

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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