

BAY AREA KIDS' READERS

Bay Area Kids is a lifestyle guide for the modern family, featuring a sophisticated mix of fashion, health, food, travel, health, local entertainment, interesting neighbors, and culture. *Bay Area Kids* believes that being a good parent and maintaining a sense of style are not mutually exclusive.

CHILDREN IN HOUSEHOLD (100%)

1	41%	3	12%
2	42%	4 +	5%

CHILDREN IN HOUSEHOLD 12 AND UNDER (100%)

0-3	23%	9-12	31%
4-8	46%		

ANNUAL HOUSEHOLD INCOME (MEDIAN: \$146,000)

\$100-\$130K.....	19%	\$160-\$175K.....	24%
\$130-\$160K.....	26%	> \$175K.....	31%

OWN/RENT

Own	70%	Rent	30%
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HOME VALUE

\$550-\$650K.....	16%	\$850-\$950K.....	14%
\$650-\$750K.....	17%	\$950-\$1.5M.....	22%
\$750-\$850K.....	18%	> \$1.5M.....	13%

LEISURE ACTIVITIES AND SPENDING HABITS

Family vacations per year	at least two
Local cultural outings per year (museums, exhibits, zoos)	three or more
Children's clothes per year.....	\$1,650+

EDUCATION

Child attends day-care or preschool (5 and under)	68%
Child attends private school	84%
Child attends extracurricular activities (camps, classes)	81%



Bay Area Kids targets — and reaches — parents who can and will invest in quality goods, services, and educational opportunities for their children. Advertise with *Bay Area Kids* and have unparalleled access to this hard-to-reach demographic.

