It deals exclusively with topics in education for ages 3-93, including:

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Parents, Teachers, Administrators and the General Public. Our readers are predominantly in New York City. Our internet site is visited by readers around the country:
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EDUCATION: 65% of our readers have a college or graduate degree
OCCUPATION: Educators (including Administrators & Teachers): 39%; College & Grad. Students: 20%; Physicians & Attorneys: 15%; Business: 12%; Computers: 7%; Community Service Agencies: 5%; Foundation Heads: 1%; Other: 1%
AGE: 31% of our readers are ages 13-24; 56% of our readers are ages 25-57; 13% are ages 58-84
CONSUMER SPENDING: Major Budget Items: Private school (nursery to high school); college; books; computers, cars for students; pets; family travel (avg. 3 trips per year); movies & theater
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