



Arizona's Family Market!

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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

- 40 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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Phoenix (480) 752-2327 • (toll free) 1-866-639-7543 • Tucson (520) 792-9930

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