

AZ Foothills Announces Increased Circulation and New Verified Audit for 2016

Written by Karah Van Kammen



November 2, 2015 (Scottsdale, AZ) – Arizona Foothills, the Valley’s number one authority on luxury lifestyle, has recently obtained the widely trusted and market leading Circulation Verification Council to conduct their 2016 audit. The independent, third party reporting Audit Company audits thousands of editions nationwide with a combined circulation of more than 55 million. Arizona Foothills is committed to delivering consistent quality and reliability including verification of numbers for its clients. The CVC audit methodology is the most thorough in the industry utilizing a unique three-tiered system of checks and balances to ensure complete and accurate data.

Arizona Foothills Magazine will also increase circulation in 2016 in an effort to boost its Valley wide reach and gain an even larger total audience. The publication is presently found in luxury resorts Valley wide, the Scottsdale CVB, and sent directly to the Valley’s most affluent residents. New distribution will target the offices of high-end attorneys and doctors as well as spas, health clubs, and retail boutiques. The magazine will extend its reach beyond Paradise Valley, Scottsdale, Arcadia, and the Biltmore to quickly booming areas like Chandler/Gilbert, Anthem, Peoria, Buckeye, and more.

“Arizona Foothills has been audited for more than eighteen years and we are a firm believer that this regular practice is imperative to our brand,” says President and Publisher Michael Dee. He went on to state, “We selected Circulation Verification Council as our new auditor because of their leading track record for the past twenty three years. We know they provide quick and accurate service that we and our clients can trust”.

“There are so many people in the Valley who exemplify our motto of style, substance and sophistication but do not necessarily live in the commonly thought of zip codes” says Ariana Girmonde, Director of Business Development. “We are devoted to maintaining our status as the Valley’s best luxury lifestyle publication and that means always coming up with new ways to provide the best customer and reader experience. Delivering Arizona Foothills Magazine to readers no matter what are of the Valley they live in is just one more way to do just that,” she concluded.

Arizona Foothills Magazine began in 1997 as a direct-mail piece for the most affluent homes in the Metro Phoenix area, and has blossomed into a monthly lifestyle resource for the Valley’s elite. Arizona Foothills Magazine and Arizona Foothills Online are dedicated to providing resourceful information on dining, entertainment, homes, fashion, culture and events in Arizona.

Scottsdale-based Media That Deelivers, Inc. (www.mediathatdeelivers.com) is a leading luxury magazine publisher that produces many titles in its luxury collection of magazines, including the monthly Arizona Foothills Magazine, annual InArizona, and Arizona Foothills Tucson Online. The company also publishes an array of custom products for world-renowned organizations.

Contact: Karah Van Kammen

Communications & Promotions Director

Arizona Foothills

kvankammen@AZFoothills.com