



**Arizona's Family Market!**

# DISTRIBUTION

*Plus, home delivered through*

**THE ARIZONA  
REPUBLIC**

*and the*



**Arizona  
Daily Star**

Reaching 200,000 Readers Monthly  
Printing 110,000 Newspapers Monthly  
Published online at ***BearEssentialNews.com***

**Phoenix Edition 75,000/mo.**

**Tucson Edition 35,000/mo.**

Plus... Schools • Childcare Centers Public Libraries  
Family-Friendly Businesses • Youth Recreation Centers

## 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

Look for us on Facebook • Visit with us at ***BearEssentialNews.com***

## CONTACT BEAR ESSENTIAL NEWS

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

***BearEssentialNews.com***