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

- Programs in Private & Public Schools
- Special Education
- Politics and Education
- Business & Finance: College Loans, Investment Seminars, Credit Cards, Phone Cards
- Medicine & Health: Community Outreach, Family Programs, Research, Pharmaceuticals
- College News and Views Around the Nation; Careers After College
- Graduate Schools: Law, Medicine, Business, et al.
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- Continuing Education for Senior Citizens & Adults; Profiles in Education
- Music, Art & Dance: Courses, Schools, Programs, Seminars
- After School Programs: Tutoring, Sports, Computers, Music, Art
- Camps & Summer Programs
- Book, Television, Movie, & Theater Reviews for Families
- Computer & Software Reviews
WHO ARE OUR READERS?

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:

http://www.educationupdate.com

**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

**FAMILY SIZE:** 78% have 1-2 children

**AGE OF CHILDREN:** 22%: children 1-7; 24% children 8-14; 32%: young adults 15-27

**DISTRIBUTION:** Public & Private Schools 37%; Colleges, Universities & Libraries 29%; Hospitals, Banks & Bookstores 2%; Apartment Buildings (from Inwood & Harlem to Battery Park & Brooklyn) 21%; Direct Mail 10%; Daycare & Community Centers 1%

**NUMBER OF DISTRIBUTION SITES:** over 4000 including streetcorner boxes & Grand Central Partnership boxes

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