

Package Media, Inc.

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MINNESOTA PARENT Magazine

Description:

The market's top parenting magazine for over 20 years. Feature articles are mixed with regular departments including KidHome, KidCraft, and KidBook. Includes a comprehensive children's event calendar. Covers birth to teens - everything from teething to trigonometry.

Profile:

Female: 92% Male: 8%

52.6% have college degree or higher.

Average HHI \$67K.

Average Age 37.

100% children under 18 years old in household

77.7% are married

Distribution:

Minneapolis/St. Paul-twin cities.

Frequency: Monthly

Circulation: 80,000

Insertion Method: Bind-in

Delivery Method: POP

Special Issues:

Special magazine supplements: January: Education

March: Camp Guide

May: Family Directory

September: Baby Guide

November: Holiday Guide

Special Events

January: Education Fair

March: Camp Fair

Specifications:

Publication Size: 8.5" x 11"

Format: Saddle Stitched

Coated Paper: Yes Uncoated Paper: Yes

Media Sales Management

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