

Arizona Foothills Soirée Gets a Weekly Party Started

Written by Claire Perkins



May, 2010 (Scottsdale, Ariz.-) AZFoothills.com is known for showcasing fabulous fêtes and endless event snapshots, so a weekly e-mailed dose of red carpet moments and paparazzi pics couldn't be far behind, could it? Now, Valley socialites, partygoers and fashionistas will make frequent appearances in nearly 18,000 inboxes with the fabulous *Arizona Foothills Soirée*.

Every Tuesday, the luxury magazine and Web site will now send event photos from weekend shindigs, cocktail parties, galas and store openings in the colorful E-Newsletter *Soirée*. Complete with a "Hot Shot of the Week" and upcoming events to mark day planners with, *Soirée* is destined to become the must-read for Valley hipsters.

"AZFoothills.com is known for it's Web galleries, because we cover nearly every Valley event," says President & Publisher Michael Dee, "Soirée is sure to generate interest with partiers and those looking to get across important promotional messages to an affluent, active audience."

The exclusive E-Newsletter has one main sponsorship opportunity each week, with premium banner placement across the top of the newsletter, and will be released the first week of June for insertions. Hamra Jewelers has taken one of the additional banner opportunities for the next ten weeks, taking advantage of a 300 x 250 banner that appears within the newsletter's features. For more information on advertising in *Soirée*, contact us [here](#).

Arizona Foothills Magazine and AZFoothills.com are dedicated to providing resourceful information on dining, entertainment, homes, fashion, culture and events in Arizona. *Arizona Foothills Magazine* is published monthly and is audited by the Audit Bureau of Circulations (ABC).

Scottsdale-based Media That Deelivers, Inc. (www.mediathatdeelivers.com) is a leading luxury magazine publisher that produces a luxury collection of magazines, including the monthly *Arizona Foothills Magazine*, Arizona Foothills Tucson Online and Estates West Online.