



*Arizona's Family  
Market!*

## 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 70,000/mo.**

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

Additional distribution through... 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

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#### CONTACT BEAR ESSENTIAL NEWS

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