Our readers:
93% MOMS. EDUCATED WOMEN. BUYERS. DECISION-MAKERS.
College-educated women ages 25-50+ who are passionate about conscientious parenting.

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

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

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

Education
- College Graduate 46%
- Some College 16%
- Post Graduate work/degree 35%
- High School 3%

Readers' 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

Our readers' children are very active in enrichment activities
- 60% Swim
- 60% Sports
- 46% Arts
- 40% Music
- 34% Dance/gymnastics/cheer
- 29% Computers
- 27% Educational enrichment

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.