

Put your product in front of  
**9.3 Million Moms**

# parenting

Shopper's Guide

## EARLY YEARS

Early Years is the only magazine that exclusively focuses on real-mom advice and support on parenting babies, toddlers, and preschoolers - which is exactly what the current generation of moms wants most.

### Distribution

1,650,000 Total Rate Base  
1,590,000 Paid Subscriptions  
25,000 Newsstands  
35,000 Medical Channel  
(OB/GYN Offices)

### About the Reader

Female: 83%  
Median HHI: \$57,524  
Median Age: 32.1  
Married: 64%  
Employed: 63%  
Any College: 58%  
Child 0-6 in HH: 78%



Full Circulation  
2.2 Million Circulation  
9,393,000 Million Readers  
Published 11x Year



## SCHOOL YEARS

School Years is the only lifestyle magazine for moms with kids in elementary school - filling a huge unmet need. Editorial focus on issues to moms with children in grade school.

### Distribution

550,000 Total Rate Base  
400,000 Paid Subscriptions  
0 Newsstands  
100,000 Medical Channel  
(OB/GYN Offices)

### About the Reader

Female: 84%  
Median HHI: \$57,066  
Median Age: 35.9  
Married: 63%  
Employed: 67%  
Any College: 53%  
Child 6-11 in HH: 73%



**AMERICA'S  
MEDIAMARKETING™**

"Success starts with an idea and belongs to those who dare"

**Buyer's Guide**  
\$2,990.00

**Word Ads:**  
**\$39.95 a word**  
(14 word minimum)

**1" h x 2.25" w**  
**\$2,650.00**

**2.25" h x 2.25" w**  
**(1/12th)**  
**\$4,950.00**

**4.5" h x 2.25" w**  
**(1/6th)**  
**\$8,950.00**

# Parenting

## Shopper's Guide

2.2 Million Circulation  
9,393,000 Million Readers  
Published 11x Year

The collage features several advertisements:
 

- BreathableBaby:** SAFER THAN A BUMPER. Breathable Mesh Crib Liner.
- FREE CANVAS PORTRAIT:** A special gift or stocking stuffer. \$19.95.
- Personalized Products:** "Make it Uniquely Yours". CARVED & CREAMS. Children's Toys.
- Mother's Day Gift Guide:** Promote Codes For Free Baby Gear! New Photo Engraved Jewelry. Custom Brackets.
- It's our first-ever GENIUS ISSUE!** modern families • fresh ideas.
- Raise the Next Steve Jobs:** (or at least a really, really bright kid). The new playdate playbook.
- 19 APPS every modern mom needs:** High-energy + Hyper-active. The latest on ADHD.
- SMARTEST FAMILY CARS 2012:** Want to be a better dad? MOVE TO CHINA. ORSWEDEN, p. 39.
- Other ads:** Manuka Honey Lollipops, New Styles in Stock, Personalized Jewelry, Custom Bracelets, Personalized Jewelry for Mom, Soothing Aromatherapy for Babies with Cedar Vaporizer Clip-On, A Fashionable Life.

### Advertising Rates

#### Display Rates:

\$2,650.00 per inch (2.25" w x 1" h)  
\$4,950.00 - 1/12th (2.25" w x 2.25" h)  
\$8,950.00 - 1/6th (2.25" w x 4.75" h)

#### Classified Rates:

\$39.95 per word / 14 word minimum  
\$95.00 to add a color background

#### Buyer's Guide:

\$2,990.00 per issue

#### Must See Sites Rate:

\$795.00 per listing  
Your domain name will be listed in color and a 2 line (44 characters per line) description of your site will be beneath it in black. Also included is your same ad on MustSeeSites.com with a hyperlink.



Simply complete the order form and fax it back to us at (352) 597-6201 or mail it to: America's MediaMarketing, 13169 Jacqueline Rd., Brooksville, FL 34613. Or call (800) 675-7636.

## How to Place Your Ad

# parenting editorial calendar 2012

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## **FEBRUARY** | *The Genius Issue*

Cool products and brilliant ideas for today's modern family

## **MARCH** | *The Style Issue*

What's cool and covetable, featuring the best products and freshest ideas

## **APRIL** | *The Natural Issue*

Celebrating what's gentle and good for your entire family

## **MAY** | *The Culture Issue*

How to raise smart, well-rounded kids in a global community

## **JUNE** | *The Dad Issue*

In honor of Father's Day, we put the spotlight on pop

## **JULY** | *The Vacation Issue*

Great tips, gear, and destinations for the traveling family

## **AUGUST** | *The Health & Fitness Issue*

Raising the Fit Generation

## **SEPTEMBER** | *The School Rocks! Issue*

Getting set for your kid's smartest school year yet

## **OCTOBER** | *The Halloween Issue*

Tricks and treats for the real start of the holiday season

## **NOVEMBER** | *The Foodie Issue*

For growing kids who appreciate the good stuff—and the pickiest ones too!

## **DECEMBER/JANUARY** | *The Traditions Issue*

Celebrations and traditions with a modern twist

*Last updated: 10/10/11*

**Note:** All editorial is subject to change.

**FEBRUARY 2012: THE GENIUS ISSUE**

Cool products and brilliant ideas for today's modern family

How to Raise *Really* Smart Kids.  
A Day in the Life of the Wired Mom.  
A Preschooler's Toughest Questions—Answered!  
The New Playdate Rules.  
Are You Suffering from TMI (Too Much Information)?

*Plus:*

- High-tech safety (from helmets to car seats)
- Online tutoring (*School Years only*)
- Building the Perfect Family Car
- Brain foods for babies, toddlers and big kids
- Genius beauty products
- Money advice for young parents

**MARCH 2012: THE STYLE ISSUE**

What's cool and covetable, featuring the best products and freshest ideas

Modern Family Home.  
Adoption by Choice.  
Fashion. From Suri to Kingston, how to steal your fave celeb kid's style!  
Landing the Helicopter. Teach your tot to stand on his own size 2 feet.

*Plus:*

- Does how your kid dresses affect his performance at school? (*School Years only*)
- Artsy apps for your budding Warhol
- Baby gear that looks great and makes your life easier (*Early Years only*)
- Home electronics that hide their high-tech behind stylish good looks
- Fun destinations that aren't spring-broken
- Family stuff you didn't know you could write off your taxes
- Entertaining with kids
- Travel in style: new spring break destinations for families

**APRIL 2012: THE NATURAL ISSUE**

Celebrating what's gentle and good for your entire family

Natural, Not Neutral.  
Green Your Tot's World.  
Discipline by Nature? How to figure out your tot's temperament  
The *Parenting* Sex Survey.

*Plus:*

- The safest soaps, shampoos, body care products for little ones (*Early Years only*)
- Grandma's Home Remedies: Natural cures for kid ailments
- All-natural crafts
- High-tech ways to get back to nature
- The biggest money mistakes parents make—fixed
- Organic food shopping and recipe apps

**MAY 2012: THE CULTURE ISSUE**

How to raise smart, well-rounded kids in a global community

The Modern Family Guide to Volunteering.  
Kids of the Year Awards (*School Years only*)  
Are Our Children Colorblind?  
Best. Birthday. Ever.  
High Tech Potty Training (*Early Years only*)

*Plus:*

- Shopping for a Cause: Kid product roundups
- Blueprint for Donating
- Voluntourism (travel)
- Mother's Day brunch
- Pint-sized global dining: Introducing little ones to different tastes
- Health of American kids—and the rest of the world

## **JUNE 2012: THE DAD ISSUE**

In honor of Father's Day, we put the spotlight on pop

The New Digital Dad.

Pop Rocks! The Best Dad in America Contest.

Pop Shots: A Photo Essay. Celebrity dads confess

Hey Kids, It's OK to Fail. "I'm a successful CEO—and a Failed Soccer Coach. Confessions of a Wanna-Be Soccer Dad." (*School Years only*)

*Plus:*

- Download the app that fits your kid's budding talents
- The Baby & Toddler Playlist: Songs for dozing, driving, dancing (*Early Years only*)
- Dad's Day gifts debunked—what the modern pop *really* wants
- Money advice from the pros
- Makeover your man (fashion and skin products galore)

## **JULY: THE VACAY ISSUE**

Great tips, gear, and destinations for the traveling family

Vacation like a Celebrity.

Discipline at 2, 3, 4, 5.... Our easy-to-follow guide (*Early Years*)

Summer Fashion

"I Chose to be a Single Parent." A look at the new face of single motherhood.

*Plus:*

- Kid luggage and how to pack for different types of family vacations
- SPF in Style. Sunglasses and swim gear that are fashionable and functional
- Baby and toddler first aid apps (*Early Years*)
- Girls only getaways
- Family reunion planner
- The at-home "stay-cation" guide
- The best cameras/camcorders for capturing memories on the move
- Multi-Family Vacays: Dealing with sticky situations when you share a getaway with another fam

## **AUGUST: THE HEALTH & FITNESS ISSUE**

Raising the Fit Generation

Are You Fitter Than a Fifth Grader?

Essential do's and don'ts for establishing a healthy home

What a Healthy Kid Looks Like--Then and Now!

The Art of Negotiation.

"My Baby is Too Fat!" The new rules for feeding infants and toddlers (*Early Years*)

*Plus:*

- The Eaties: Our first annual healthy food awards
- Fitness apps and games roundup
- Why Vermont is consistently ranked the healthiest for families
- Coolest bikes for parents and kids

## **SEPTEMBER 2012: THE SCHOOL ROCKS! ISSUE**

Getting set for your kid's smartest school year yet

Best Grade School (*School Years*)/Preschool in America (*Early Years*)  
Teacher Confidential. What teachers *wish* they could say to parents (*School Years only*)  
Does "Popular" Matter? We weigh the pros and cons (*School Years only*)  
Back to School Fashion  
Meet the Co-Parents

*Plus:*

- We survey school age kids and get the skinny on what their likes and dislikes
- Tech-y toys that make great tutors
- Rock that Uniform! (*School Years only*)
- Throw a back-to-school party
- Parent's Homework Cheat Sheet: Resources (websites, apps, etc.) (*School Years only*)
- The Ultimate School-mobile
- The Great Circumcision Debate (*Early Years only*)

### **OCTOBER: THE HALLOWEEN ISSUE**

Tricks and treats for the real start of the holiday season

Halloween Spooktacular. Costumes, crafts and more  
Is Kindergarten Too Intense?  
Boob Tube: Breastfeeding in the Modern Age (*Early Years only*)  
Don't Label Me/Please Label My Kid. More children than ever are being tested, but is it helping?

*Plus:*

- The perfect time for a day trip is now
- Using technology to make Halloween safe
- Accessories that make trick or treating extra fun
- Halloween foods and meals

### **NOVEMBER: THE FOODIE ISSUE**

For growing kids who appreciate the good stuff—and the pickiest ones too!

How to Raise a Foodie  
The *Parenting* Supper Club  
The Case for More Kids. What's the right number for your household?  
Digital Mom's Winter Health Guide

*Plus:*

- Cool, cozy hoodies and jackets
- The best recipe apps and sites for busy moms
- Fun kitchen tools for your mini sous chef

### **DECEMBER/JANUARY: THE TRADITIONS ISSUE**

Celebrations and traditions with a modern twist

Retro Toys Revisited. Our annual Toys of the Year highlights the best of the bunch.  
Holiday Fashion  
My Son's Four Fathers  
Modern Family Values

*Plus:*

- Tradition Makeovers
- Downloads to keep 'em occupied during holiday travel
- Celebs share their fave family recipes
- Vintage modern meals

Last updated: 10.24.11

Note: All editorial is subject to change.



## Audience Profile

	Parenting	<i>Parenting</i> Early Years Edition	<i>Parenting</i> School Years Edition
<b>Audience (000)</b>			
Adults	9,393	7,045	2,348
Women	7,905	5,904	1,976
<b>Readers Per Copy</b>			
Adults	4.08		
Women	3.43		
<b>Median Age</b>			
Adults	33.7	32.3	37.6
Women	33.0	31.5	36.7
<b>Median Household Income</b>			
Adults	\$57,537	\$57,635	\$58,895
Women	\$55,345	\$55,362	\$56,891

@ Publisher Defined Edition.  
Source MRI Doublebase 2010



## Demographic Profile - Women

	(000)	% Comp	Index
<b>Total Women Readers</b>	7,905	100.0	100
<b>Age</b>			
Age 18-34	4,537	57.4	196
Age 18-49	6,966	88.1	153
Age 25-44	4,816	60.9	171
Age 25-49	5,320	67.3	148
Median Age	33.0 years		
<b>Education</b>			
Att/Grad College+	4,618	58.4	105
<b>Employment</b>			
Employed	4,481	56.7	101
<b>Married</b>			
	4,532	57.3	107
<b>Household Income</b>			
Median HHI	\$55,345		
<b>Children in Household</b>			
Children under 2	2,712	34.3	408
Children age 2-5	3,338	42.2	272
Children age 6-11	2,376	30.1	152
Children age 0-12	5,925	75.0	224
1+ children in HH	6,372	80.6	189
2+ children in HH	3,923	49.6	194
3+ children in HH	1,778	22.5	220

Source: MRI Doublebase 2010  
Base: Total Women



Audit Bureau  
of Circulations

**PAID & VERIFIED  
MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit



For the six months ended December 31, 2009

Field Served: Reality-tested ideas and support for moms, by moms.

Published by The Parenting Group/Bonnier Corporation

Frequency: 11 times/year

ABC Member # 04-0839-0

Parenting

**1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION**

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation: (See Par. 6)</b>					
<b>Subscriptions:</b>					
Paid					
Print	1,986,840	90.9			
Digital (Replica)	53,183	2.4			
<b>Total Paid Subscriptions</b>	<b>2,040,023</b>	<b>93.3</b>			
Verified					
Print	133,333	6.1			
<b>Total Verified Subscriptions</b>	<b>133,333</b>	<b>6.1</b>			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>2,173,356</b>	<b>99.4</b>			
Single Copy Sales					
Print	13,867	0.6			
<b>Total Single Copy Sales</b>	<b>13,867</b>	<b>0.6</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>2,187,223</b>	<b>100.0</b>	<b>2,150,000</b>	<b>37,223</b>	<b>1.7</b>

**2. PRICES**

	Parenting Early Years		Parenting School Years		Combined	
	Suggested Retail Prices (1)	Average Price (2) Gross Net (Optional)	Suggested Retail Prices (1)	Average Price (2) Gross Net (Optional)	Average Price (2) Gross Net (Optional)	Average Price (2) Gross Net (Optional)
Average Single Copy Subscription	\$3.99		\$3.99			
	\$14.97		\$14.97			
Average Subscription Price Annualized (11 issue frequency)		\$9.93		\$9.81		\$9.90
Average Subscription Price per Copy		\$0.90		\$0.89		\$0.90

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2009.

Paid & Verified Magazine  
Publisher's Statement

For six months ended December 31, 2009

### 3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions						Verified Subscriptions						Single Copy Sales								
	Parenting Early Years			Parenting School Years			Parenting Early Years			Parenting School Years			Parenting Early Years			Parenting School Years					
	Print	Digital (Replica)	Total	Print	Digital (Replica)	Total	Total Paid Subscriptions	Print	Total	Print	Total	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total	Print	Total	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
July	1,639,933	5,683	1,645,616	391,926	17,301	409,227	2,054,843	10,000	10,000	110,000	110,000	120,000	2,174,843	12,198	12,198	52	52	12,250	2,164,109	22,984	2,187,093
Aug.	1,611,131	9,390	1,620,521	377,793	17,323	395,116	2,015,637	25,000	25,000	120,000	120,000	145,000	2,160,637	13,303	13,303	62	62	13,365	2,147,289	26,713	2,174,002
Sept.	1,576,291	47,134	1,623,425	373,728	17,321	391,049	2,014,474	25,000	25,000	120,000	120,000	145,000	2,159,474	9,528	9,528	662	662	10,190	2,105,209	64,455	2,169,664
Oct.	1,584,904	51,047	1,635,951	375,494	17,270	392,764	2,028,715	20,000	20,000	110,000	110,000	130,000	2,158,715	11,247	11,247	677	677	11,924	2,102,322	68,317	2,170,639
Nov.	1,616,722	51,037	1,667,759	380,665	17,217	397,882	2,065,641	20,000	20,000	110,000	110,000	130,000	2,195,641	13,945	13,945	871	871	14,816	2,142,203	68,254	2,210,457
Dec./																					
Jan.	1,614,665	51,140	1,665,805	377,789	17,236	395,025	2,060,830	20,000	20,000	110,000	110,000	130,000	2,190,830	19,552	19,552	1,102	1,102	20,654	2,143,108	68,376	2,211,484

### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Rate Base	
		Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print			
Parenting Early Years	6	1,607,274	35,906	1,643,180	20,000	20,000	1,663,180	13,296	13,296	1,640,570	35,906	1,676,476	1,650,000
Parenting School Years	6	379,566	17,278	396,844	113,333	113,333	510,177	571	571	493,470	17,278	510,748	500,000

### 5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	1,940,655	89.6	1,690,794	77.7	1,804,167	83.3	1,936,614	89.6	2,036,401	93.2
Verified	N/A		180,505	8.3	78,324	3.6	119,619	5.5	136,091	6.2
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,940,655</b>	<b>89.6</b>	<b>1,871,299</b>	<b>86.0</b>	<b>1,882,491</b>	<b>86.9</b>	<b>2,056,233</b>	<b>95.1</b>	<b>2,172,492</b>	<b>99.4</b>
Single Copy Sales	31,940	1.5	23,929	1.1	19,299	0.9	20,114	0.9	13,828	0.6
<b>Total Paid &amp; Verified Circulation</b>	<b>1,972,595</b>	<b>91.1</b>	<b>1,895,228</b>	<b>87.1</b>	<b>1,901,790</b>	<b>87.8</b>	<b>2,076,347</b>	<b>96.0</b>	<b>2,186,320</b>	<b>100.0</b>
Year Over Year Percent of Change		-2.7		-3.9		0.3		9.2		5.3
<b>Total Analyzed Non-Paid Circ.</b>	<b>192,196</b>	<b>8.9</b>	<b>280,274</b>	<b>12.9</b>	<b>263,343</b>	<b>12.2</b>	<b>87,373</b>	<b>4.0</b>	<b>N/A</b>	
Year Over Year Percent of Change		25.3		45.8		-6.0		-66.8		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>2,164,791</b>	<b>100.0</b>	<b>2,175,502</b>	<b>100.0</b>	<b>2,165,133</b>	<b>100.0</b>	<b>2,163,720</b>	<b>100.0</b>	<b>2,186,320</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.8		0.5		-0.5		-0.1		1.0
Avg. Annualized Subscription Price	\$9.77		\$9.13		\$8.49		\$9.35		\$9.90	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print	Digital	Total	Print	Digital	Total	Total	% of
	Average for	(Replica)		Average for	(Replica)			
	Period	Average for		Period	Average for		Average for	Circulation
		Parenting Early Years		Parenting School Years			Period	
<b>PAID SUBSCRIPTIONS</b>								
Individual Subscriptions*	993,072	96	993,168	245,764	37	245,801	1,238,969	56.6
Combination Subscriptions*	286		286	480		480	766	0.0
Award Point*	5,149		5,149	2,683		2,683	7,832	0.4
Partnership:								
Deductible*	590,163		590,163	130,539		130,539	720,702	33.0
Sponsored Sales	18,604	35,809	54,413	100	17,241	17,341	71,754	3.3
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>1,607,274</b>	<b>35,905</b>	<b>1,643,179</b>	<b>379,566</b>	<b>17,278</b>	<b>396,844</b>	<b>2,040,023</b>	<b>93.3</b>
<b>VERIFIED SUBSCRIPTIONS</b>								
Public Place (See Par. 6A)	20,000		20,000	113,333		113,333	133,333	6.1
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>20,000</b>		<b>20,000</b>	<b>113,333</b>		<b>113,333</b>	<b>133,333</b>	<b>6.1</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>1,627,274</b>	<b>35,905</b>	<b>1,663,179</b>	<b>492,899</b>	<b>17,278</b>	<b>510,177</b>	<b>2,173,356</b>	<b>99.4</b>
<b>SINGLE COPY SALES</b>								
Single Issue Sales	13,296		13,296	571		571	13,867	0.6
<b>TOTAL SINGLE COPY SALES</b>	<b>13,296</b>		<b>13,296</b>	<b>571</b>		<b>571</b>	<b>13,867</b>	<b>0.6</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>1,640,570</b>	<b>35,905</b>	<b>1,676,475</b>	<b>493,470</b>	<b>17,278</b>	<b>510,748</b>	<b>2,187,223</b>	<b>100.0</b>

\*Included in Average Price calculation

## 6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Public Place	Doctor/Health Care Providers		Education/Learning Facilities		Other		Total Public Place Copies Print	
	Parenting Early Years	Parenting School Years	Parenting Early Years	Parenting School Years	Parenting Early Years	Parenting School Years	Parenting Early Years	Parenting School Years
	20,000	113,333					20,000	113,333

## 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

## 7. GEOGRAPHIC DATA for the November 2009 issue

Total paid & verified circulation of this issue was 1.1% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS						VERIFIED SUBSCRIPTIONS						SINGLE COPY SALES								
	Parenting Early Years		Parenting School Years		Total Paid Subscriptions		Parenting Early Years		Parenting School Years		Total Verified Subscriptions		Parenting Early Years		Parenting School Years		Total Single Copy Sales		Total Paid & Verified Circulation	Total Paid & Verified Circulation	
	Print	Digital (Replica)	Print	Digital (Replica)	Print	Total	Print	Total	Print	Total	Print	Total	Print	Total	Print	Total	Print	Total	Digital (Replica)	Verified Circulation	
Alabama	20,765	868	21,633	6,163	295	6,458	28,091	153	153	996	996	1,149	29,240	156	156	13	13	169	28,246	1,163	29,409
Arizona	25,010	1,003	26,013	5,426	319	5,745	31,758	326	326	1,768	1,768	2,094	33,852	229	229	14	14	243	32,773	1,322	34,095
Arkansas	11,347	490	11,837	2,956	186	3,142	14,979	100	100	659	659	759	15,738	107	107	8	8	115	15,177	676	15,853
California	195,775	6,155	201,930	32,284	1,700	33,984	235,914	2,550	2,550	15,041	15,041	17,591	253,505	1,034	1,034	107	107	1,141	246,791	7,855	254,646
Colorado	28,956	795	29,751	6,432	228	6,660	36,411	326	326	1,771	1,771	2,097	38,508	303	303	17	17	320	37,805	1,023	38,828
Connecticut	23,802	522	24,324	5,893	180	6,073	30,397	363	363	1,974	1,974	2,337	32,734	111	111	14	14	125	32,157	702	32,859
Delaware	5,194	157	5,351	1,327	53	1,380	6,731	73	73	410	410	483	7,214	36	36			36	7,040	210	7,250
District of Columbia	7,591	143	7,734	1,205	31	1,236	8,970	69	69	193	193	262	9,232	17	17	3	3	20	9,078	174	9,252
Florida	79,873	3,030	82,903	17,592	1,135	18,727	101,630	1,337	1,337	6,222	6,222	7,559	109,189	877	877	38	38	915	105,939	4,165	110,104
Georgia	43,990	1,984	45,974	10,734	699	11,433	57,407	628	628	3,045	3,045	3,673	61,080	280	280	22	22	302	58,699	2,683	61,382
Idaho	7,373	264	7,637	1,349	90	1,439	9,076	99	99	643	643	742	9,818	41	41	5	5	46	9,510	354	9,864
Illinois	77,962	2,153	80,115	19,895	744	20,639	100,754	1,100	1,100	5,674	5,674	6,774	107,528	453	453	34	34	487	105,118	2,897	108,015
Indiana	31,101	1,123	32,224	9,768	459	10,227	42,451	422	422	2,685	2,685	3,107	45,558	311	311	11	11	322	44,298	1,582	45,880
Iowa	18,149	392	18,541	4,677	171	4,848	23,389	118	118	1,033	1,033	1,151	24,540	63	63	11	11	74	24,540	563	24,614
Kansas	16,113	439	16,552	4,098	172	4,270	20,822	118	118	893	893	1,011	21,833	163	163	3	3	166	21,388	611	21,999
Kentucky	19,469	754	20,223	5,641	310	5,951	26,174	168	168	1,254	1,254	1,422	27,596	170	170	10	10	180	26,712	1,064	27,776
Louisiana	19,881	719	20,600	5,149	227	5,376	25,976	200	200	992	992	1,192	27,168	195	195	5	5	200	26,422	946	27,368
Maine	6,861	218	7,079	1,853	64	1,917	8,996	67	67	401	401	468	9,464	44	44	1	1	45	9,227	282	9,509
Maryland	35,150	931	36,081	8,427	289	8,716	44,797	609	609	3,045	3,045	3,654	48,451	230	230	15	15	245	47,476	1,220	48,696
Massachusetts	45,017	842	45,859	9,809	283	10,092	55,951	570	570	2,628	2,628	3,198	59,149	241	241	27	27	268	58,292	1,125	59,417
Michigan	47,083	1,744	48,827	13,329	621	13,950	62,777	746	746	4,307	4,307	5,053	67,830	522	522	20	20	542	66,007	2,365	68,372
Minnesota	35,419	708	36,127	8,402	240	8,642	44,769	237	237	1,448	1,448	1,685	46,454	235	235	21	21	256	45,762	948	46,710
Mississippi	11,765	476	12,241	3,438	160	3,598	15,839	48	48	374	374	422	16,261	134	134	1	1	135	15,760	636	16,396
Missouri	31,867	960	32,827	8,764	409	9,173	42,000	329	329	1,743	1,743	2,072	44,072	240	240	14	14	254	42,957	1,369	44,326
Montana	5,196	113	5,309	1,078	48	1,126	6,435	36	36	178	178	214	6,649	42	42	1	1	43	6,531	161	6,692
Nebraska	10,902	239	11,141	2,919	88	3,007	14,148	89	89	671	671	760	14,908	81	81	6	6	87	14,688	327	14,995
Nevada	11,164	576	11,740	2,265	111	2,376	14,116	108	108	715	715	823	14,939	150	150	6	6	156	14,408	687	15,095
New Hampshire	7,984	209	8,193	2,175	72	2,247	10,440	118	118	519	519	637	11,077	76	76	6	6	82	10,878	281	11,159
New Jersey	54,519	1,379	55,898	12,646	463	13,109	69,007	1,157	1,157	6,031	6,031	7,188	76,195	398	398	43	43	441	74,794	1,842	76,636
New Mexico	7,910	201	8,111	1,738	73	1,811	9,922	72	72	424	424	496	10,418	83	83	3	3	86	10,230	274	10,504
New York	111,656	3,050	114,706	24,709	1,075	25,784	140,490	1,794	1,794	8,330	8,330	10,124	150,614	810	810	82	82	892	147,381	4,125	151,506
North Carolina	46,839	1,778	48,617	12,417	619	13,036	61,653	474	474	2,700	2,700	3,174	64,827	347	347	29	29	376	62,806	2,397	65,203
North Dakota	4,667	80	4,747	960	37	997	5,744	21	21	148	148	169	5,913	25	25	3	3	28	5,824	117	5,941
Ohio	59,781	1,949	61,730	19,713	768	20,481	82,211	761	761	4,382	4,382	5,143	87,354	473	473	31	31	504	85,141	2,717	87,858
Oklahoma	17,815	597	18,412	4,441	212	4,653	23,065	147	147	845	845	992	24,057	140	140	10	10	150	23,398	809	24,207
Oregon	19,912	650	20,562	3,397	200	3,597	24,159	249	249	1,318	1,318	1,567	25,726	177	177	11	11	188	25,064	850	25,914
Pennsylvania	68,874	2,327	71,201	19,473	756	20,229	91,430	813	813	4,712	4,712	5,525	96,955	499	499	37	37	536	94,408	3,083	97,491
Rhode Island	5,804	165	5,969	1,415	47	1,462	7,431	64	64	369	369	433	7,864	37	37	1	1	38	7,690	212	7,902
South Carolina	19,430	823	20,253	5,133	265	5,398	25,651	173	173	1,277	1,277	1,450	27,101	176	176	15	15	191	26,204	1,088	27,292
South Dakota	5,114	97	5,211	1,131	42	1,173	6,384	37	37	239	239	276	6,660	15	15	3	3	18	6,539	139	6,678
Tennessee	29,045	1,163	30,208	8,109	431	8,540	38,748	292	292	1,809	1,809	2,101	40,849	336	336	30	30	366	39,621	1,594	41,215
Texas	105,022	3,697	108,719	23,905	1,336	25,241	133,960	1,340	1,340	7,264	7,264	8,604	142,564	742	742	58	58	800	138,331	5,033	143,364
Utah	16,367	542	16,909	3,143	122	3,265	20,174	146	146	1,099	1,099	1,245	21,419	89	89	9	9	98	20,853	664	21,517
Vermont	3,807	74	3,881	912	29	941	4,822	48	48	254	254	302	5,124	27	27	3	3	30	5,051	103	5,154
Virginia	48,341	1,240	49,581	11,508	445	11,953	61,534	514	514	2,876	2,876	3,390	64,924	370	370	32	32	402	63,641	1,685	65,326
Washington	42,584	1,184	43,768	7,954	292	8,246	52,014	389	389	2,295	2,295	2,684	54,698	365	365	19	19	384	53,606	1,476	55,082
West Virginia	6,811	302	7,113	2,186	114	2,300	9,413	60	60	288	288	348	9,761	81	81			81	9,426	416	9,842
Wisconsin	32,003	811	32,814	8,760	327	9,087	41,901	302	302	1,847	1,847	2,149	44,050	196	196	15	15	211	43,123	1,138	44,261
Wyoming	3,290	80	3,370	728	19	747	4,117	40	40	211	211	251	4,368	19	19			19	4,288	99	4,387
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>1,590,350</b>	<b>50,196</b>	<b>1,640,546</b>	<b>377,426</b>	<b>17,056</b>	<b>394,482</b>	<b>2,035,028</b>	<b>20,000</b>	<b>20,000</b>	<b>110,000</b>	<b>110,000</b>	<b>130,000</b>	<b>2,165,028</b>	<b>11,946</b>	<b>11,946</b>	<b>867</b>	<b>867</b>	<b>12,813</b>	<b>2,110,589</b>	<b>67,252</b>	<b>2,177,841</b>
Alaska	3,827	102	3,929	893	41	934	4,863					4,863	52	52	1	1	53	4,773	143	4,916	
Hawaii	6,071	163	6,234	1,214	45	1,259	7,493					7,493	61	61	3	3	64	7,349	208	7,557	
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>9,898</b>	<b>265</b>	<b>10,163</b>	<b>2,107</b>	<b>86</b>	<b>2,193</b>	<b>12,356</b>					<b>12,356</b>	<b>113</b>	<b>113</b>	<b>4</b>	<b>4</b>	<b>117</b>	<b>12,122</b>	<b>351</b>	<b>12,473</b>	
U.S. Unclassified																					
<b>TOTAL UNITED STATES</b>	<b>1,600,248</b>	<b>50,461</b>	<b>1,650,709</b>	<b>379,533</b>	<b>17,142</b>	<b>396,675</b>	<b>2,047,384</b>	<b>20,000</b>	<b>20,000</b>	<b>110,000</b>	<b>110,000</b>	<b>130,000</b>	<b>2,177,384</b>	<b>12,059</b>	<b>12,059</b>	<b>871</b>	<b>871</b>	<b>12,930</b>	<b>2,122,711</b>	<b>67,603</b>	<b>2,190,314</b>
Poss. & Other Areas	1,441		1,441		56	305	1,746					1,746							1,690	56	1,746
<b>U.S. &amp; POSS., etc.</b>	<b>1,601,689</b>	<b>50,461</b>	<b>1,652,150</b>	<b>379,782</b>	<b>17,198</b>	<b>396,980</b>	<b>2,049,130</b>	<b>20,000</b>	<b>20,000</b>	<b>110,000</b>	<b>110,000</b>	<b>130,000</b>	<b>2,179,130</b>	<b>12,059</b>	<b>12,059</b>	<b>871</b>	<b>871</b>	<b>12,930</b>	<b>2,124,401</b>	<b>67,659</b>	<b>2,192,060</b>
Canada	13,567	4	13,571	527	3	530	14,101				</										

## ANALYSIS BY ABCD COUNTY SIZE for the November 2009 issue

County Size	% of Households	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
		Parenting Early Years	Parenting School Years		Parenting Early Years	Parenting School Years				
A	40	729,594	22,516	752,110	205,670	6,748	212,418	964,528	44.3	111
B	30	489,423	15,159	504,582	155,055	5,486	160,541	665,123	30.6	102
C	15	212,252	6,579	218,831	66,849	2,435	69,284	288,115	13.2	88
D	15	191,027	5,942	196,969	60,719	2,387	63,106	260,075	11.9	80

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2009

	Parenting Early Years	Parenting School Years	Total	%
<b>A. DURATION</b>				
(a) One to six months (1 to 5 issues) .....	193	54	247	0.0
(b) Seven to eleven months (6 to 10 issues) .....	1,128	171	1,299	0.2
(c) Twelve months (11 issues) .....	88,423	52,194	140,617	16.9
(d) Thirteen to twenty-four months .....	542,291	55,568	597,859	71.7
(e) Twenty-five months and more .....	59,330	33,920	93,250	11.2
Total Subscriptions Sold in Period .....	691,365	141,907	833,272	100.0
<b>B. USE OF PREMIUMS</b>				
(a) Ordered without premium .....	633,846	112,832	746,678	89.6
(b) Ordered with material reprinted from this publication .....	None	None	None	
(c) Ordered with other premiums, See Par. 9 .....	57,519	29,075	86,594	10.4
Total Subscriptions Sold in Period .....	691,365	141,907	833,272	100.0
<b>C. CHANNELS</b>				
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers .....	630,949	91,898	722,847	86.7
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling .....	36,792	29,405	66,197	7.9
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations .....	23,624	20,604	44,228	5.4
(d) Subscriptions as part of membership in an organization .....	None	None	None	
Total Subscriptions Sold in Period .....	691,365	141,907	833,272	100.0

## 9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$4.99.

(b) Average non-analyzed non-paid circulation for the 6 month period: 129,708 copies per issue for Parenting Early Years.

Average non-analyzed non-paid circulation for the 6 month period: 22,490 copies per issue for Parenting School Years.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at [www.zinio.com](http://www.zinio.com).

(e) PARENTING is published in two editions: Parenting Early Years, distributing 1,676,475 copies per issue; Parenting School Years, distributing 510,748 copies per issue.

(f) 120 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Working Mother	120	22 issues	\$14.97	\$14.97

(g) Award Point Subscription Sales: The average of 5,149 copies per issue of Parenting Early Years and 2,683 copies per issue of Parenting School Years, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 11 to 22 issues for \$10.55 to \$18.00, in exchange for the redemption of 350 to 900 points at the rate of 2¢ to 3¢ per mile.

(h) Partnership Subscription Sales (Deductible): The average of 590,163 copies per issue of Parenting Early Years and 130,539 copies per issue of Parenting School Years, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of other products or services. Purchasers were advised that \$8.97 to \$20.00 of the sales price was allocated for an 11 to 24 issue subscription to this publication.

(i) Sponsored Subscription Sales: The average of 54,413 copies per issue (18,604 Print copies; 35,809 Digital (Replica) copies) of Parenting Early Years and 17,341 copies per issue (100 Print copies; 17,241 Digital (Replica) copies) of Parenting School Years, shown in Par. 6 and included in Par. 1, represents copies purchased by business concerns in quantities of 11 or more.

(j) Use of Premiums: A keepsake box, a dish set, a fork/spoon set, or a diaper bag, with no advertised or stated value, was offered with some subscriptions.

Several test offers were made, none of which produced more than one half of one percent of Total Subscriptions Sold in Period. All of these offers taken together produced 0.1% of Total Subscriptions Sold in Period.