

# RAK MAGAZINE



## For more than 27 years, the **LEADING RESOURCE** for **ARIZONA FAMILIES!**

### PRINT

- **RAK Magazine:** 35,000+ monthly print run translates to more than 140,000 loyal readers. And with low advertising-to-editorial ratios (60% editorial, 40% advertising), you know your message will be seen!
- **Schools, etc:** The only comprehensive annual guide to public, private and charter schools in metro Phoenix.

### DIGITAL

- **RAK Digital:** Digital edition of the print magazine available for free download
- **Website:** Up to 800,000 average pageviews per month.  
Up to 60,000 unique visitors per month.
- **eNewsletter:** 16,000+ subscribers to our weekly eNewsletter.

### SOCIAL MEDIA

- **Twitter:** 10,600+ followers @RAKmagazine.
- **Facebook:** 11,800+ fans at facebook.com/RAKmagazine.
- **YouTube:** 1,055,600+ combined views and 1,200 subscribers
- **Instagram:** 1,125+
- **Pinterest:** 800+

### RAK EVENTS

We put parents face-to-face with resources!

- **Camp Fair AZ** (March issue will be handed out at the event)
- **Special Needs Resource Fair** (August issue will be handed out at the event)
- **Education Fair AZ** (November issue and annual "Schools, etc." education guide will be handed out at the event)

### PARTNERSHIPS

RAK is the only publication in Arizona working in partnership with the Arizona Chapter of American Academy of Pediatrics.

### RAISING ARIZONA KIDS

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