



Parents

RATEBASE: 2,200,000

FREQUENCY: 12 TIMES A YEAR

EDITORIAL MISSION

Parents helps busy moms navigate the uncharted waters of parenthood. Each month we offer trusted content with a familiar, understanding voice. We empower today's parents to make the best decisions for their families. *Parents* covers the bright threads in the fabric of our readers' lives, highlighting moments big and small, and celebrating the joy of raising healthy, happy kids.

AUDIENCE PROFILE

Readership	11,861,000	Took action as a result of reading an ad	67%
Median Age	38 years	Subscriptions:Non-Paid Ratio	94:6
Millennial Women	59%		
Median Household Income	\$66,482		
Own Home	59%		
Median Home Value	\$216,261		
Female:Male Ratio	85:15		