

80,000 circulation plus web site visitors

Action-oriented readers use directories when they're ready to buy or at least ready to get information leading to a buying decision.

Our readers are local, savvy, active, informed, upscale parents that want to offer the world to their children, and to do that, they want:

- **Information** in an organized, easy-to-use, time-saving directory format
- A **comprehensive directory** of schools to know exactly what's available, and then choose the best match for their child
- A **go-to resource** directory of enrichment activities to enhance their child's education with classes, sports, camps, & places to go
- A directory of **educational resources** to find specialized academic support services & professionals
- A **convenient size** that easily fits anywhere in their home, office or car
- A **FREE** full-color publication printed on high-quality glossy paper that lasts a long time

**Instead of
looking for families,
what if
they found you?**

Be seen where parents are expecting to find you!