



*Reach into THOUSANDS  
of Arizona Classrooms!*

Reaching 300,000 Readers Monthly  
 Printing 150,000 Newspapers Monthly  
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## DISTRIBUTION

Schools • Childcare Centers • Public Libraries  
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**Phoenix Edition • 100,000/mo.**  
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### OUTSTANDING READERSHIP

***DISTRIBUTION through over 550 elementary  
and middle schools in Arizona!***

Kids 6–13 .....	80%
Adult Readers 18-49 .....	84.8%
% of Copies Read by Adults .....	73%
Average Family Size .....	3.8
Female Readership .....	69.8%
Working Mothers .....	46.8%
Kids at Home (any age) .....	77%
Kids ages 14–older .....	40%
Hispanic .....	46%
Family Size of 5 or more .....	40.5%
Income 50,000+ .....	40.5%

### BEAR FEATURES

- 35 years of building family and educator trust in Arizona.
- Award-winning Young Reporter Program and monthly contests!
- Educator endorsed. Monthly classroom worksheets.
- Marketing opportunities through interactive, child-friendly website and dozens of community events.
- Guides: Field Trip, Summer Camp, Birthday

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