

MORE THAN 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

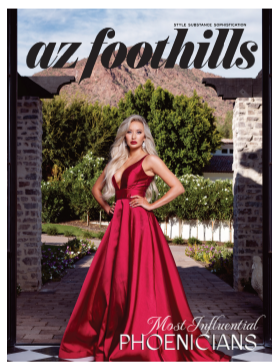
**We believe in BIG ideas**

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**



*23 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](http://Quanteast.com).

## 10%

*AZ, Events & Resorts*



## 90%

*digital and direct mail subscribers  
and influencers*

## READY FOR READING IN THE VALLEY'S SWEETEST SUITES

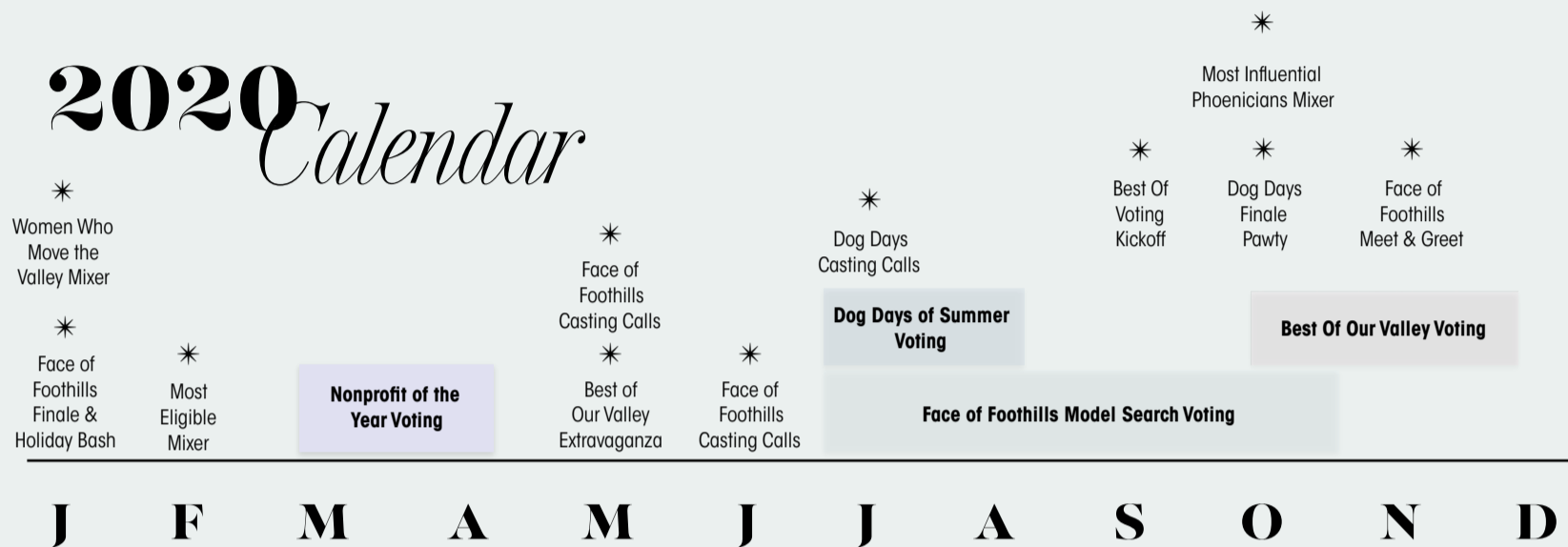
Fairmont Scottsdale Princess  
Royal Palms Resort and Spa, A Destination Hotel  
Scottsdale Marriott  
The Boulders Resort & Spa  
The Scottsdale Resort at McCormick Ranch  
W Scottsdale  
The Saguaro  
Clarendon Hotel  
El Dorado  
JW Marriott Desert Ridge Resort & Spa

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 and 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



# 2020 Editorial Calendar

## [ CAKE ]

AZ Foothills' first wedding magazine will cover everything from top wedding trends and news, real Arizona weddings, ultimate venues, premier photographers, caterers, gowns, event designers and more from across the state and beyond.

**IN MAILBOXES: January 15**

## [ The Newcomer's Issue ]

The newcomer's guide to Arizona living: a city-by-city look at who to know, where to live and what to do. To include: luxury apartments and real estate, golf, food and beverage and more.

Plus: Most Eligible Phoenicians

**IN MAILBOXES: February 1**

## [ The Beautifiers Issue ]

Doctors, entrepreneurs, artists, plastic surgeons, aestheticians, wellness experts, fitness pros and more who are making the Valley even more beautiful.

Plus: Face of Foothills winners

**IN MAILBOXES: March 1**

## [ The Best Of Our Valley Issue ]

Cover-to-cover winners of the 2020 Best of Our Valley contest, from restaurants that span all cuisines to top-notch doctors and specialists, fave spas and resorts to top dogs in homebuilding and design.

**IN MAILBOXES: April 1**

## [ The Ultimate AZ Staycation Guide ]

Where to stay and play in the Valley this summer. Plus: ways to keep cool (guide to AC companies, pool builders, indoor attractions, etc.)

**IN MAILBOXES: May 1**

## [ Summer Travel ]

Here's where to beat the heat and get away this month.

**IN MAILBOXES: June 1**

## [ The Los Cabos Issue ]

From ritzy resorts to new spots to call home away from home, we present the ultimate Cabo guide.

**IN MAILBOXES: July 1**

## [ August Society: Trendsetters Issue ]

Meet the Valley's up-and-comers.

**IN MAILBOXES: August 15**

## [ Best Places to Live ]

We present the Best Places to Live: regal rentals, top zip codes and more for luxe living in the Valley.

**IN MAILBOXES: September 1**

## [ Most Influential Phoenicians ]

Meet 30-plus of the Valley's most influential movers and shakers

**IN MAILBOXES: October 15**

## [ The Luxury Gift Guide Issue ]

Shop this annual holiday wish list for treasures for every member of the family.

**IN MAILBOXES: November 1**

## [ Winter Escapes ]

Luxurious getaways for savoring the snow, cool temps and frost-bitten fun. Plus: Valley dining and drinking.

**IN MAILBOXES: December 1**

## *Annual Issues*

**JANUARY 2020**

## [ InArizona ]

**FEATURES:** Whether you're breezing by or staying for a spell, enjoy the ultimate lineup of the top spots to stay, play, spa, eat and beyond in the Valley of the Sun.

**BONUS DISTRIBUTION:** VIP areas at Barrett-Jackson Collector Car Auction. VIP suites and skyboxes at Waste Management Phoenix Open, Spring Training events. NCAA private events. Sky Harbor airport, private air hangars, premium shopping destinations, Arizona CVBs.

**FEBRUARY 2020**

## [ InMexico ]

**FEATURES:** Top of Mex Award winners; Mexico's Top Ten Luxury Resorts; where to eat, stay and play in and around Los Cabos.

**BONUS DISTRIBUTION:** Newport Beach residents and top resorts in Mexico

# 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.

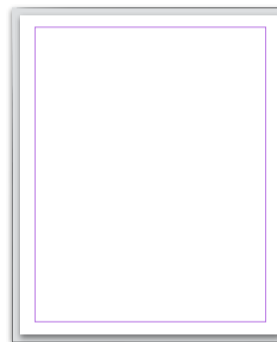
**AVOID REGISTRATION/FOUR-COLOR SEPARATION FOR BLACK TEXT -** ESPECIALLY SMALL TEXT. PREFERRED COLOR VALUE FOR BLACK TEXT IS C=0 M=0 Y=0 K=100.

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



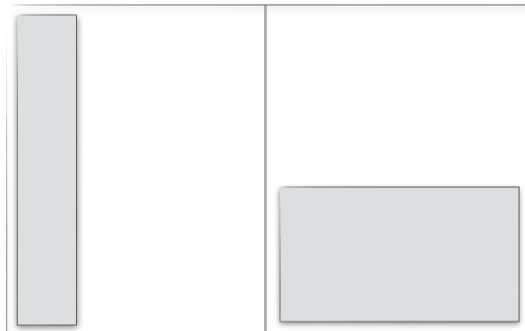
### Two-Page Spread

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"

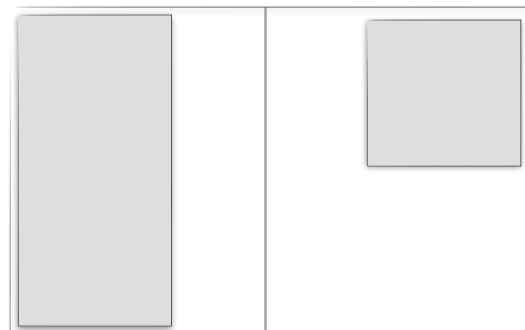


### 1/3 Page Vertical

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](mailto:cperkins@azfoothills.com).

MORE THAN 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

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.

## 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.

