

20 YEARS OF LUXURY

# Arizona Foothills

*style. substance. sophistication*

---

[ 2019 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 floorpans 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.





## *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>



# 2019 Editorial Calendar

## [ Society: Women Who Move ]

Women Who Move the Valley Presents Women in Food. Plus, we bring you the local plastic surgeons, aestheticians, wellness experts, fitness pros and more who are beautifying the Valley inside and out.

**IN MAILBOXES: January 15**

## [ The Phoenix Open Issue ]

We explore the Valley's most elite clubhouses, top golf courses and for-sale luxury homes on the green.

Plus: Most Eligible Phoenicians and Face of Foothills winners.

**IN MAILBOXES: February 1**

## [ The Valley's Most Interesting People ]

Doctors, entrepreneurs, artists, local plastic surgeons, aestheticians, wellness experts, fitness pros and more.

**IN MAILBOXES: March 1**

## [ The Best Of Our Valley Issue ]

Cover-to-cover winners of the 2019 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 ]

Don't miss our first-person travel diary as we check-in—and check out—the Valley's top summer staycation spots.

**IN MAILBOXES: May 1**

## [ The California Dreaming Issue ]

From dreamy California retreats to the best spa getaways in our own backyard, here's where to get away this month.

**IN MAILBOXES: June 1**

## [ The Los Cabos Issue ]

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

**IN MAILBOXES: July 1**

## [ The Living Issue ]

We present the Best Places to Live - regal rentals and top zip codes across the Valley, plus a spotlight on luxurious home designs.

**IN MAILBOXES: September 1**

## [ Society: Fall/Winter ]

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

Plus: We unveil the Nonprofit of the Year

**IN MAILBOXES: September 15**

## [ Most Influential Phoenicians ]

Meet 25-plus of the Valley's most influential movers and shakers.

**IN MAILBOXES: October 15**

## [ The Luxury Issue ]

Exploring all things luxury with special sections on special sections: Best watches and engagement rings; private dining; private jets; high-end car showrooms; and one-of-a-kind luxury experiences.

**IN MAILBOXES: November 1**

## [ The Holiday Issue ]

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

**IN MAILBOXES: December 1**

## Annual Issues

JANUARY 2019

### [ 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 2019

### [ 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

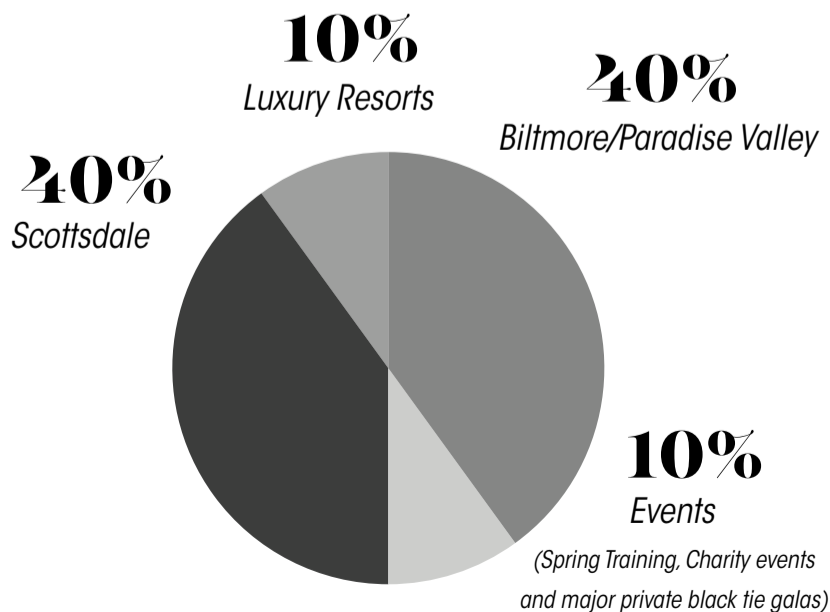
20 YEARS OF LUXURY  
 [ ARIZONA FOOTHILLS MEDIA KIT ]



# 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 and VIP charity events*



# Specs & Submissions

## ARTWORK GUIDELINES

**MINIMUM RESOLUTION:**  
300 DPI AT FINAL SIZE

**ACCEPTABLE FILE TYPES:**  
TIFF, HIGH-RESOLUTION PDF

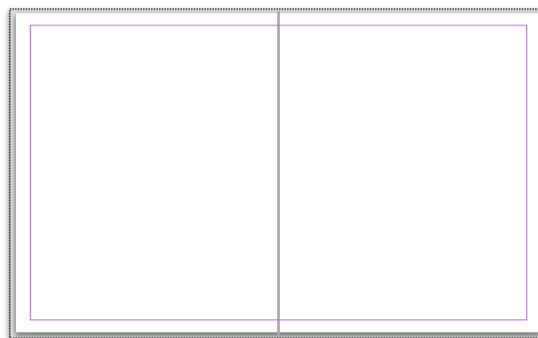
**ALL COLOR VALUES MUST BE CONVERTED TO CMYK.** NO RGB OR PANTONE (SPOT COLOR); CMYK ONLY.

**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.

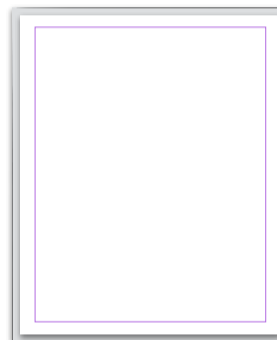
**AVOID REGISTRATION/FOUR-COLOR SEPARATION FOR BLACK TEXT -** ESPECIALLY SMALL TEXT. PREFERRED COLOR VALUE FOR BLACK TEXT IS C=0 M=0 Y=0 K=100.

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



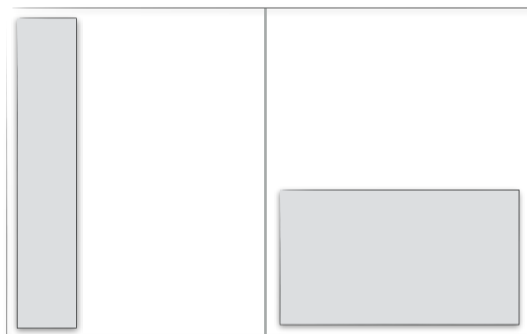
### Two-Page Spread

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"

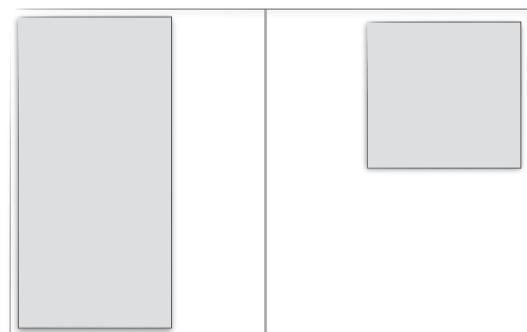


### 1/3 Page Vertical

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.)

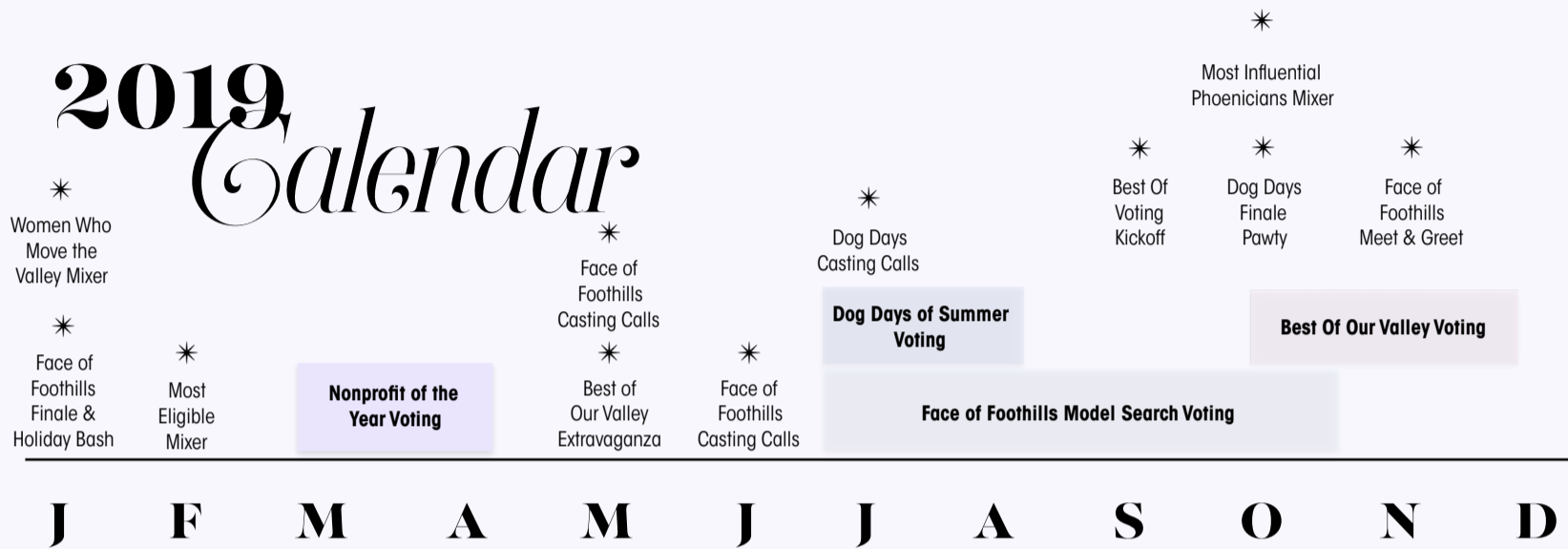
### AD MATERIALS

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



## [ 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

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.

