

Parents

EDITORIAL MISSION

Parents helps busy moms navigate the uncharted waters of parenthood with smart advice, a sense of humor and a feeling of community born of shared experiences. We answer their questions, advocate for their causes and celebrate the fun of raising healthy, happy kids.



AUDIENCE

Reaching nearly **13MM** readers each month!

RESPONSE

62% made a direct purchase in the past year

SPENDING

Spent over **\$3 billion** on direct purchases in the last year

ENGAGEMENT

72% took action as a result of reading an ad

AUDIENCE PROFILE

2,200,000

RATE BASE

12,826,000

READERSHIP

12 TIMES A YEAR

FREQUENCY

37

MEDIAN AGE

\$59,134

MEDIAN HOUSEHOLD INCOME

58%

OWN HOME

\$213,642

MEDIAN HOME VALUE

85:15

FEMALE:MALE RATIO

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

