

Readership

Columbus Parent Magazine is a member of Parenting Publications of America, which reaches a market of more than 5.4 million

CAREGIVERS

The typical reader is a well-educated woman between 25-44 with at least one child in the household.

SHOPPERS

She's typically the primary shopper for her household and children.

BUYING POWER

She has an average annual income of \$72,500.

LOYAL

65% have read at least 3 of the last 4 issues.

GENDER

Female	89%
Male	11%

AGE OF READERS

Under 25	6%
25-34	33%
35-44	42%
45-54	15%
55-64	4%
65 +	1%
Average Age	37

AGES OF CHILDREN IN HOUSEHOLD

13+	21%
10-12	21%
5-9	44%
2-4	41%
Under 2	21%

HIGHEST LEVEL OF EDUCATION

62% of readers have a college degree or higher

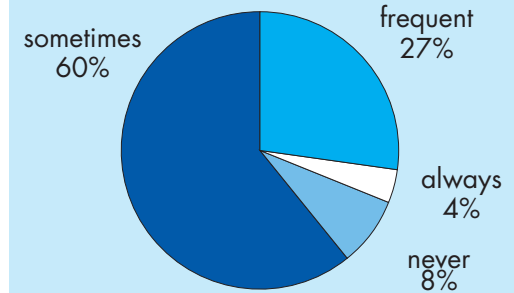
Post-graduate degree	19%
Post-graduate work	7%
College graduate	36%
Some college	24%
HS graduate	8%

HOUSEHOLD INCOME (FOR 2008 BEFORE TAXES)

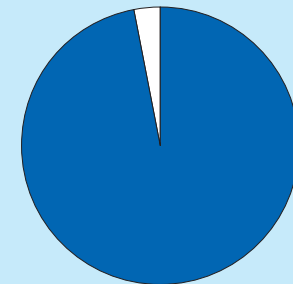
Less than \$29,999	17%
\$30,000-39,999	9%
\$40,000-49,999	9%
\$50,000-69,999	18%
\$70,000-84,999	12%
\$85,000-99,999	9%
\$100,000-149,999	12%
\$150,000+	7%
Average	\$72,500

ReadexResearch, PPA Survey 2009 Reader Profile Study

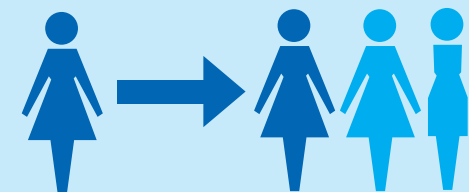
DEMOGRAPHICS



91% of readers use the magazine to make identify service providers for their family.



97% of readers use the magazine to make identify service providers for their family.



Your reach more than doubles with an average pass-along of 1.4. That's more than 111,000 readers.