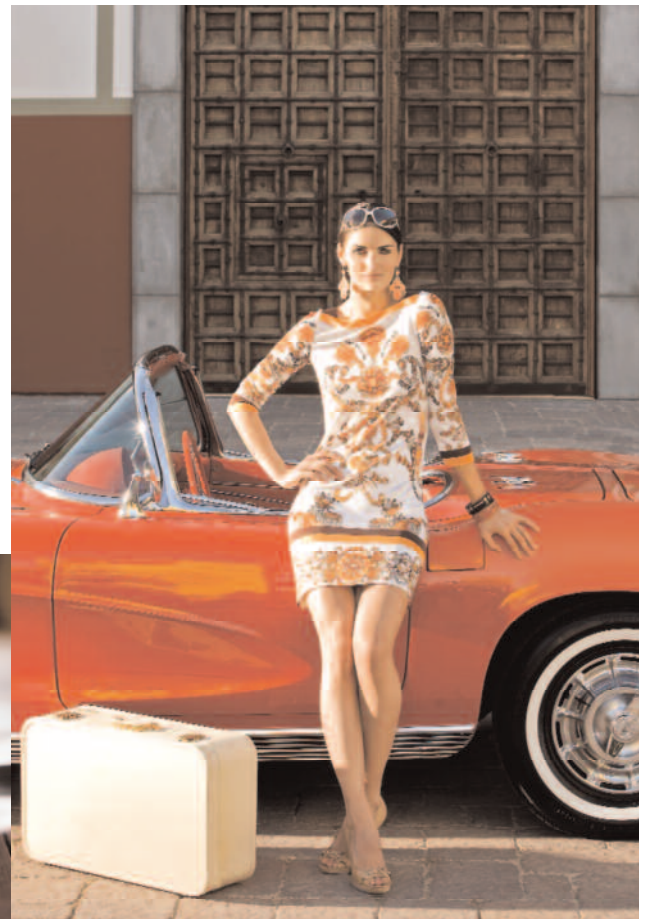


STYLE SUBSTANCE SOPHISTICATION



*The
New*

Arizona Foothills Magazine

2010 MEDIA KIT

A TRUSTED NAME

WHO WE ARE AND WHAT WE STAND FOR:

Arizona Foothills was created in 1997 to reach the most affluent residences in the Metro Phoenix area. There are three primary areas of wealth in the Valley that we target: Paradise Valley/Biltmore, North Scottsdale and Ahwatukee/Chandler. The goal was to give back to our community by providing amazing reader service to our demographic, while also supporting the city's nonprofit organizations. **Over the past 10 years we have donated, supported and raised a combined \$10 million-plus for charity.** That is success!

No media vehicle saturates these affluent areas better than our monthly *Arizona Foothills Magazine*. We direct mail copies via the United States Postal Service and have been audited since 1999. **This audit verifies our circulation for our advertisers, each and every issue.** And for our readers, *Arizona Foothills* is a trusted publication that people look forward to seeing in their mailbox each month.

Trust is something you earn. We have earned it over the past 14 years with the support of many luxury brands that chose only to work with *Arizona Foothills Magazine* as their flagship media company. These companies include **Cartier, Tiffany & Company, Rolex, Saks Fifth Avenue, Trump National, Williams-Sonoma, Molina Fine Jewelers, West Elm, Mercedes, Ritz-Carlton, Neiman Marcus, Dillard's, Barneys New York** and many more. In *Arizona Foothills* you can surround your company with the best brands in the world. We don't accept just any ads: in our pages you will see only the best.



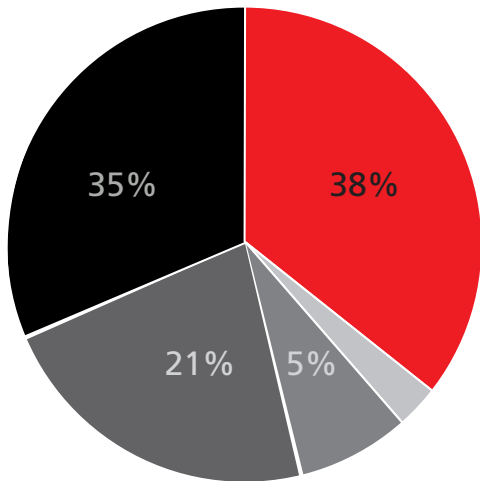
HAVE YOU
SEEN US
ONLINE?
AZFoothills.com

The fastest growing Web Site in the state.

ELITE REACH

CIRCULATION: We are in the homes of people you want to reach.

Arizona Foothills Magazine is the leading authority on luxury and lifestyle in Arizona. We have advertisers who have trusted us with their advertising needs since our inception in 1997. Don't miss the opportunity to get in front of our important audience that is active, affluent and embraces desert living through a lifestyle of luxury and prestige. We direct mail to the top homes in the Valley and can be found in the best resorts and on newsstands.



CIRCULATION CHART:

- 38% Scottsdale, Carefree
- 35% Paradise Valley, Biltmore, Arcadia
- 21% Chandler, Ahwatukee, Phoenix
- 5% Luxury Resorts
- 1% Newstand

IN-ROOM AT LUXURY RESORTS

- Arizona Biltmore Resort & Spa, Phoenix
- Camelback Inn, JW Marriott Resort & Spa, Paradise Valley
- Greer Lodge, Greer
- Hidden Meadow Ranch, Greer
- Hotel Valley Ho, Scottsdale
- JW Marriott Desert Ridge Resort & Spa, Phoenix
- Marriott at McDowell Mountains, Scottsdale
- Intercontinental Montelucia Resort and Spa, Paradise Valley
- Royal Palms Resort and Spa, Scottsdale
- Sanctuary Camelback Mountain Resort & Spa, Scottsdale
- Sheraton Wild Horse Pass Resort, Chandler
- Scottsdale Resort & Conference Center, Scottsdale
- The Westin Kierland Resort & Spa, Scottsdale



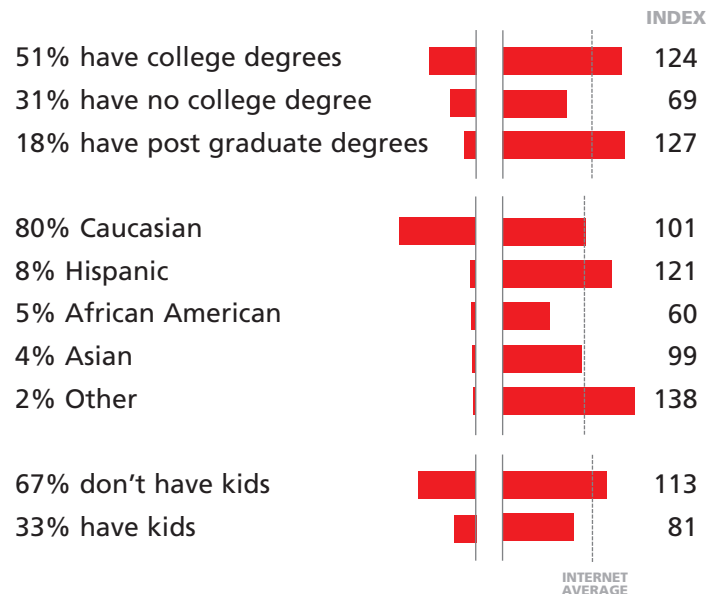
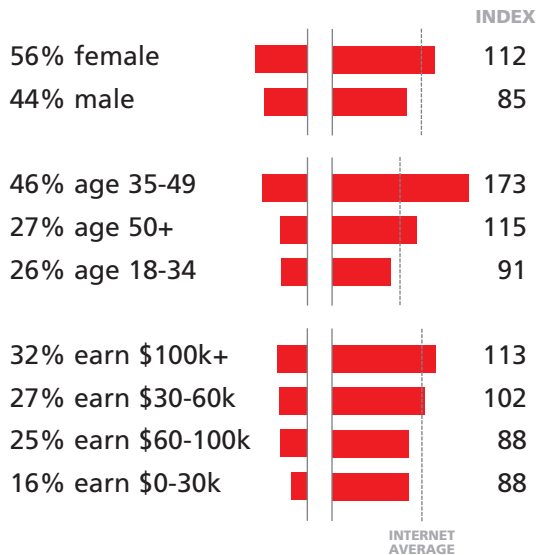
ON NEWSSTANDS

Pick up a copy at luxury local retailers.

- Barnes & Noble
- Borders Books and Music

EDUCATED AUDIENCE

OUR READERSHIP DEMOGRAPHIC



More about the people viewing your ad:

WEALTH-ORIENTED

Owns Multiple Homes: **52%**
 Active Investment Portfolio: **71%**
 Millionaires: **47%**
 Portfolio \$500,000+: **39%**
 Invests in Real Estate: **61%**

PROUD HOMEOWNERS

Invested in Furniture in the last 12 months: **96%**
 Remodeled or Redecorated in the last 12 months: **85%**
 Invested in Floor Coverings in the last 12 months: **71%**
 Invested in Appliances and Electronics in the last 12 months: **84%**

ACTIVE AUDIENCE

Dines Out: 20x/month: **46%**
 10x/month: **71%**
 Belongs to a Health Club: **59%**
 Plays Golf: **53%**
 Traveled in the last 12 months: **87%**
 Invested in Fine Jewelry in the last 12 months: **84%**
 Uses Housekeeping Services: **86%**

AUTOMOTIVE

Vehicles Owned: Foreign: **59%**
 Domestic: **41%**
 Owns a sports utility vehicle: **54%**

More about the people visiting AZFoothills.com

OTHER WEBSITES VISITED

Travel News & Info: **2.1x**
 Fashion/Cosmetics: **1.7x**
 Fragrances/Cosmetics: **1.7x**
 Bridal: **1.7x**
 Jewelry/Luxury Goods: **1.6x**
 Car Rental: **1.6x**
 Cruisers: **1.6x**
 Home Furnishings: **1.5x**
 Food: **1.5x**

EDITORIAL FOCUS

JANUARY

The Women Who Move The Valley Issue

The Valley is full of amazing women CEO's, business-owners, doctors, activists, philanthropists and amazing moms. Our third annual Women Who Move The Valley issue highlights 10 dedicated, talented movers and shakers who shape our metro. If that isn't inspiring enough, we tell-all in our guide to keeping New Year's Resolutions all year long. **Plus:** Keep an eye on our cover to see a first glimpse of the 2009 Face of Foothills Model Search winner. **Bonus Circulation:** 250+ of the Valley's most influential women will be given a copy of this exclusive issue at the Women Who Move the Valley brunch. **Advertorial:** Health & Self

FEBRUARY SIGNATURE ISSUE

The Golf Issue Not sure what to wear to the Phoenix Open? We'll drive home awesome sportswear ideas for men and women. *AFM* will also profile local lovebirds—Six of the Valley's favorite couples—revealing stories of how they met, their proposals, weddings and more. **Bonus Circulation:** 5,000 copies will be distributed at the Phoenix Open in VIP areas like locker rooms, the corporate village and more. **Advertorial:** Let's Shop! The Valley's Hottest Shopping Spots

MARCH SIGNATURE ISSUE

The Best Of Our Valley Issue We asked for your favorites, and you told us! In our March issue, we feature hundreds of winners chosen in our Best Of Our Valley contest, from favorite doctors to best burger to charity events and local couples. Keep this Best of Our Valley guide on hand all year round.

APRIL

The Entertaining Issue *AFM* celebrates "The Chairs" six local ladies behind the planning of the Valley's most impressive charity gala events. These event chairs and party planners will share their secrets on how to entertain in style, from an intimate dinner to a blowout bash. Also, table settings from the pros, entertaining do's and don'ts and sommelier choices for best spring wines and colorful cocktails. Be sure to R.S.V.P! **Advertorial:** Entertaining at Home

MAY SIGNATURE ISSUE

The Showhouse Issue The winners of our online virtual Showhouse contest show off their greatest work and the rooms that our readers loved best. Tour the most handsome spaces in the Valley and get some home décor ideas of your own. Plus look at fine alternative "houses"—from tree forts to luxury homes for dogs. And let's not forget our mothers this month: We honor some incredible Valley moms who go the distance to put their kids first. Thanks, mom! **Advertorial:** Best Valley Healthcare

JUNE

The Valley Insider Guide Even if you've lived in Arizona all your life, you're sure to discover something new with *AFM's* Valley Insider Guide. We ask Valley know-it-alls, like local chefs, business owners, concierges and experts, about their favorite things to do and see in the Valley of the Sun. **Plus:** Great Dads we profile six fabulous local fathers and their children. But this year, we'll interview the kids on why their dads rock. **Advertorial:** Best Board-Certified Cosmetic Surgeons **Advertorial:** Staycations! Local Resort Deals for Summer

JULY

The Bon Voyage Issue School's Out for Summer! *AFM* profiles five major players in education, including ASU professors, private school principals and more and what they do on their summer breaks. **Plus:** Cali or Bust! We highlight the most incredible places to stay in our neighboring state, California. We'll tell you where to visit, what to taste, what to wear and why. Remember to pack *AFM* in your carry-on! **Advertorial:** Weekend Getaways

AUGUST

The Back to School Issue Life's a Beach. We'll give you the inside scoop on five local families who summer in Coronado, complete with photos, summer secrets and vacation memories. Also, we'll tell-all in our indispensable College Guide, sharing advice for parents with kid entering or returning to college life this fall. **Advertorial:** The Valley's Best Chef's

SEPTEMBER SIGNATURE ISSUE

The Best Places to Live Issue From Glendale to Scottsdale, our Valley is brimming with incredible places to live. Our feature story outlines those properties, including communities with extra-special amenities and architectural styles. Green homebuilders weigh-in, sharing eco-friendly tips on how to preserve energy, implement green décor and more. **Plus:** *AFM* gets a peek into the most amazing backyards and gardens in town.

OCTOBER

The Design Issue Interior trends are the focus of our annual Design Issue: we look at must-have colors, textures and styles of the moment. Also check out the Valley's up-and-coming interior and fashion designers and newest design boutiques. **Plus:** We share expert staging tips in our "Designed to Sell" feature. **Advertorial:** Seniors in Style—Best Retirement Communities **Advertorial:** Best Dentists

NOVEMBER SIGNATURE ISSUE

The Luxury Issue Pamper Me! In our coveted Luxury Issue, we share 10 ways not to lift a finger. From incredible luxury services to butlers, drivers and pet walkers, you'll have it made. Also, get ready for a gold rush! *AFM* showcases gold, silver and crystal opulence that elevate any interior. **Plus:** We wow you with our elaborate place settings.

DECEMBER

The Holiday Issue Who says you have to be home for the holidays? We'll share ultimate holiday vacation destinations from the mountains to the shores, and disclose festive holiday plans and traditions of Valley families. **Plus:** Present Perfect! In our tell-all buyer's guide, we'll uncover incredible gifts, local places to splurge and we'll show you our shopping lists. All you'll have to do is wrap it up! **Advertorial:** New Year's Eve Hotspots and Celebrations

RATES & DATES

CLOSING DATES & ART DEADLINES

| ISSUE | SPACE RESERVATION | MATERIALS DUE | ARRIVES IN PHOENIX |
|---------|-------------------|-------------------|--------------------|
| MAY 10 | Mar 26, 2010 | Apr 2, 2010 | May 5, 2010 |
| JUNE 10 | May 5, 2010 | May 12, 2010 | June 4, 2010 |
| JULY 10 | June 9, 2010 | June 16, 2010 | July 9, 2010 |
| AUG 10 | June 30, 2010 | July 13, 2010 | August 5, 2010 |
| SEPT 10 | August 3, 2010 | August 10, 2010 | September 1, 2010 |
| OCT 10 | August 31, 2010 | September 1, 2010 | October 1, 2010 |
| NOV 10 | October 1, 2010 | October 8, 2010 | November 1, 2010 |
| DEC 10 | October 29, 2010 | November 5, 2010 | December 3, 2010 |
| JAN 11 | December 8, 2010 | December 15, 2010 | January 5, 2011 |
| FEB 11 | January 5, 2011 | January 12, 2011 | February 4, 2011 |
| MAR 11 | February 9, 2011 | February 16, 2011 | March 4, 2011 |

RATE CARD

| PAGE SIZE | 1X | 3X | 6X | 9X | 12X |
|--------------------|----------|----------|----------|----------|----------|
| FULL PAGE | \$8,700 | \$7,400 | \$6,700 | \$6,450 | \$6,100 |
| 2/3 PAGE | \$7,550 | \$6,200 | \$5,850 | \$5,550 | \$5,150 |
| 1/2 PAGE | \$6,350 | \$5,100 | \$4,600 | \$4,200 | \$4,000 |
| 1/3 PAGE | \$5,800 | \$4,500 | \$4,100 | \$3,800 | \$3,450 |
| 1/6 PAGE | \$2,500 | \$2,000 | \$1,500 | \$1,000 | \$500 |
| 2 PAGE SPREAD | \$14,450 | \$12,300 | \$12,750 | \$11,150 | \$10,550 |
| INSIDE FRONT COVER | | | | | \$10,550 |
| INSIDE BACK COVER | | | | | \$10,550 |
| BACK COVER | | | | | \$15,500 |

PLACE A 1/4 PAGE 4-COLOR AD IN THE SOURCE:

| 1X | 3X | 6X | 9X | 12X |
|---------|---------|---------|---------|---------|
| \$1,800 | \$1,600 | \$1,400 | \$1,200 | \$1,000 |

- > Preferred position: 20% additional charge
- > Publisher reserves the right to place the word "Advertisement" on any ad that could, in the opinion of the publisher, be mistaken for editorial of the magazine.
- > First-time advertisers must pay in advance by material deadline.
- > Rates not based on ABC Audit.

BUSINESS RESPONSE CARDS:

\$4,600 includes printing, delivery and insertion for one issue.

\$2,600 for each insertion after the initial insertion, or insertion only.