

BEAR

ESSENTIAL NEWS®

KIDS • PARENTS • TEACHERS

A monthly news publication that kids & families use!



REACH Maricopa County Edition

- Reaching the kids with \$18 billion in spending power
- Reaching the moms with our loyal adult readership
- Growing with Arizona for over 30 years!
- More than 700 locations, including an unparalleled reach into 400 elementary and middle schools
- 300,000 + readership
- 150,000 circulated monthly in Maricopa County



Reach our Growing Electronic Readership through Web Site Advertising & Social Media Opportunities!

For details, talk to your account executive regarding web ads, contests, coupon offers, face book & email blasts, giveaways and community events!

Special Guides

Field Trips, Birthdays, Holiday Performances, Summer Camps,

NO OTHER MEDIA DELIVERS THE FAMILY MARKET THE WAY WE DO!

READERSHIP*

Kids 6-13	80%
Average Family Size	3.8
Female Readership	69.8%
Working Mothers	46.8%
Kids at Home (any age)	77%
Dual Income Families	34.3%
Adult Readers 18-49	84.8%
% of Copies Read by Adults	73%
Hispanic	46%
Family Size of 5 or more	40.5%
Income 50,000+	40.5%



*Source: International Media Audit, 2009

Distribution sites include...

Private and Public Schools • Healthcare Centers • PTAs/Teachers • Gym, Dance, Art & Music Studios
Sports & Recreation Centers • Libraries • Restaurants • Retail Stores • Local Events

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