

20 YEARS OF LUXURY

# Arizona Foothills

*style. substance. sophistication*

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[ 2018 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 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.



## *Our Elite Reach*

### **LOYAL FANS**

Total Audience:

**356,000**

Verified Audit Statements verify each and every issue we print. Available upon request.

### **QUALIFIED READERS**

<b>Average Income:</b>	<b>\$401,928+</b>
<b>Average Household Value:</b>	<b>\$1.4 million</b>
<b>Average Age:</b>	<b>42.9 years old</b>
<b>Gender:</b>	<b>56% Female, 44% Male</b>
<b>Own Multiple Homes:</b>	<b>52%</b>
<b>Active Investment Portfolio:</b>	<b>86%</b>
<b>Millionaires:</b>	<b>61%</b>
<b>Portfolio \$1,000,000+:</b>	<b>63%</b>



# 2018 Editorial Calendar

## [ Society:

### Winter/Spring ]

Your authority for winter and springtime events, arts & culture, fashion, design and more.

Plus: Women Who Move the Valley.

**IN MAILBOXES: January 15**

## [ The Golf Issue ]

Just in time for the Waste Management Phoenix Open, we explore the Valley's most elite clubhouses.

Plus: Most Eligible Phoenicians.

**IN MAILBOXES: February 1**

## [ The Second Homes Issue ]

Exploring luxury second-home options to the north and beyond.

Plus: Touring the Valley's most eye-catching abodes and the unveiling of the Face of Foothills.

**IN MAILBOXES: March 1**

## [ The Best Of Our Valley Issue ]

Cover to cover winners of the 2018 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 15**

## [ The Ultimate Staycation Guide ]

Whether romance or family fun is your goal, we've got your summer staycation covered with this extensive guide of Valley resorts and spas.

Plus: Weekend getaway guides for each Valley city.

**IN MAILBOXES: May 1**

## [ Escape to California ]

The complete guide to the most popular California destinations: Where to be and be seen, where to stay and play, and how to eat like a local.

Plus: Top California beaches and must-sip wine destinations.

**IN MAILBOXES: June 1**

## [ The Mexico Issue ]

Seeing, staying, eating, spa-ing, shopping, golfing and more in the most luxurious locales in Mexico.

**IN MAILBOXES: July 1**

## [ The Best Places to Live ]

Uncovering the top spots to call home in the Valley, from luxury master plans to high-end high-rises. Plus: The Valley's top real estate agents.

**IN MAILBOXES: September 1**

## [ Society: Summer/Fall ]

Your authority for fall arts & culture, fashion, design and an extended events section. Plus: Uncovering the winner of AZFoothills.com's second-ever Nonprofit of the Year winner.

**IN MAILBOXES: October 1**

## [ The Luxury Issue ]

Exploring luxury for the senses, from the eye-popping sights of Sedona to Scottsdale's most decadent dishes.

Plus: VIPs reveal their favorite little everyday luxuries.

**IN MAILBOXES: November 1**

## [ Most Influential People ]

From food to fashion and everything in between, meet the Valley's most influential movers and shakers.

**IN MAILBOXES: November 15**

## [ The Holiday Issue ]

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

**IN MAILBOXES: December 1**

## Annual Issues

JANUARY 2017

### [ InArizona ]

**FEATURES:** Top spots to call home in the Valley; sip your way through Arizona's top wineries; mark the centennial celebration of the state's national parks

**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 2017

### [ InMexico ]

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

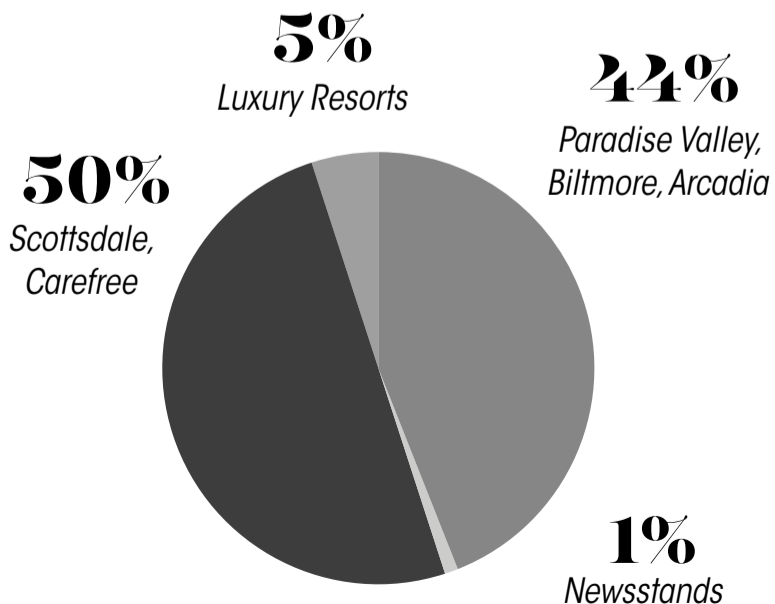
**BONUS DISTRIBUTION:** Newport Beach residents and top resorts in Mexico



# Where to Find Us

## IN MAILBOXES VALLEYWIDE

*We reach the Valley's most affluent residents  
 (in their homes), and high-class visitors  
 (in their luxury resort suites)*



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

- |   |   |
|---|---|
| Fairmont Scottsdale Princess                    | Hilton Scottsdale Resort & Villas             |
| Royal Palms Resort and Spa, A Destination Hotel | Hotel Indigo Scottsdale                       |
| Scottsdale Marriott                             | Arizona Biltmore Resort                       |
| The Boulders Resort & Spa                       | Hotel Valley Ho                               |
| The Scottsdale Resort at McCormick Ranch        | Omni Scottsdale Resort & Spa at Montelucia    |
| W Scottsdale                                    | Four Seasons Resort Scottsdale at Troon North |
| The Saguaro                                     | Westin Kierland Resort                        |
| Clarendon Hotel                                 | CopperWynd Resort & Spa                       |
| El Dorado                                       | Scottsdale CVB                                |
| JW Marriott Desert Ridge Resort & Spa           | Biltmore Optima Towers                        |

### PLUS Valley events, including:

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



# 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.

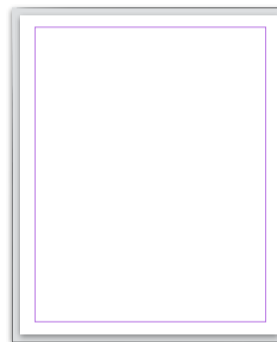
**AVOID REGISTRATION/FOUR-COLOR SEPARATION FOR BLACK TEXT -** ESPECIALLY SMALL TEXT. PREFERRED COLOR VALUE FOR BLACK TEXT IS C=0 M=0 Y=0 K=100.

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



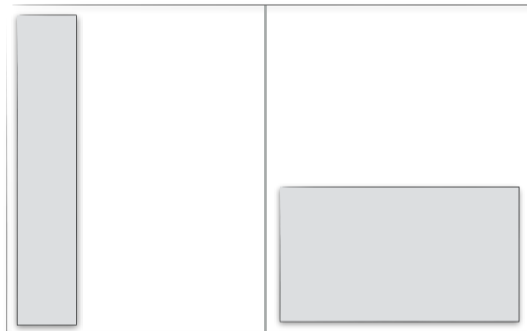
### Two-Page Spread

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"

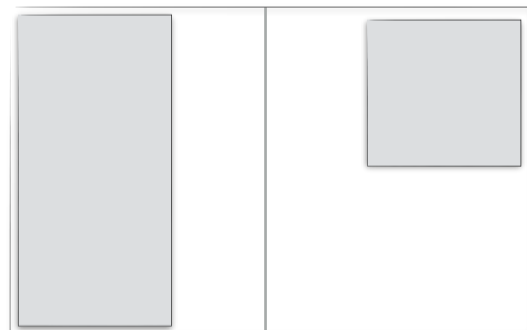


### 1/3 Page Vertical

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.)

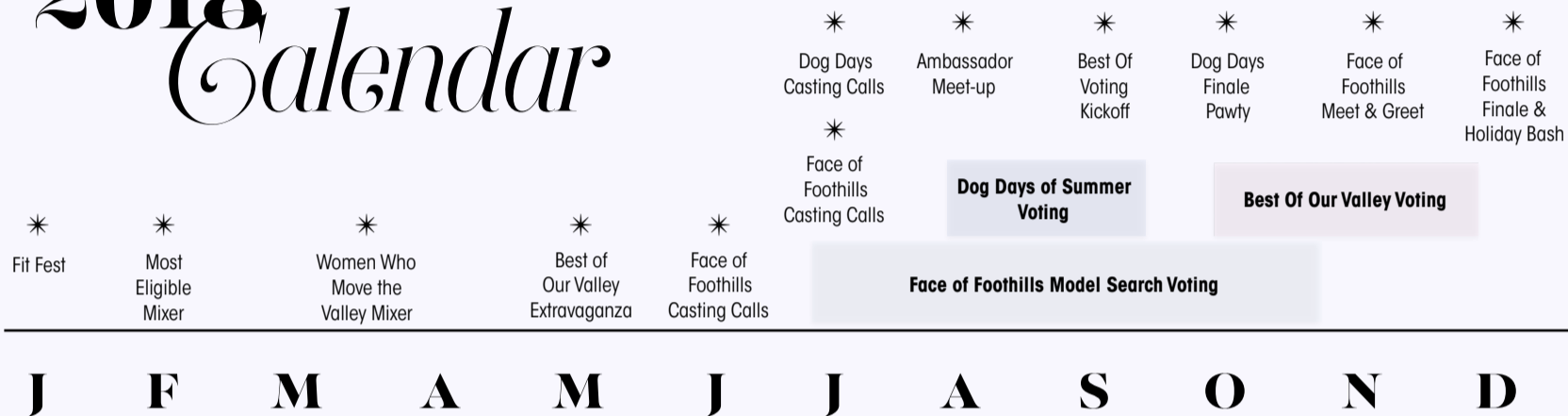
### AD MATERIALS

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).

# Signature Contests & Events

## 2018 Calendar



### [ Signature Events ]

[ SPONSORSHIP ]

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

[ INVESTMENT ]

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

Minimum reach of 2.5 million impression per event

**January:** AZ Foothills Fit Fest, 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:** Dog Days of Summer Casting Calls

**August:** Ambassador Meet Up

**September:** Best of Our Valley Voting Kick Off

**October:** Dog Days of Summer Finale Pawty

**November:** Face of Foothills Meet & Greet

**December:** Face of Foothills Finale & Holiday Bash

**Quarterly:** VIP Wine Tasting, Sunday Brunch, Luxury Home Tour

### [ 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

[ Best Of Our Valley ]

Voting: October 1 - November 30

[ Face of Foothills Model Search ]

Voting: July 1 – October 21

[ Dog Days of Summer Cutest Dog Contest ]

Voting: August 1 – September 9

