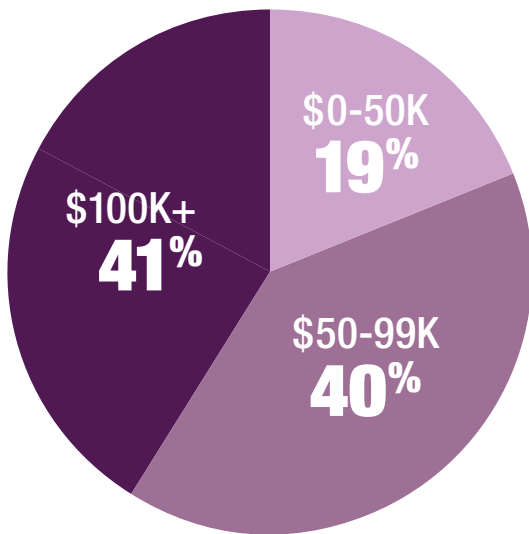


RAK MAGAZINE

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

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

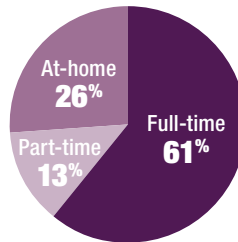
Income



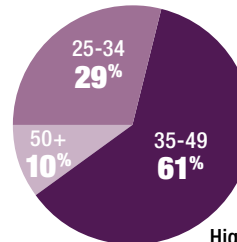
72% of our readers are interested in learning more about school-choice options in Arizona.

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

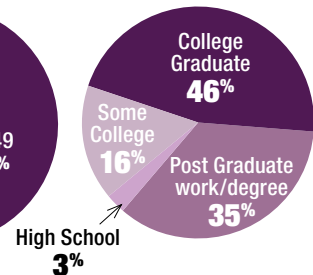
Employment



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

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