



*Reach
Arizona Families!*

DISTRIBUTION

Outstanding Readership

Distribution through over 300 ELEMENTARY
and MIDDLE SCHOOLS in Arizona!

Plus, home delivered through **THE ARIZONA
REPUBLIC** &  **Arizona
Daily Star**

Phoenix Edition 75,000/mo.

Tucson Edition 35,000/mo.

Additional distribution through... All Albertson's Grocery Stores
and Public Libraries

OUTSTANDING READERSHIP

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

- 45 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, e-newsletter and social media .
- Guides: Field Trip, Summer Camp, Birthday

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