

Grandparents trust WRCP

Grandparents fondly remember Weekly Reader. Our unique programs connect the generations by captivating grandchildren while maintaining the trust and respect of grandparents.



WRCP has access to 3,005,511 grandparents nationwide!

We can reach them by:

- ZIP code
- DMA
- Income
- Ethnicity

Free to indulge

Over 70% of grandparents start spending money on their grandchildren before they are even born. Moreover, more than half of grandparents admit to “spoiling” grandchildren. Maybe that explains why the average grandparent will spend \$1,691 per new grandchild.*

Source: “Grandparents Spending Billions on their Grandchildren” from Focalyst

*combined spending before birth and during the first year.

“MANY COMPANIES STAND TO MISS OUT ON THIS HUGE MARKETING OPPORTUNITY [OF REACHING GRANDPARENTS] BECAUSE THEY ARE NOT EFFECTIVELY TARGETING THIS GROUP.”

—Heather Stern,
Director of Marketing for Focalyst

More media savvy than credited

Today’s grandparents combine the best consumer qualities: increasingly tech savvy, access to a disposable income and brand loyalty. And yet, despite generous spending habits, almost half of grandparents say today’s ads only speak to the younger generation, and most feel the ad industry doesn’t portray them accurately.

- 60% of grandparents use the Internet as their primary source for information and advice
- Half of grandparents spend 10 or more hours per week online
- Grandparents use the Internet to buy products (69%) and comparison-shop (83%)
- 38% clicked online ads

Source: “Grandparents Spending Billions on their Grandchildren” from Focalyst



For more information:

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