

IDAHO FAMILY

M A G A Z I N E

Our Story

There is nothing more important than family and that's why *Idaho Family Magazine* was created.

The free publication arrives on stands every month to help families thrive. In every issue we provide practical information, creative ideas and sound advice as well as opportunities in our community that families can enjoy together.



Idaho Family Magazine supports and empowers families as they face today's choices and challenges throughout all stages of parenting. *Idaho Family Magazine* works as a resource for families to find services and events to attend. Today's dads are more involved in parenting and many moms have outside jobs. We aim to help parents navigate this world of change with our printed publication and our interactive website.

QUALITY PRODUCT.

Idaho Family Magazine readers are well-educated, consumer-oriented parents with children between the ages of 0 and 17.

We offer an attractive magazine with glossy full color pages that allows your ad to stand out and be seen.



**Contact: J.J. Plew, Owner/Publisher,
(208)697-2043, jjplew82@gmail.com**

10,000+

COPIES IN CIRCULATION

35,000+

READERSHIP EVERY MONTH

WHERE TO FIND US?

Find us at over
650 locations
throughout the
Treasure Valley
including:

- Family Activity Centers
- Doctors' & Dental Offices
- Hospitals
- Newsstands, Restaurants,
- Most convenience stores.

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KIDS. FUN. HOME. LIFE.

OUR READERS ARE:

- Parents who take an active role in all aspects of parenting, from before birth to teens.
- They have purchasing power for the entire family and make buying decisions daily.
- They are concerned, pro-active and look to **Idaho Family Magazine** for help to find information quickly and easily.

91% FEMALE READERS

76% \$50,000 - \$100,000 ANNUAL INCOME

75% READERS BETWEEN THE AGES OF 25 - 54

50% COLLEGE OR POST-GRADUATE DEGREE

91% HAVE THEIR CHILDREN IN AFTER SCHOOL ACTIVITIES

