

FamilyFun

EDITORIAL MISSION

FamilyFun is dedicated to one thing: helping moms create amazing memories with their kids. We delight and inspire, giving women new ways to connect with their families through crafting, cooking, celebrating, traveling, volunteering, and more. By sharing real ideas for—and from—real families, *FamilyFun* helps create experiences that last a lifetime.



AUDIENCE

Reaches over **4MM** readers each month!

RESPONSE

64% made a direct purchase in the past year

SPENDING

Spent over **\$1 billion** on direct purchases in the last year

ENGAGEMENT

69% took action as a result of reading an ad

AUDIENCE PROFILE

2,100,000

RATE BASE

4,180,000

READERSHIP

6 TIMES A YEAR

FREQUENCY

43

MEDIAN AGE

\$65,060

MEDIAN HOUSEHOLD INCOME

63%

OWN HOME

\$221,379

MEDIAN HOME VALUE

86:14

FEMALE:MALE RATIO

SOURCE: MRI Doublebase 2016; MRI Starch 2016; December 2016 AAM Statements

