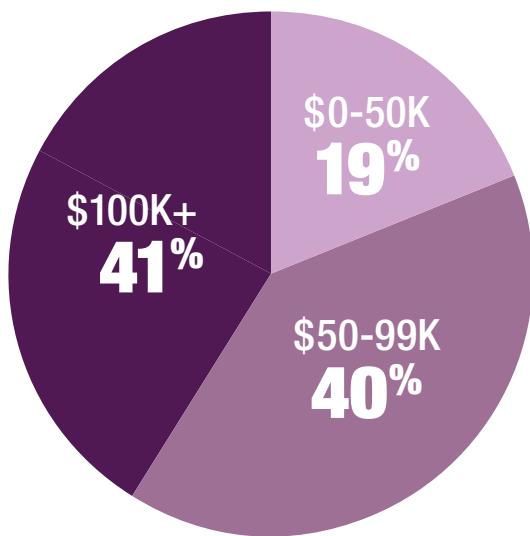


RAK MAGAZINE

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

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

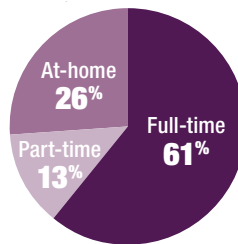
Income



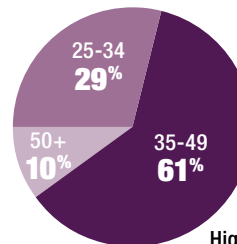
72% of our readers are interested in learning more about school-choice options in Arizona.

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

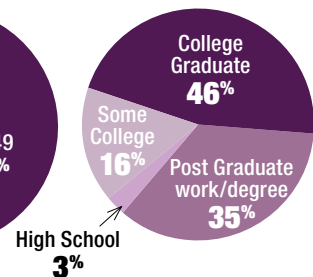
Employment



Ages



Education



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

RAISING ARIZONA KIDS

5229 N 7th Ave #102, Phoenix, AZ 85013-1974

Phone: 480.991.KIDS (5437) | Fax: 480.991.5460 | advertising@RAKmagazine.com | www.raisingarizonakids.com