



## editorial mission

*Parents* magazine helps parents understand the issues and challenges that are important to them. We make it a priority to answer their questions, address their concerns, advocate their causes and celebrate the joys of parenthood. Each month, we harness the power of our readers to advocate continuously and tirelessly for children, so that all kids can grow up in a healthy, safe, and loving environment.

## circulation

*Parents* is read by more moms and dads than any other magazine in the parenthood category and is the top choice on newsstands. It is unsurpassed in both circulation and readership among its competitors, proving its strength and vitality in the market.

## direct buying power

*Parents* delivers targeted consumers who are in the life stage to buy:

- Almost all (97%) made a direct purchase (mail, phone or online) in the past year
- They spent an average of \$1,000 on direct purchases, 28% higher than the national average
- 96% took action as a result of reading an article/ad
- 83% visited a website mentioned in an ad
- 53% purchased products/services they saw in *Parents*
- 52% told someone else, becoming a word-of-mouth brand advocate

## audience profile

rate base	2,200,000
readership	15,072,000
frequency	12 times
median age	34 years
median household income	\$59,557
own home	61%
median home value	\$192,928
female/male ratio	82/18