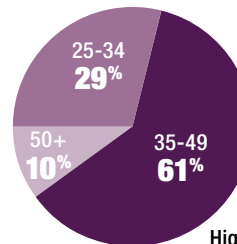
Income



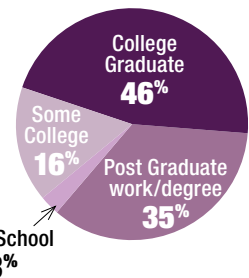
Employment



Ages



Education



Our reader's children are very active in enrichment activities

- 60% Swim
- 60% Sports
- 46% Arts
- 40% Music
- 34% Dance/gymnastics/cheer
- 29% Computers
- 27% Educational enrichment

Reader's Buying Habits

- 86% Amusement parks or family fun centers
- 74% Children's apparel
- 68% Travel
- 67% Theatre/dance/music events
- 61% Professional sporting events
- 57% Health foods
- 41% Fitness memberships
- 40% Home improvements
- 36% TV/electronics
- 32% Athletic/sports equipment

72% of our readers are interested in learning more about school-choice options in Arizona.

74% of our readers say it is likely that their children will attend summer camp.

RAISING ARIZONA KIDS

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