

Fashion Director Diane Aiello tells all in AFM's Style Files blog

Written by Claire Perkins

August, 2009 (Scottsdale, Ariz.)- Diane Aiello, long time stylist, beauty guru and Fashion Director of *Arizona Foothills Magazine* fashion shoots, is starting a new venture- high-fashion blogger!

The Style Files blog Aiello is took over August 3 features all the latest in the worlds of beauty, celebrity trends, fashion news, Valley fashion happenings and more.

The magazine's Web site, **AZFoothills.com**, has been growing uncontrollably- with higher traffic in July than any previous month and new readers each week, there's no stopping it! The *AFM* blog network includes four blogs, all of which are updated daily. Along with Aiello's **Style Files**, readers will enjoy the **Taste** food blog, fun Valley happenings in **Valley Girl** and the latest in home decor with **InHouse**.

"Diane has produced amazing fashion shoots for *AFM* for years," says President and Publisher Michael S. Dee, "I knew it was only a matter of time before we found a way to showcase her talent on the Web."

Arizona Foothills Magazine (www.arizonafoothillsmagazine.com) is Arizona's leading lifestyle magazine. The magazine has the highest in-state distribution and can be found across the United States and Canada. *Arizona Foothills Magazine* is 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 11 titles in its Luxury Collection of magazines, including the monthly *Arizona Foothills Magazine*, *Arizona Foothills Tucson Online*, *Estates West Online* and an array of custom magazines for world-renowned organizations such as the Arizona Biltmore Resort & Spa, The Boulders Resort and Golden Door Spa, the Pointe Hilton Resorts and now four JW Marriott Resorts.