

DISTRIBUTION & READER DEMOGRAPHICS

WHY YOU SHOULD ADVERTISE IN PARENTING NEW HAMPSHIRE?



Seven reasons why investing your advertising dollars in *Parenting NH* could be the best marketing decision you'll ever make.

1. Top-Quality Editorial

Parenting NH's contributing writers represent some of the state's finest experts in the areas of parenting issues, education, health care, child development and more. Readers depend on us for editorial that offers local information and resources.

2. Concise Format & Appearance

Our neat, attractive layout makes it ideal for today's busy parents to find the information, products and services they need.

3. Targeted Distribution

Unlike other free publications, *Parenting NH* is distributed in places your target audience is most likely to be — childcare centers, schools, medical & dental offices, libraries, retail & shopping areas and more.

4. Excellent Demographics

Parenting NH readers are an attractive audience of well-educated parents, teachers, child care providers and advocates for children: 73% between the ages of 25-44; 52% with household incomes between \$50,000-\$85,000; and 73% that frequently purchase products or services from ads seen in *Parenting NH*.

5. Monthly Issues

Since *Parenting NH* is published monthly, your advertising message receives higher visibility for a longer period of time than it would in a daily or weekly publication.

6. Cost Effective Advertising

Advertising rates for *Parenting NH* are very reasonable compared to similar publications — with discounts, a 1/8 page ad costs as little as \$215 per month.

7. Readers with Plans to Purchase

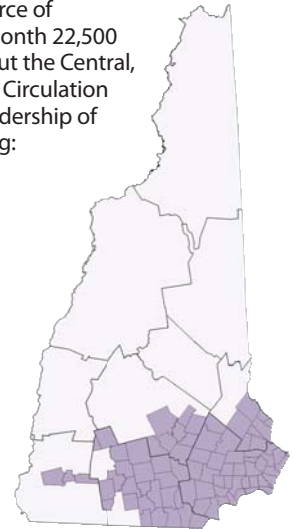
Parenting NH readers have exciting plans for the coming year: 57% plan to purchase furniture or home furnishings; 63% plan to travel; 42% will find childcare; and over 90% will be shopping for apparel for the family.

PARENTING NEW HAMPSHIRE IS DISTRIBUTED EVERYWHERE PARENTS GO

Published since 1993, *Parenting New Hampshire* is the premier source of information and resources for families in the Granite State. Each month 22,500 copies are distributed to more than 600 select locations throughout the Central, Southern and Seacoast areas of the state. Audited annually by the Circulation Verification Council (CVC), *Parenting NH* has an estimated total readership of close to 55,000 and is distributed everywhere parents go, including:

- Community centers & libraries
- Child care centers & preschools
- Public & private schools
- Hospitals & medical offices
- Dental offices
- Family attractions & museums
- Sports, fitness & recreation facilities
- Dance, music & other enrichment programs
- Retail & shopping areas
- Hannaford, Market Basket & Shaw's Supermarkets

Circulation: 22,500
Total Readership: 55,000



ABOUT PARENTING NEW HAMPSHIRE'S READERS

Parenting New Hampshire is a proven and cost-effective way to reach a targeted market of well-educated parents, teachers, child care providers, and other advocates for children. Not only do these readers look to *Parenting NH* for valuable information, advice and resources they need to parent in today's world, but also to the advertisements featuring goods and services they may need to purchase for their children and families.

- 88%** Women; **84%** Married
- 73%** Between the ages of 25-44
- 19%** Between the ages of 45-54
- 52%** Household incomes of \$50,000-\$85,000
- 38%** Household incomes over \$100,000
- 59%** Children under age 5 living at home
- 69%** Children between the ages of 5-12
- 30%** Children between the ages of 13-18
- 88%** Children attending public school
- 31%** Children attending private school
- 29%** Children in day care or preschool
- 9%** Children being home schooled

- 77%** Primary shopper for their children
- 74%** Primary shopper for their home
- 43%** Primary shopper for their spouse

On average, 2.25 people read each issue of Parenting New Hampshire

- 47%** Read *Parenting NH* for more than 30 minutes each month
- 55%** Frequently keep their copy for future reference (one month or longer)
- 73%** Frequently purchase products or services from ads seen in *Parenting NH*

Readers plan to purchase the following products or services during the next 12 months:

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| 17% New/Used Automobile | 86% Men's Apparel |
| 57% Furniture/Home Furnishings | 42% Childcare |
| 20% Major Home Appliance | 84% Education/Classes |
| 15% Home Computers | 15% Attorney |
| 35% Home Improvements/Supplies | 25% Veterinarian |
| 53% Television/Electronics | 14% Chiropractor |
| 20% Carpet/Flooring | 31% Financial Planner |
| 69% Auto Accessories (tires, brakes, etc.) | 79% Tax Advisor/Services |
| 63% Lawn and Garden | 41% Health Club/Exercise Class |
| 53% Florists/Gift Shops | 50% Carpet/Home Cleaning Services |
| 32% Home Heating/Air Conditioning | 38% Lawn Care Service |
| 63% Vacation/Travel | 91% Pharmacist/Prescription Service |
| 5% Real Estate | 25% Cellular Phone |
| 99% Children's Apparel | 89% Dining & Entertainment |
| 98% Women's Apparel | 63% Athletic & Sports Equipment |

Sources: CVC Circulation Audit, June 2011; Readex Reader Survey, August 2009