



STYLE SUBSTANCE SOPHISTICATION

Arizona Foothills Magazine

FOOD FASHION LIFESTYLE HOMES EVENTS

OUR MANIFESTO

We believe in truffle fries and Champagne

We believe in beauty, through art, learning and giving

We believe people will do anything in party photos if there are props present

We believe a Tweet can go a long way

We believe in underpromising and overdelivering

We believe triple-digit weather is far greater than ice on our driveways

We believe Arizona resorts are problem-free zones

We believe in making your home your own—from the floorplan to the finishes

We believe in supporting small businesses and local luminaries

We believe it is always better to arrive overdressed

We believe there is always room for dessert

We believe all jewelry can be upgraded

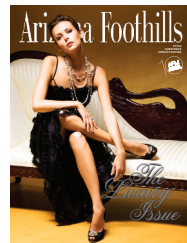
We believe in BIG ideas

We believe in the unsung heroes of our Valley

We believe in full event calendars

We believe a pair of shoes can make the world stand still

We believe everything looks better on high-gloss pages



16 Years of Luxury

Arizona Foothills 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. As we embark on our fifteenth year, our stylish tastemakers continue on with the same spirit with which we began, featuring the latest and greatest in local luxury lifestyle news.

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OUR ELITE REACH

Who is our reader, you ask? Take a peek at these handy-dandy demographics.

Loyal Fans
 Total Audience:
209,000

Verified Audit Statements verify each and every issue we print. Available upon request.

Qualified Readers

Average Income: \$250,000+
Average Household Value: \$1 million +
Average Age: 42.9 years old
Gender: 56% Female, 44% Male

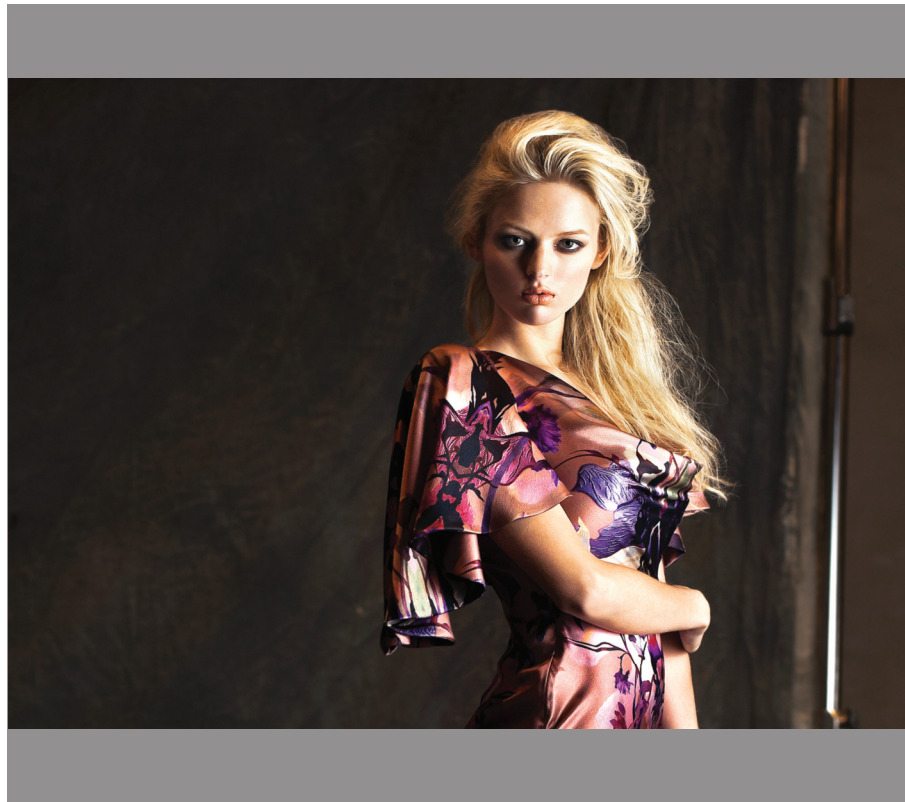
Owns Multiple Homes: 52%
 Active Investment Portfolio: 71%
 Millionaires: 47%
 Portfolio \$500,000+: 39%

Most Expensive Zip Hit-List

- 85253
- 85377
- 85255
- 85262
- 85259
- 85018
- 85266
- 85268
- 85260
- 85258
- 85016
- 85048

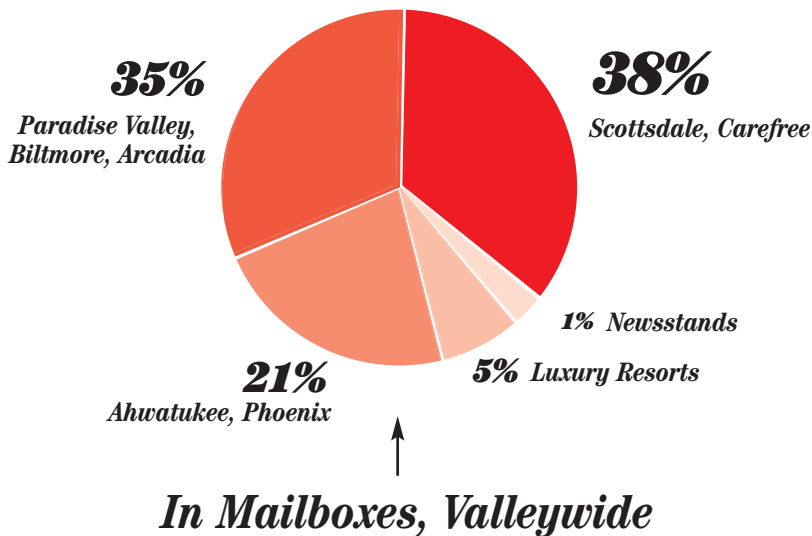
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WHERE TO FIND US

We reach the Valley's most affluent residents (in their homes) and high-class visitors (in their luxury resort suites).



Ready for Reading in the Valley's Sweetest Suites

Arizona Biltmore Resort & Spa, Phoenix
 Camelback Inn, JW Marriott Resort & Spa, Paradise Valley
 Four Seasons Resort Scottsdale at Troon North, Scottsdale
 Greer Lodge, Greer
 Hidden Meadow Ranch, Greer
 Hotel Valley Ho, Scottsdale
 JW Marriott Desert Ridge Resort & Spa, Phoenix
 Marriott at McDowell Mountains, Scottsdale
 Intercontinental Montelucia Resort & Spa, Paradise Valley
 Royal Palms Resort & Spa, Scottsdale
 Sanctuary Camelback Mountain Resort & Spa, Scottsdale
 Sheraton Wild Horse Pass Resort, Chandler
 Scottsdale Resort & Conference Center, Scottsdale
 The Westin Kierland Resort & Spa, Scottsdale

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*Editorial Calendar is subject to change at any time

EDITORIAL FOCUS

Our talented tastemakers have their finger on the pulse.

JANUARY 2013

Women Who Move the Valley

Women Who Move the Valley: Showcasing 10 philanthropic- and business-minded Valley women who are making the Valley an even better place to live.

Face of Foothills: Get to know the 2013 Face of Foothills model search winner and catch up with the former Faces and learn how winning the contest has changed their lives.

FEBRUARY 2013

The Phoenix Open Issue

Fore!: The top holes to hit up in Arizona.

Behind the Doors at Whisper Rock: A look at this exclusive men-only golf club.

The Valley's Most Eligible Phoenicians: 20 single, successful and sexy locals who are looking for love.

MARCH 2013

Fourth Annual Best of Our Valley Issue

Best of Our Valley: AFM unveils the winners of AZFoothills.com's 2013 Best of Our Valley contest.

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DATES AND DEADLINES

Don't make us tell you twice.

Issue

January 2013
February 2013
March 2013
April 2013
May 2013
June 2013
July 2013
August 2013
September 2013
October 2013
November 2013
December 2013

Space Reservation

November 21, 2012
December 20, 2012
January 23, 2013
February 20, 2013
March 27, 2013
April 24, 2013
May 22, 2013
June 26, 2013
July 24, 2013
August 28, 2013
September 25, 2013
October 23, 2013

Materials Due

November 28, 2012
January 7, 2013
January 30, 2013
February 27, 2013
April 3, 2013
May 1, 2013
May 29, 2013
July 03, 2013
July 31, 2013
September 4, 2013
October 2, 2013
October 30, 2013