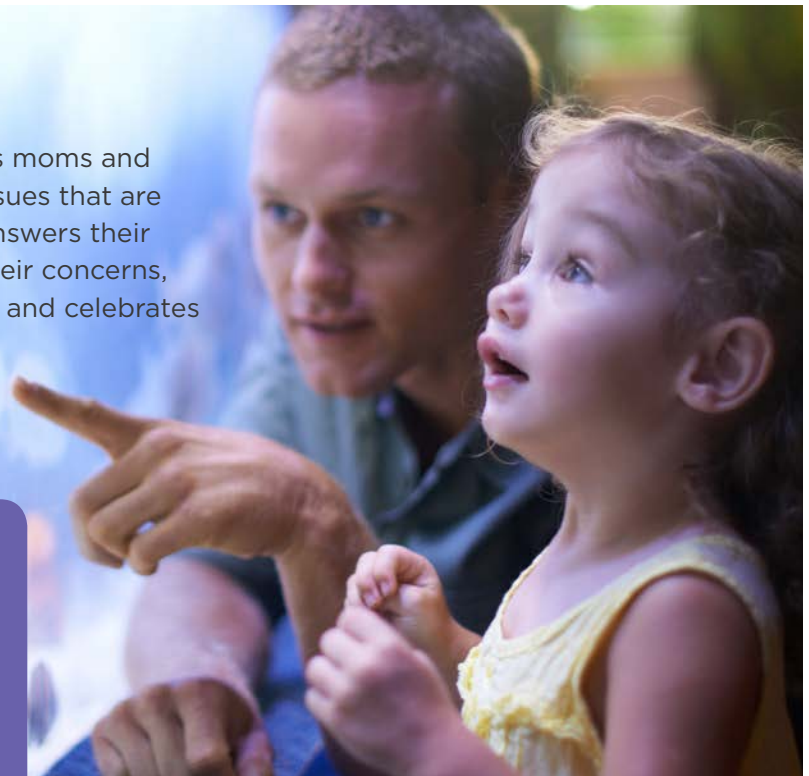


The logo for Parents magazine, featuring the word "Parents" in a white serif font inside a purple rounded square.

## Smart Advice With A Sense Of Humor

Parents magazine helps moms and dads understand the issues that are important to them. It answers their questions, addresses their concerns, advocates their causes, and celebrates the joys of parenthood.



### 2018 CONTENT CALENDAR

#### January

Your Child's Brain On Sleep; Travel: Snow Much Fun!

#### February

Secondhand Sugar & Smart Eating for Babies; Women's Health News

#### March

Mom's Shopper Experience; #MomBod

#### April

Is Organic Food Worth it?; Embrace Your Mom Scar

#### May

Smart Ways to Update your Kitchen; Kid Milestones

#### June

Beauty: Spring Color; Make it a YOLO Summer

#### July

Parents 10 Best Family Cars; Fit Family

#### August

All-Inclusive Vacation Destinations  
Families Can Drive To

#### September

Smarter School Lunches;  
Parents Best Products for Mom

#### October

Fall Beauty Trends;  
An Investment Guide Made for Moms

#### November

50 Best Toys of 2018;  
Pretty & Affordable Organizing

#### December

Family Gift Guide

### Parents

Rate Base	2,200,000
Subscriber Base	99.0%
Median Age	37
Age Breakdown	
18-24	8.1%
25-34	34.8%
35-49	37.6%
50+	19.5%
Median Household Income	\$59,163
Female / Male Readers	85.3% / 14.7%
Readers Per Copy	5.82

Source: MRI Doublebase 15 & 16, 6/15 AAM