

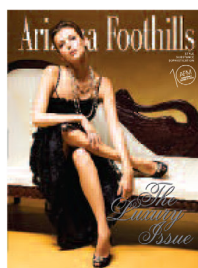
Arizona Foothills Magazine

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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



17 Years of Luxury

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. 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 are our readers, 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 y/o |
| Gender: | 56% Female, 44% Male |
| Own Multiple Homes: | 52% |
| Active Investment Portfolio: | 71% |
| Millionaires: | 47% |
| Portfolio \$500,000+: | 39% |

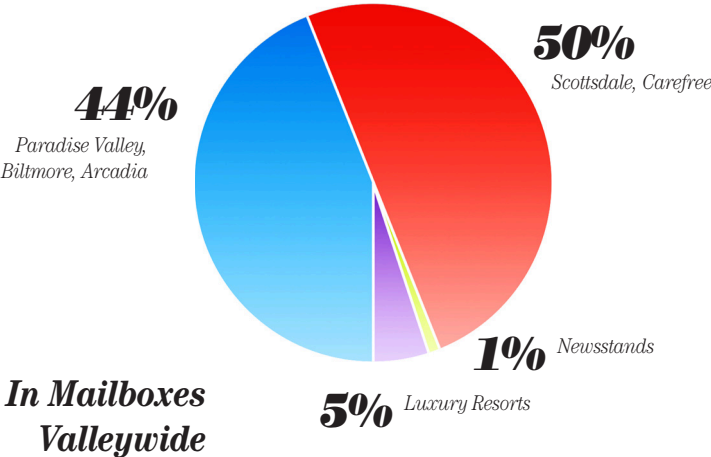
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WHERE TO FIND US

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

- Fairmont Scottsdale Princess
- Royal Palms
- Scottsdale Marriott
- Boulders Resort
- Scottsdale Resort & Conference Center
- W Scottsdale
- The Saguaro
- Clarendon Hotel
- El Dorado
- JW Marriott Desert Ridge Resort & Spa
- Hilton Scottsdale Resort & Villas
- Hotel Indigo Scottsdale
- Arizona Biltmore Resort
- Hotel Valley Ho
- InterContinental Montelucia Resort & Spa
- Four Seasons Resort Scottsdale
- Westin Kierland Resort
- CopperWynd Resort & Spa
- Scottsdale CVB
- Biltmore Optima Towers

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EDITORIAL FOCUS

Our talented tastemakers have their finger on the pulse.

JANUARY 2014

Women Who Move the Valley

Women Who Move the Valley: 10 of the Valley's top movers and shakers. These women are at the top of their field professionally, have a passion for charity and are making the Valley an even better place to call home. To nominate a local woman, e-mail us at editorial@azfoothills.com. Get to know the 2014 Face of Foothills and Future Face of Foothills winners!

FEBRUARY 2014

The Golf Issue

Get into the swing of things with Arizona's top 18 holes. The Pros Know: Behind the scenes of designing a golf course. Most Eligible Phoenixians: Meet the Valley's most eligible bachelors and bachelorettes. They are successful, attractive and ready to meet Mr. or Mrs. Right. To nominate a bachelor or bachelorette (they must be 25-plus), e-mail us at editorial@azfoothills.com. Special advertising section: Golf Course Living

MARCH 2014

Best of Our Valley

After 60 days of voting, Arizona Foothills Magazine uncovers the winners for the 2014 Best of Our Valley contest with this special issue. Get ready to learn about hundreds of local people, places and things.

APRIL 2014

The Wedding Issue

From flowers to favors, see how AFM plans a dream (and super luxe) wedding. Blast from the Past: See your favorite Valley VIPs as you may have never seen them before—in their wedding-day photos. Eat, Drink and Be Merry: From rehearsal dinners to lunch with the bridesmaids, a complete guide of where to dine before and after the "I do."

MAY 2014

Summer Escapes

Staycation's All I Ever Wanted: Your complete guide of local resort specials and packages for your summertime staycations. Happy Mother's Day! Get to know some of our favorite Valley moms. Special advertising section: San Diego and Newport Beach Travel

JUNE 2014

Go North!

Northern Arizona Visitor's Guide: What spas to check out in Sedona, which tours to take around the Grand Canyon and all you need to know about cooling off up north. Northern Exposure: 10 of our favorite out-of-state escapes.

JULY 2014

Arts & Culture

Fall Arts Preview: Upcoming exhibits, events and attractions



at our favorite Valley museums, cultural venues, galleries and more. We profile our favorite museum curators and learn about their super-unique jobs.

AUGUST 2014

Desert Living

AFM's most complete guide to desert living. Hundreds of things to see, do and experience in this desert we call home.

SEPTEMBER 2014

Best Places to Live

Best Places to Live: The top spots to call home in 2014, from master plans to haute high-rises. Fall Fashion Preview: AFM fashion experts dissect the fashion runways and unveil which trends to skip and savor for the coming year.

OCTOBER 2014

Health & Fitness

Fit Masters: Get to know the Valley's top fitness trainers and learn their secrets for success. Tips for making your home as healthy as can be. Got a cold? Dry skin? AFM explores home remedy recipes.

NOVEMBER 2014

The Luxury Issue

AFM uncovers the most luxe aspects of Valley living in this special annual issue.

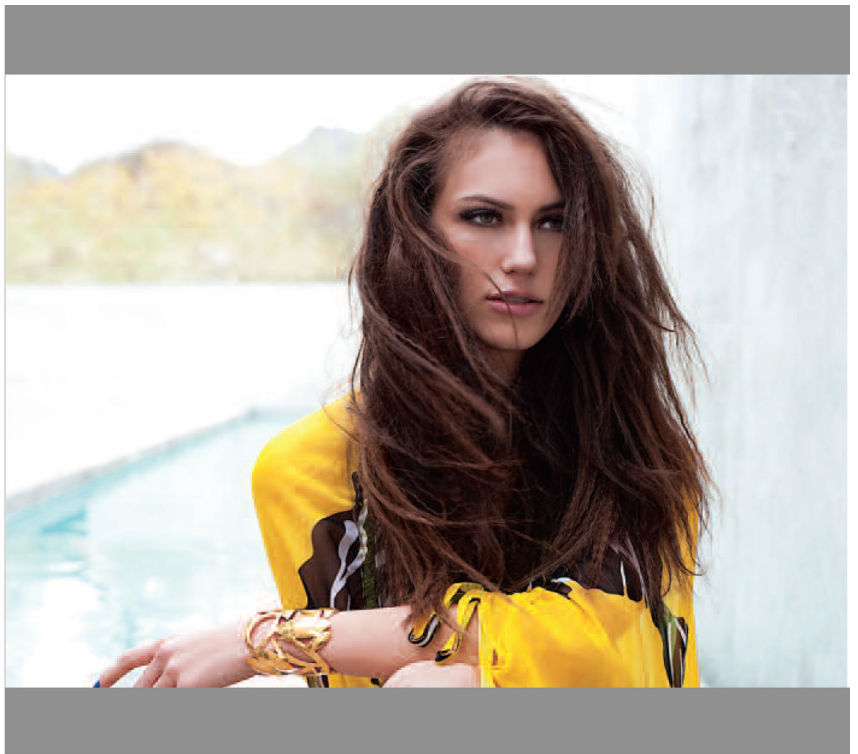
DECEMBER 2014

The Holiday Table

The Valley's Top Chefs, as voted on by their fellow culinary colleagues. The Holiday Guide to Dining Out: Where to take and treat holiday visitors.

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DATES AND DEADLINES

Don't Make Us Tell You Twice.

Issue

January 2014
February 2014
March 2014
April 2014
May 2014
June 2014
July 2014
August 2014
September 2014
October 2014
November 2014
December 2014

Space Reservation

November 20, 2013
December 19, 2013
January 22, 2014
February 19, 2014
March 26, 2014
April 23, 2014
May 21, 2014
June 25, 2014
July 23, 2014
August 27, 2014
September 24, 2014
October 22, 2014

Materials Due

November 27, 2013
January 6, 2014
January 29, 2014
February 26, 2014
April 2, 2014
April 30, 2014
May 28, 2014
July 2, 2014
July 30, 2014
September 3, 2014
October 1, 2014
October 29, 2014