



**azf.**  
**media kit**  
AZ FOOTHILLS MAGAZINE  
2023-24





# azf.

## azf... Arizona's iconic fashion/lifestyle brand for the past 26 years.

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

What better way to celebrate *AZ Foothills'* 26th year than with new ownership and a fresh new look?

I recently acquired the iconic *azf* brand this past December. *azf* has always been Arizona's #1 fashion lifestyle magazine, and I intend to further expand on that over the next 26+ years.

Because I am 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.*





## CONNECTING YOUR CONTENT WITH THE RIGHT AUDIENCE

AZ Foothills is the most trusted media brand for more than 26 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 program 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 YOUR SOCIAL REACH WITH AZ Foothills TARGETED PAID SOCIAL MEDIA

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 Instagram posts and stories have more followers and engagement than all other local media companies.
- 2 Targeted e-newsletter reaches over 70,000 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.





# 2023-2024 EDITORIAL & EVENTS CALENDAR

## PREMIUM POSITIONS

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

Editorial Calendar Subject to Change



**JANUARY**  
**IN ARIZONA MAGAZINE**  
 NEWSSTANDS: January 8  
 MATERIALS DUE DATE: November 1

**APRIL**  
**FASHION IN THE DESERT EVENT**  
 (April 2)

**MAY**  
**SUMMER ESCAPES & DOG DAYS OF SUMMER**  
**PRINTED LOOKBOOK**  
 NEWSSTANDS: May 1  
 MATERIALS DUE DATE: March 1

**NOVEMBER**  
**Innovator Awards Fashion Show**  
**INNOVATOR MAGAZINE**  
 NEWSSTANDS: November 4  
 MATERIALS DUE DATE: September 1



## CIRCULATION & PROFILE



Source 11/21: similarsites.com

\*\* Lower number means higher ranked. E.g. Google.com ranked #1, Facebook.com ranked #2, Amazon.com ranked #3, etc.  
\*NR means not ranked in top 1 million sites, has no noticeable traffic.

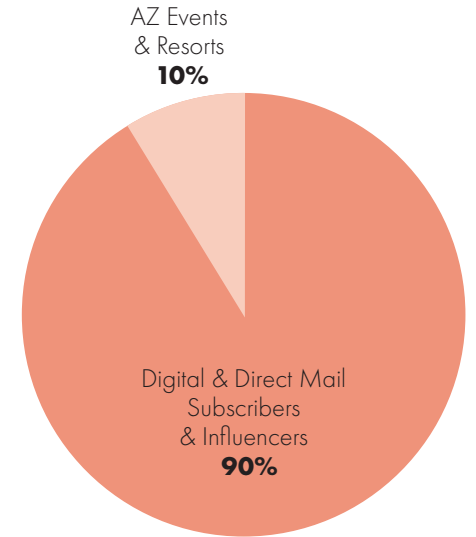
## WHERE TO FIND US

AZ Foothills Magazine can be found in some of the top hotels and resorts and Valley events throughout the year along with many non-profit galas in gift bags.

## BRAND IMPRESSIONS & CIRCULATION

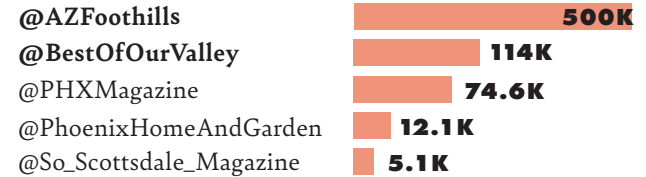
Total Brand Impressions:  
**30 Million +** Annually

Print copies between 10,000 and 20,000 per issue. Circulation is estimated and may vary. For demographics, visit Quantcast.com



## DOMINATES

Instagram Comparison of Followers



## WORLDWIDE RANKINGS MOST VISITED WEBSITES

• ArizonaFoothillsMagazine.com	22,267
• PhoenixMag.com	31,927
• SoScottsdale.com	*NR
• Phmag.com	*NR
• MIScottsdale	*NR



# RATES



A LA CARTE	PRICING
BILLBOARD (2 weeks)	\$75,000
COVER PAGE (includes a 4 page editorial)	\$50,000
BACK COVER	\$10,000
2 PAGE SPREAD	\$8,000
FULL PAGE AD	\$5,000
1/2 PAGE AD	\$3,000
1 PAID POST IG	\$1,000
<b>DIGITAL PACKAGES:</b>	
(1) FEATURED STORY, (1 WEEK) E-NEWSLETTER, (1) IG POST	\$2,500
SOLO EMAIL BLAST	\$5,000

ITEM	IMPRESSIONS	\$100,000	\$50,000	\$25,000
		(14M Impressions)	(6.5M Impressions)	(950K Impressions)
<b>BILLBOARD</b> (44th St. and Indian School)	375,000 weekly impressions	2 weeks	-	-
<b>PRINT</b>	(November and Jan/Feb Issue)	2 page spread ad/issue (*preferred positioning)	2 page ad/issue	1 page ad/issue
<b>LOOKBOOK</b>	(Nov, Jan/Feb, May)	1 page ad/issue	1 page ad/issue	1 page ad/issue
<b>EVENTS</b>	(Nov, Feb, April, July) Day of event, pre-event and post-event marketing	Platinum Sponsor/event	Gold Sponsor/event	Silver Sponsor/event
<b>E-NEWSLETTER BANNER AD</b>	Reach over 70,000 subscribers	1/week for the year	1/week for 6 months	1/week for 3 months
<b>WEBSITE BANNER ON HOME PAGE</b>		1000x90 for (Desktop) 320x250 for (Mobile)		
<b>FEATURE STORY IN E-NEWSLETTER</b>	Feature story of your choice months of Feature Category, 10 categories available	1/month for the year	1/month for 6 months	1/month for 3 months
<b>IG POSTS</b>	(500K+ followers, #1 followed IG, Reader profile slightly female 25-44, with an average income over more than 150k)	2 IG posts/month for a year	1 IG post/month for a year	1 IG post/post year



## SPECIFICATIONS



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**TRIM:** 9.875" x 11.25"

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**BLEED:** 10.125" x 11.5"

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**LINE SCREEN:** 150

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**BINDING:** US - Perfect Bound

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**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)

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**FULL PAGE**


Trim: 9.875" x 11.25" 

Bleed: 10.125" x 11.5"

Non-bleed: 8.375" x 10"

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**SPREAD**

Trim: 19.75" x 11.25" 


Bleed: 20" x 11.5"

Non-bleed: 18.25" x 10"

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

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**1/2 PAGE VERTICAL**


Trim: 4.8" x 11.25" 

Bleed: 5.05" x 11.5"

Non-bleed: 4.06" x 10"

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**1/2 PAGE HORIZONTAL**

Trim: 9.875" x 5.5" 

Bleed: 10.125" x 5.75"

Non-bleed: 8.375" x 4.875"

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**GENERAL GUIDELINES**

Build document to ad 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.

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**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.

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**ACCEPTED FILE FORMATS**

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

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**FILE DELIVERY METHOD**

Email: [amber@azfoothills.com](mailto:amber@azfoothills.com)

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





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## IN AZ SPRING 2023 EDITION

(PRINT EDITION)

Release date January 9

AZ Foothills Magazine hits a milestone. We celebrate 26 years and remain committed to giving back to our communities. We have major initiatives in place throughout the year to celebrate the leaders, entrepreneurs, small business owners, women, millennials, and diverse voices who are driving change. Our spring edition will be released early January and will feature all things revolving around the Super Bowl, Waste Management PHX Open, Barrett Jackson, and Spring Training!

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