

20 YEARS OF LUXURY

Arizona Foothills

style. substance. sophistication

[MEDIA KIT]



FOOD FASHION LIFESTYLE HOMES EVENTS



Our Manifesto

We believe in truffle fries and Champagne

We believe in beauty, through art, learning and giving

We believe people will do anything in party photos if there are props present

We believe an Instagram can go a long way

We believe in under promising and over delivering

We believe triple-digit temperatures are far greater than ice on our driveways

We believe Arizona resorts are problem-free zones

We believe in making your home your own, from the floorplans to the finishes

We believe in supporting small businesses and local luminaries

We believe it is always better to arrive overdressed

We believe there is always room for dessert

We believe all jewelry can be upgraded

We believe in BIG ideas

We believe in the unsung heroes of our Valley

We believe in full event calendars

We believe a pair of shoes can make the world stand still

We believe everything looks better on high-gloss pages



*20 years
of luxury*

Media That Deelivers began in 1997 with a direct-mail piece for the most affluent homes in the Metro Phoenix area, which blossomed into Arizona Foothills Magazine, a monthly lifestyle resource for the Valley's elite. As we embark on our twentieth year, our stylish tastemakers continue on with the same spirit with which we began, featuring the latest and greatest in local luxury lifestyle news, in Arizona and beyond.

Where to Find Us

CIRCULATION

Total Copies Per Edition:

100,000+

Print copies between 10,000 and 20,000 per issue.
Circulation is estimated and may vary.

For demographics, visit Quanteast.com.

10%

AZ, Events & Resorts



90%

*digital and direct mail subscribers
and influencers*

READY FOR READING IN THE VALLEY'S SWEETEST SUITES

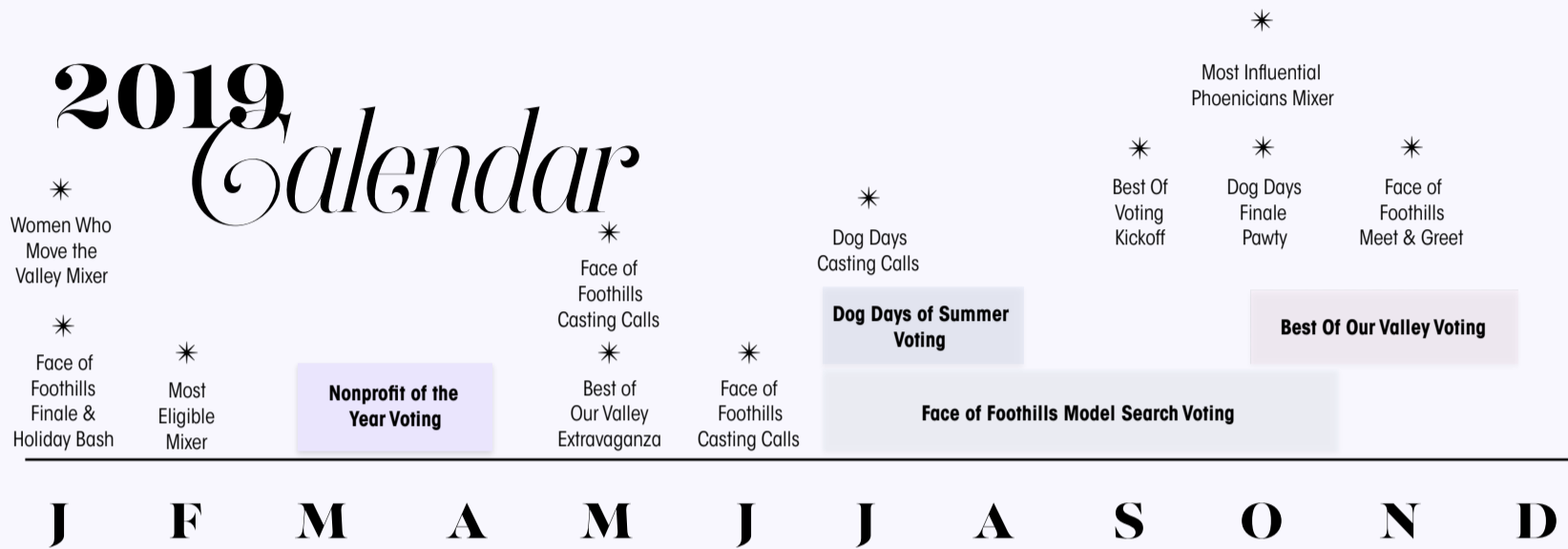
Fairmont Scottsdale Princess
Royal Palms Resort and Spa, A Destination Hotel
Scottsdale Marriott
The Boulders Resort & Spa
The Scottsdale Resort at McCormick Ranch
W Scottsdale
The Saguaro
Clarendon Hotel
El Dorado
JW Marriott Desert Ridge Resort & Spa

Hilton Scottsdale Resort & Villas
Hotel Indigo Scottsdale
Arizona Biltmore Resort
Hotel Valley Ho
Omni Scottsdale Resort & Spa at Montelucia
Four Seasons Resort Scottsdale at Troon North
Westin Kierland Resort
CopperWynd Resort & Spa
Scottsdale CVB
Biltmore Optima Towers

PLUS Valley events, including:

*Barrett-Jackson Collector Car Auctions
Waste Management Phoenix Open
Best Of Our Valley Bash and VIP charity events*

Signature Contests & Events



[Signature Events]

January: Face of Foothills Finale, Women Who Move the Valley Celebration
February: Most Eligible Phoenicians Mixer
May: Best of Our Valley Bash
April – June: Face of Foothills Casting Calls
July - August: Dog Days of Summer Casting Calls
September: Dog Days of Summer Finale Pawty
October: Most Influential Phoenicians Mixer
November: Face of Foothills Meet & Greet
December: AZ Foothills Sponsored Holiday Parties
Quarterly: VIP Wine Tasting, Sunday Brunch, Luxury Home Tour

[INVESTMENT]

\$5,000 per event or \$8,000 per event with a full-page ad

Minimum reach of 2.5 million impression per event

[SPONSORSHIP]

- Category exclusivity
- Logo placement on event collateral
- Three dedicated Instagram posts
- Instagram posts shared to Facebook and Twitter
- Feature on AZFoothills.com
- Mention on Arizona Foothills Magazine Promo Page month of event
- Option for brand activation and/or gifting at event
- Ten tickets to event

[Signature Contests]

[INVESTMENT]

- Static banner (300x300) next to voting button - **\$2500 per week**
- Static banner (1000x90) at top of all pages - **\$1500 per week**
- Category banner (180x90) - **\$500 per week**

minimum reach of 1.2 million impression per event

[NONPROFIT OF THE YEAR]

Voting: March – April

[FACE OF FOOTHILLS MODEL SEARCH]

Voting: July – October

[DOG DAYS OF SUMMER CUTEST DOG]

Voting: August – September

[BEST OF OUR VALLEY]

Voting: October - November

Specs & Submissions

ARTWORK GUIDELINES

MINIMUM RESOLUTION:
300 DPI AT FINAL SIZE

ACCEPTABLE FILE TYPES:
TIFF, HIGH-RESOLUTION PDF

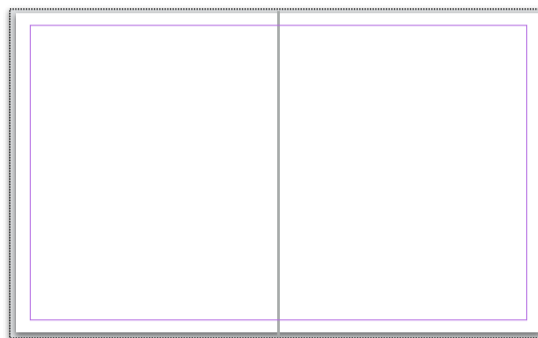
ALL COLOR VALUES MUST BE CONVERTED TO CMYK. NO RGB OR PANTONE (SPOT COLOR); CMYK ONLY.

ALL FONTS MUST BE EMBEDDED.

ALL IMAGES MUST BE 300 DPI AT FINAL SIZE. PLEASE NOTE THAT 300 DPI IMAGES SCALED LARGER THEN HAVE A LOWER EFFECTIVE DPI.

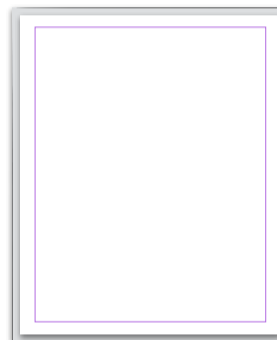
AVOID REGISTRATION/FOUR-COLOR SEPARATION FOR BLACK TEXT - ESPECIALLY SMALL TEXT. PREFERRED COLOR VALUE FOR BLACK TEXT IS C=0 M=0 Y=0 K=100.

VITAL INFORMATION (TEXT, IMAGES) MUST FALL WITHIN LIVE AREA FOR FULL PAGE AND TWO-PAGE SPREADS TO AVOID CROPPING DURING TRIM STAGE.



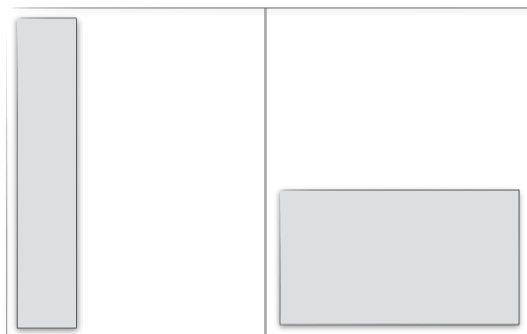
Two-Page Spread

Ad/Trim Size (white area): 16.0"x10.50"
Bleed (gray area): 16.25"x10.75"
Live Area (purple keyline): 7.25"x9.75"



Full Page

Ad/Trim Size (white area): 8.0"x10.50"
Bleed (gray area): 8.25"x10.75"
Live Area (purple keyline): 7.25"x9.75"

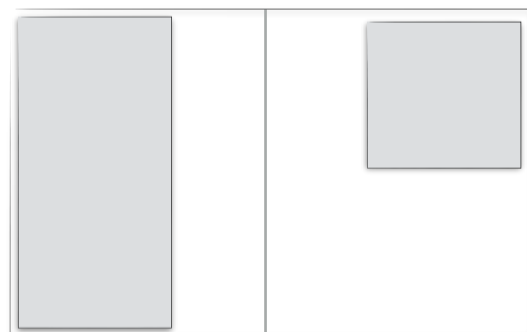


1/3 Page Vertical

Ad Size: 2.375"x 9.625"

1/2 Page Horizontal

Ad Size: 7.25"x 4.75"



2/3 Page Vertical

Ad Size: 4.625"x 9.625"

1/3 Page Square

Ad Size: 4.625"x 4.625"

[Due Dates]

AD RESERVATIONS

Reservations are due the first of the month prior to print (e.g. September issue reservations are due August 1.)

AD MATERIALS

Materials are due the fifth of the month prior to print (e.g. September issue reservations are due August 5.)

Once ready, clients must submit and approve ads to cperkins@azfoothills.com.

20 YEARS OF LUXURY
 [ARIZONA FOOTHILLS MEDIA KIT]



Rate Card

Page Size	1x	3x	6x	9x	12x
FULL PAGE	\$10,700	\$9,240	\$8,500	\$8,200	\$7,800
2/3 PAGE	\$9,400	\$7,900	\$7,500	\$7,200	\$6,800
1/2 PAGE	\$8,100	\$6,700	\$6,200	\$5,700	\$5,500
1/3 PAGE	\$7,500	\$6,100	\$6,400	\$6,000	\$4,500
1/6 PAGE	\$3,900	\$3,300	\$2,800	\$2,200	\$1,700
TWO-PAGE SPREAD	\$15,600	\$15,600	\$16,225	\$15,700	\$12,700
INSIDE FRONT COVER					\$12,700
INSIDE BACK COVER					\$12,700
BACK COVER					\$18,200

Business Response Cards

\$6,600 INCLUDES PRINTING, DELIVERY AND INSERTION FOR ONE ISSUE.
 \$4,600 FOR EACH INSERTION AFTER THE INITIAL INSERTION, OR INSERTION ONLY.

Preferred positioning:
 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 of editorial in the magazine.

First-time advertisers must pay in advance by material deadline.

Rates not based on Verified Audit.

Verified Audit Circulation Statements available upon request.

