

# Neapolitan Family Demographics

Our readers are ... parents who take an active role in all aspects of parenting, 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 Neapolitan Family for help in finding information quickly and easily.

## Neapolitan Family readers who plan on purchasing one or more of the following products or services in the coming year:

Summer Camps .....	59%
Music, Dance or Art Lessons.....	35%
Martial Arts & Fitness .....	38%
Gymnastics & Cheerleading .....	33%
Pediatricians.....	81%
Pediatric Dentists.....	44%
Automobile.....	34%
Children's Apparel .....	93%
Education or Classes .....	79%
Tax Advisor/Services.....	70%
Health Club/Exercise Classes .....	56%
Dining & Entertainment .....	85%
Vacations/Travel.....	51%
Furniture/Home Furnishings.....	54%

## Our readers are:

Ages 24-54.....	96%
Female.....	90%
Male .....	10%
Some College, College Graduate or Post Graduate.....	90%

## Loyal, committed parents who value Neapolitan Family.

Parents with children ages 0-4 .....	58%
Parents with children ages 5-12 .....	55%
Parents with children ages 13-18 .....	45%
Read 3 of the last 4 issues.....	79%

## Parents with purchasing power.

Reader household income of \$50,000 to \$99,999 .....	43%
Reader household income of \$100,000 or more.....	49%

## Parents who take action.

Frequently use ads in Neapolitan Family to make purchasing decisions: .....	74%
Use our calendar of events for family activities: .....	96%



**Our mission statement:** To enhance the quality of life for the families of Naples, Collier County and SW Florida by providing information and resources that support the importance and joys of parenting.

Source: Circulation Verification Council, August 2013



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