

BRAIN,CHILD

the magazine for thinking mothers

BRAIN,CHILD: *The Magazine for Thinking Mothers* was founded in 1999 by Jennifer Niesslein and Stephanie Wilkinson, two friends who had babies under a year old. The pair, both with backgrounds in journalism, were itching for writing that delved into the meatier issues of that life-altering experience: motherhood. **BRAIN,CHILD**'s first issue was published in March 2000. That year, the magazine was named by *Utne Reader* as one of the five best new magazines in the country.

Since then, the only magazine dedicated to mothers has published Pulitzer Prize-winning novelists and best-selling authors, as well as other excellent mother-writers.

BRAIN,CHILD has been nominated for the *Utne Independent Press Awards* every year of its existence and has received honors from the acclaimed *Best American Essays* series and the *Pushcart Press*. *Mothers & More*, a nonprofit group that advocates on behalf of all mothers, recently named **BRAIN,CHILD** one of the best media for mothers. Better yet, we're very proud of our thick file of love letters from readers, excited about the only parenting magazine that speaks to them.

ABOUT US

HONORS AND AWARDS

Utne Independent Press Awards

Each year, the editors of *Utne* magazine, in conjunction with the Independent Press Association, recognize the best of the independent media. **BRAIN,CHILD** has been honored several times, distinguishing itself from hundreds of other publications.

- 2004 Nominee, *Best Personal Life Coverage*
- 2003 Reader's Choice Winner, *Best Personal Life Coverage*
- 2002 Nominee, *General Excellence*
Nominee, *Best Writing*
Nominee, *Best Personal Life Coverage*
- 2001 Winner, *Best Personal Life Coverage*
Nominee, *General Excellence*
- 2000 Nominee, *Best New Magazine*

Mothers & More

On Mother's Day 2004, the members of *Mothers & More*, a non-profit group advocating for all mothers, honored **BRAIN,CHILD** as one of the top three Stereotype Busters in the organization's *Moms Media Reality Check*.

Pushcart Prize

Tracy Mayor's essay "Losing My Religion," originally published in **BRAIN,CHILD**, won a *Pushcart Prize* in 2003.

Best American Essays

Kimberly French's essay "Risky Business" originally published in **BRAIN,CHILD** was honored as a "Notable Essay" in *Best American Essays* 2002.

HERE'S WHAT THE PRESS SAYS ABOUT BRAIN,CHILD

"A good read is what **BRAIN,CHILD** is about."
—*The Washington Post*

"The place to find fabulous essays and thoughtful commentary on raising children without losing your own passion for the life of the mind." —*Utne Reader*

"A pleasure to read." —*Chicago Tribune*

"The only print forum devoted to putting motherhood in the serious realm of ideas without emphasizing a single parenting philosophy."
—*Christian Science Monitor*

"**BRAIN,CHILD** provides an appealing mix of humor, wit and intelligence." —*Folio*

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ABOUT OUR READERS

ANNUAL HOUSEHOLD INCOME

over \$150,000	12.5 %	\$40,000 – 65,000	5.0 %
\$125,000 – 150,000	16.0 %	\$25,000 – 40,000	1.0 %
\$100,000 – 125,000	24.0 %	under \$25,000	—
\$65,000 – 100,000	18.5 %		

AGE OF READERS

26 – 30	8.0 %	41 – 45	22.0 %
31 – 35	31.5 %	46+	7.0 %
36 – 40	31.5 %		

MARITAL STATUS:

Married:	94.0 %	Partnered:	1.0 %
Divorced:	3.5 %	Single:	1.0 %

EMPLOYMENT STATUS

stay-at-home mom	39.0 %	full-time from home	1.5 %
part-time outside home	30.5 %	full-time outside home	18.0 %
part-time from home	14.0 %		

AGE RANGE OF CHILDREN

0 – 1	24.0 %	11 – 13	6.5 %
1 – 3	57.0 %	14 – 18	3.5 %
4 – 6	65.5 %	18+	5.0 %
8 – 10	29.0 %		

EDUCATION

Attended College	4.5 %
Graduated College	29.5 %
Attended/Completed Post Graduate Program	64.0 %

READER ACTION

It's one thing to buy a magazine.

It's another thing to love it.

And our readers love BRAIN,CHILD. The essays, the features, the reviews, the cartoons, and much more. They love that we respect their intelligence and the choices they make as mothers and as people.

And they don't have trouble expressing their love.

HOW MUCH OF BRAIN,CHILD THEY READ, INCLUDING ADS

more than 3/4:	93.0%
entire magazine:	65.0%

SHELF LIFE

keeps to re-read:	59.5%
reads and passes on:	39.0%
reads and recycles:	12.0%

WHERE READERS SHARE US

- Moms' groups
- Town libraries
- Homeschooling groups
- Preschools
- Writing groups
- Book clubs
- Dance classes
- La Leche League meetings
- With coworkers and friends

IN ONE READER'S WORDS

"When I see an ad in BRAIN,CHILD, I always think highly of the product or company. I think, 'Oh, someone who wants to reach smart parents! Excellent!' It gives them cachet, in my book."

All data from BRAIN,CHILD Reader Survey