



YOUNG CHILDREN

Advertising Rate Card

2012

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Reach nearly 90,000 early childhood leaders...

NAEYC members make up the world's largest body of early childhood educators—a unique group dedicated to improving opportunities for children birth through age eight. Every NAEYC member can access *Young Children*, a resource they value, read avidly, and save for future reference.

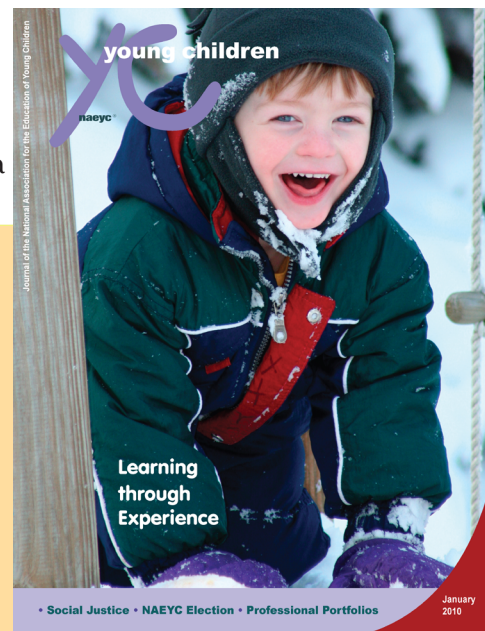
Survey results of *Young Children* readership via membership and subscription

REACH

- Circulation: nearly 90,000.
- Average number of readers per copy: 1.5. Total readers: approximately 150,000.
- The typical *Young Children* reader's preschool program employs 30 people.
- 46% of *Young Children* readers keep their issues for 5 years or more.

READERS

- *Young Children* readers are highly educated. 87% have graduated from college, with 43% earning a post-graduate degree.
- The average *Young Children* reader has read or looked through 3.4 of the last 4 issues and spends 1.3 hours reading a typical issue.
- 78% read half or more of a typical issue of *Young Children*.



Results Say It All

- *Young Children* prompts respondents to take action. 97% of readers have acted in the last 12 months as a result of reading the publication (average is 80%).
- Four out of five *Young Children* readers are involved in purchasing, with the majority in charge of budgets over \$5,000. That's purchasing power!

Exciting new online advertising opportunities!

Young Children Magazine is now offered on the NAEYC website in an electronic version. **The new eye-catching cover page is available for purchase with each edition and includes a weblink to a URL of your choice.** Visit www.nxtbook.com/nxtbooks/naeyc/youngchildren_201001/ to view a sample of this unique opportunity. Call or email today for cost and availability!

Your print ad is included as a pdf in the online version and includes a free live weblink to your site! With this special feature, **you can bring customers directly to your website!** Each edition of *Young Children* is archived on the NAEYC member website for continued advertising exposure.

***Young Children* is the essential element in an exciting and successful advertising and media plan. Call me today for more information!**

— Kathleen Donato, NAEYC Director, Sales & Marketing