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media kit

AZ FOOTHILLS MAGAZINE

2027

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azf . . . Arizona's iconic fashion/lifestyle brand for the past 30 years.

Honor the **past**. Celebrate the **present**. Embrace the **future**.

Message from the Owner:

As a Phoenix native, my heart is fully weaved in the fabric of this great city. I want to protect it and help it continue to flourish . . . as I have benefited so much from it in my life. I see the iconic *Arizona Foothills* brand as the primary stage by which amazing local brands get to share their stories while creatively interacting and collaborating with each other.

Arizona has and will continue to have a positive influence on our country and world at large. As Arizona's fashionable storyteller, *azf* is honored to continue to tell our state's great story . . . *past, present* and *future*.

Love, ak





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CONNECTING YOUR CONTENT WITH THE RIGHT AUDIENCE

AZ Foothills is the most trusted media brand for more than 30 years and the most sought after digital platform with many options from social media, digital, our annual print issues, look-books, and fashion shows throughout the year.

Brand Voice connects your brand with AZ Foothills' influential audience across Arizona and the country through resonant storytelling, expertise, and thought leadership. AZ Foothills works with you to tailor the prgram to your brand's needs with a range of publishing and production options. We create content or work with your provided content to connect with our audience and deliver results.

AMPLIFY OUR SOCIAL REACH WITH AZ FOOTHILLS TARGETED PAID SOCIAL MEDIA

500K Instagram Followers

AZ Foothills' social footprint exceeds **30 million+** annually, reaching Arizona's and the country's top influencers and youngest entrepreneurs.

AZ Foothills' social channels bring creative content, new activations, and immersive storytelling that spark conversations with targeted sections.

AZ FOOTHILLS OFFERINGS

1. Instagram posts and stories on @azfoothills with 500K followers have more followers and engagement than all other local media companies.
2. Targeted e-newsletter reaches over 60,000 subscribers weekly with an open rate of 20-25%, click through rate: average 5% of opens. Editorial features in targeted sections of the AZ Foothills blog network.
3. Solo e-newsletter blasts sends to the most sought-after audience your message any day, any time.
4. Static banners on targeted content sections for 100% exclusive takeover.

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2027 EDITORIAL & EVENTS CALENDAR

PREMIUM POSITIONS

- COVERS
- TOC/EDITOR'S LETTER
- 1st 5 ADVERTISERS PRE-TOC
- 1st IN CATEGORY

Editorial Calendar Subject to Change

PRINT

IN ARIZONA ANNUAL ISSUE

DELIVERY DATE	Feb. 27, '27
EDITORIAL DUE DATE	Jan. 28, '27
CREATIVE AD SPACE CLOSE	Feb. 11, '27

BEST OF OUR VALLEY SPRING/SUMMER ISSUE

DELIVERY DATE	Apr. 30, '27
EDITORIAL DUE DATE	Apr. 1, '27
CREATIVE AD SPACE CLOSE	Apr. 15, '27
WINNERS & ISSUE RELEASE PARTY	TBD

HOME & DESIGN + BEST PLACES TO LIVE FALL/WINTER ISSUE

DELIVERY DATE	Sept. 30, '27
EDITORIAL DUE DATE	Aug. 26, '27
CREATIVE AD SPACE CLOSE	Sept. 16, '27

INNOVATORS ANNUAL ISSUE

DELIVERY DATE	Nov. 25, '27
EDITORIAL DUE DATE	Oct. 21, '27
CREATIVE AD SPACE CLOSE	Nov. 11, '27
INNOVATOR AWARDS	TBD

DIGITAL

JAN - DEC

DIGITAL ADVERTISING PACKAGES - SEE NEXT PAGE

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RATES



PRINT

	1x rate	2x rate	3x rate	4x rate
Issue Partner (Includes: Front Cover + 4-page editorial)	$25,000			
Back Cover	$10,000	$9,000	$8,500	$8,000
Full Page	$5,000	$4,500	$4,250	$4,000
Half Page	$3,000	$2,700	$2,550	$2,400
Two-Page Spread	$8,000	$7,200	$6,800	$6,400

DIGITAL

	1x rate	2x rate	3x rate	4x rate
Digital Package *	$2,750	$2,450	$2,375	$2,250
Solo E-Mail (60k subscribers)	$5,000	$4,500	$4,250	$4,000
Banner Ads **	$1500	$1200	$1050	$900
Instagram Post	$1,000	$900	$850	$800

*** Digital package includes:**

- Online feature story on AZFoothills.com
- Feature story promotion through E-Newsletters (3x, 210k sends)
- Banner ads across E-Newsletters (4x, 280k sends)
- Instagram Post (500k followers)

**** Banner ads:**

- **12x E-Newsletters**
- **840k e-mail sends**

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DIGITAL ADVERTISING CAMPAIGNS



MOST ENGAGED E-NEWSLETTERS

- 60k+ opt-in subscribers with industry-leading 23% open rates
- Weekly, fresh, editorial content sent to subscribers
- Monthly e-mail sends = 1.1M

In House: Take the ultimate home tour every week with In House showcasing luxury listings, design trends, new communities and more.
Stays: Each week we release the latest luxurious hospitality happenings at resorts and beyond in California, Arizona, Mexico, and more.
Trendsetters: Meet Valley VIPs and Arizonans you need to know through engaging Q&A's.
About Town: Sharing what's going on in the Valley in dining, entertainment, events, philanthropy and more.

CAMPAIGN	DURATION	PRICE
Luxury Living	12 weeks	$3,000/$6,245
Best Valley Schools	12 weeks	$1,750/$3,995
Summer Escapes	16 weeks May-Aug	$3,250/$6,695
For the Home	12 weeks	$3,000/$6,245
Health & Self	12 weeks	$3,000/$6,245
Winter Escapes	16 weeks Nov-Feb	$3,000/$6,245
Escapes & Adventures	12 weeks	$3,000/$6,245

Monthly/Full Duration

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CIRCULATION & PROFILE

At a Glance…

- 70% of readers frequently buy products/services seen in AZ Foothills
- Average Readership Per Month 231,840
- Total Gross Contacts, Audited and Verified (Print + Digital + Social) = 728,152
- Leading Digital Channels compared to our competitors
- More Instagram followers than all competitors combined

DIGITAL ENGAGEMENT

AZ Foothills Digital has the greatest reach with the most engaging platforms compared to its competition. In every key category, no other magazine publication matches: AZFoothills.com

- Annual Page Views = 2.4M
- Average Monthly Pageviews = 205,174
- Average Time On Site = 58 seconds
- Average Pages Viewed Per Visit = 1.86

MARKET LEADER IN LIFESTYLE & FASHION PRINT

- Print Circulation, Annual = 60k
- Print Readership, Annual = 320k
- Total Annual Brand Impressions = 30M

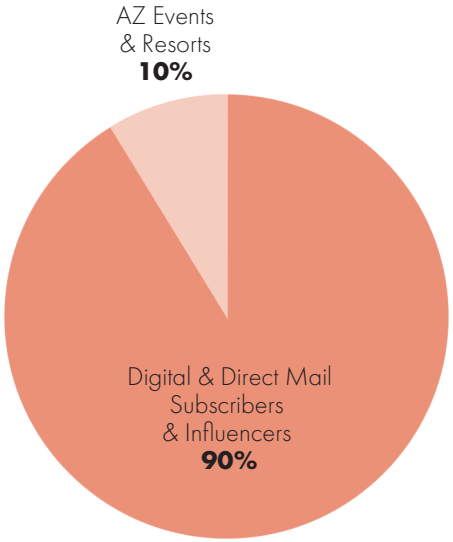
WHERE TO FIND US

AZ Foothills Magazine can be found in some of the top hotels and resorts and Valley events throughout the year.

BRAND IMPRESSIONS & CIRCULATION

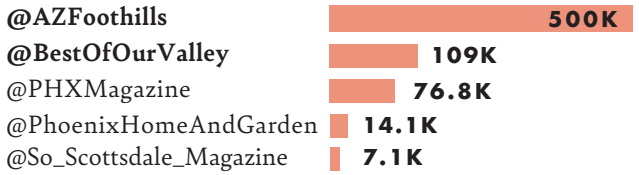
Total Brand Impressions:
30 Million + Annually

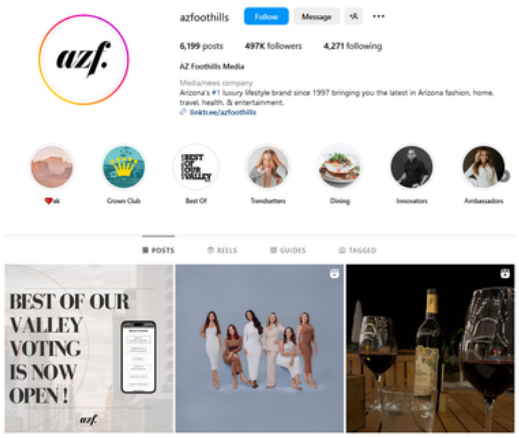
15,000 copies per issue by controlled circulation. Circulation is estimated and may vary. For demographics, visit Quantcast.com.



INSTAGRAM 500K FOLLOWERS

Instagram Comparison of Followers





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SPECIFICATIONS



MAGAZINE SIZE: 8.25" x 10.75"

* **BLEED:** 8.5" x 11"

LINE SCREEN: 150

BINDING: US - Perfect Bound

SAFETY: All live matter must be kept 1/4" inside dimensions on all four sides. (*azf.* Magazine will not be responsible for any live matter placed outside the safety)

FULL PAGE

Trim: 8.25" x 10.75"
* Bleed: 8.5" x 11"
Non-bleed: 7.5" x 10"

SPREAD

Trim: 16.5" x 10.75"
* Bleed: 18.25" x 11"
Non-bleed: 15.75" x 10"

Spread materials must be supplied as two individual pieces. Please do not send one piece for a two page spread.

1/2 PAGE VERTICAL

Trim: 5" x 10.75"
* Bleed: 5.25" x 11"
Non-bleed: 4.625" x 10"

1/2 PAGE HORIZONTAL

Trim: 8.25" x 5"
* Bleed: 8.5" x 5.25"
Non-bleed: 7.375" x 4.75"

GENERAL GUIDELINES

Build document to **ad trim size.**

Be sure to extend **bleed** by **1/8"** on all sides, and allow at least **1/2"** on all sides for live area, as trimming of ad content may occur otherwise.

Include crop marks with bleed ads only. Do not include any printer's marks in image or bleed area.

Images and graphics should be 300 DPI at 100%, or no less than 266 dpi.

No RGB images. No SPOT or PANTONE colors. All colors should be four-color process (CMYK). Never use the color "Registration" built in color palettes.

All images should be converted to CMYK.

All image files should be TIF, JPG or EPS. PICT and GIF files are low-resolution web files not suitable for printing.

Native application files not accepted.

Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.

Advertisers are responsible for the content of their ads or materials.

FONTS

Convert all fonts to outline; or Include a copy of all fonts used in your files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files.

Some fonts may be restricted from being embedded in a PDF file. Please choose another font, or supply all working files and fonts used.

ACCEPTED FILE FORMATS

Camera-ready ads may be submitted in the following formats: PDF, TIFF, JPEG or EPS at 300 DPI in CMYK.

FILE DELIVERY METHOD

Email:
amber@azfoothills.com

Questions? Contact Antoni Pham, Advertising Design & Production:
ap@anhcreatives.com

Uploaded ads need to be clearly marked with the advertiser's business name. Account Executives will email a digital proof. Hard copies available upon request.

azf. Magazine reserves the right to reject any camera ready ad because of its content or design. In that event, our production staff may create a new version that meets the magazine's quality standards and fulfills the advertiser's needs.

* This is needed for trimming magazine to final size. No important ad content should be in the bleed.