



NEW!

Kid & Family Trends Monthly Subscription

In the youth and family market, it's crucial to stay on top of key trends throughout the year. It's why we introduced a new format for our popular **Kid & Family Trends** report! The monthly subscription service ensures that you and your organization:



STAY IN THE KNOW

A steady stream of fresh, cross-category trends and fads in the youth & family space will keep your team smart



RECEIVE RIGHT-SIZED INFO

We will deliver two, 6- to 8-page trends to your inbox on the 10th of every month from March through December



GET DATA-BASED INSIGHTS

Trends are supported by hot-off-the-press data from national news, case studies, qualitative research, and our proprietary BRAND LOVE® study

**SUBSCRIBE TODAY TO RECEIVE 20
MONTHLY TRENDS FOR \$15K!**

Trends can also be purchased à la carte or as one bundled annual report in mid-December

What You Get

Sample Trends from the 2017 Report

The New Generation Of Girl Power

2 Rise of the SuperHERoes

The year began with Hillary Clinton making history as the first female US presidential candidate and winning the nation's senior vice-presidential pick. Hillary's leadership, military and grandmother, mother and daughter reached an intersection to cement the new leadership that this nation expects. Then the nation's 100+ women appeared, standing and signing the Changing of our World Stew, setting the tone for a year of girl power.

2017: Magazine recently revealed, "Wonder" was the top-selling comic book, highlighting women's empowerment.

The subject of the girl-goddess in entertainment. Some would argue this is the year of the girl-goddess, not just in the form of the superhero, but in the form of the girl-goddess. From the first superhero film, comic book, and television series, we've seen a shift in the way we view women in entertainment.

Breaks closed to power of equality

As a result of the 2017 report, change is happening. In 2017, the first female cabinet member was sworn in as Secretary of State, and the first female Supreme Court Justice was appointed.

2017: The 100th anniversary of women's suffrage. They created a series of educational content and programs that share with the first ever American woman during the 2017 100th anniversary.

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"She is strong, fierce, beautiful, and she's a superhero."

— 12-year-old girl on Wonder Woman

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Snapchat Is Changing Kid Behavior

9 Snap Happy

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2018 Kid & Family Trends Subscription



FOR MORE INFORMATION:

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