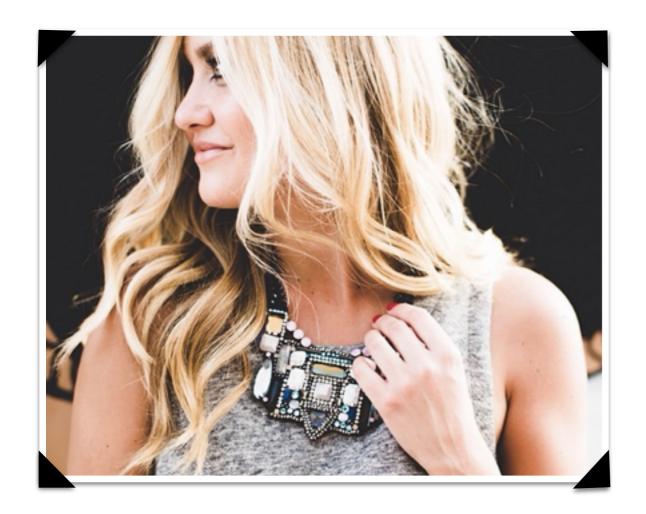
# azfoothills WEB&SOCIAL MEDIA

## azfoothills SOCIAL MEDIA









### YOUR MESSAGE HERE

With more than 126,000 Instagram followers (ranked #1 in the Valley among other media companies), 36,901 Facebook fans and more than 78.6k Twitter followers, *Arizona Foothills Magazine* and AZFoothills.com's Instagram and Facebook accounts are ideal tools to reach young, active decision-makers.

Sponsored AZFoothills post and takeover options allow up-and-coming businesses or Valley mainstays to highlight their teams, products and brand identity directly through the @AZFoothills social media account.

### azfoothills INSTAGRAM

INSTAGRAM HANDLE	FOLLOWERS
@azfoothills	126,000
@bestofourvalley	16,000
@azcentral	3,996
@phoenixnewtimes	2,319
@myfox10phoenix	1,874
@phxmagazine	1,706
@abc15	1,127
@knixcountry	1,125
@scottsdalemodernluxury	824
@kmle1079	187
@ktar923	47
@evtnow	23
@azfamily	0
@cbs5az	0
@live1015	0
@phxbizjournal	0
@yelpphx	0
@phxhomegarden	0
@987thepeak	0
@kslx	0
@soscottsdale	0

 $*updated\ november\ 2014$ 

# azfoothills INSTAGRAM TAKEOVER

### CASE STUDY

New-to-the Valley retailer Intermix took over the @AZFoothills Instagram for their Summer 2014 opening to showcase a week in the life of a Scottsdale Intermix girl







## azfoothills INSTAGRAM TAKEOVER

### SPONSORED POSTS

- Reach our followers every week.
   AZFoothills will Instagram three posts, shared on Friday, Saturday and Sunday, streaming to the Arizona Foothills
   Magazine Facebook timeline
- Frequency: 12 posts per month
- Total impressions 1,200,000+

## INVESTMENT

Total monthly investment of \$7,500

### TOTAL TAKEOVER

- Reach our followers consistently for the week of an opening or special promotion.
- Two posts daily, shared with Instagram followers and streamed to the @AZFoothillsMag Twitter handle
- Frequency: 14 posts over 7 days
- Total impressions: 1 million +
- Your social media team will work with AZFoothills to develop a hashtag for the takeover and review brief guidelines for posting
- The takeover is announced on client and AZFoothills Instagram accounts a day prior to posting
- For seven days, twice daily, the Instagram account is yours for the posting.



Total promotion investment of \$5,000

# azfoothills TWITTER FOLLOWERS

TWITTER HANDLE	FOLLOWERS	FOLLOWING
@azcentral	78.5k	6,224
@abc15	62.2k	32.6k
@azfamily	59.5k	8,039
@azfoothillsmag	52.6k	1,495
@phxbizjournal	37.8k	415
@phoenixmagazine	34k	1,250
@ktar923	23.1k	499
@phxntstreet	20k	5,958
@evtnow	15.6k	731
@bestofourvalley	14.3k	4,813
@live1015phoenix	11.5k	2,092
@knixcountry	11.3	1,770
@arizonarepublic	11.1k	976
@yelpphx	10.8k	3,340
@kmle1079	10.8k	7,668
@azfoothillsfood	7,372	1,044
@luxurystays	4,448	2,922
@phxhomegarden	4,068	939
@987thepeak	2.9k	194
@kslx	2.7k	1.7k
@myfoxphoenix	156	1

\*updated november 2014

## azfoothills TWITTER TAKEOVER

### SPONSORED POSTS

- @AZFoothillsMag has a combined total of 78.6k followers. Reach them every day -@AZFoothillsMag and @BestOfOurValley will Tweet each day, tagging your handle
- Frequency: 60 posts per month
- Total impressions 4,716,000+

### INVESTMENT

Total monthly investment of \$5,000

### TWITTER TAKEOVER

- If you'd like to be hands-off, let Media That Deelivers run your handle like we'd run our own
- Your social media team will work with AZFoothills to develop a hashtag for the takeover and review brief guidelines for posting
- Receive 3 Instagram posts, streamed to your Facebook and Twitter, daily
- Frequency: 150 posts monthly

### INVESTMENT

Total promotion investment of \$1,500

### azfoothills FEATURES

## SPONSORED STORIES

- Tell your story. Bi monthly sponsored stories, 400-500 words, can be published every other Sunday in the homepage Flash panel with premium placement for 7 days (with the article remaining on the site indefinitely).
- Once live, we'll promote the story via our About Town E-NEWS to more than 90,000 subscribers, and through rotating 300 x 100 banner ads across <u>AZFoothills.com</u>.
- Frequency: One feature, flash panel, e-news mention and 30 days of banner promotions
- Total impressions: 3,001,389



### INVESTMENT

Total monthly investment of \$5,000

### az foothills

### **E-NEWSLETTER**





### 1 N N ABOUT TOWN Arizona Foothills PHOTOS | STYLEFILES | VALLEY OFL | TASTE | NIHOUSE



#### Mix and a Teacup Chihuahua

AJ is a ten-year-old female usky/Colle nix and Bela is a five-year-old purebred teacup Chihuahua looking for new loving homes.



#### AZ Insider: Did Oscar Buzz Help Arizona's Fundraising Events?

Does a Hollywood theme guarantee a hit event? Not



#### Philanthropist Carole Machiz Dies

Carole Machia, the well hilanthropiat and the love of Sob Machiz's life passed many this week.



#### Most Expensive Home Sales in Phoenix

iere are the Valley's top home sales from the past neek (2.18.13 - 2.24.13).



#### Spring Training Packages in the Valley

Oet back into the swing of America's favorite pastime with these great Spring training packages with cousive offers and deals. ead More >



#### Spring Break Destinations 2013

Es that time of year when nidherms and cold temps weather and exete places.



#### The RR Donnelley LPGA Founders Cup Gears Up

he LPGA Tour returns to toenix this month for the hird go around of the RR nnelley LPGA Founders Сир рес



Adopt a Dog:



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**∌**Bann

EVERYONE

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\$19-2

New Hon





:::tucson

HOHE | EVENTS | PHOTOS | STYLEFILES | VALLEY ORL | TASTE | MIHOUSE

PLOFLOWER

Vicked

Tueson

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This Weekend in

Here are the top 10 things to

do in Tucson the weekend

Fort Lowell Day Celebration

Saturday, February 9 from

10 a.m. to 4 p.m., the late

19th century Fort Lowell and

the early 20th century village of EliFuerte will be enlivened

with period reenactments.

Valentine's Day at

again-time to make plans for

Fox Restaurants

you and your significant

Valentine's Day.

Tueson Turns

other on perhaps the most

mantic day of the year,

With a siew of new luxury

Read More >

Tueson













#### On Main

Maber's On Main in Scottsdale was standing room only for party goers. celebrating the birthday of krizona model Pani.



Glitz Glam Give Gitz Glam Give benefting the Arthritis Foundation at



#### Masters of Scotch

Quests tasted some of the checked out the famous. live music and noshed on hors doeuvres by chef Mat



#### P83 Party in Peoria

Peoria held its second annual P53 Party after the pre season baseball game a Peoria Sports Complex on Feb. 23, 2013. View Photos >



#### 2013 Honor Ball The Honor Ball at the 25, 2013.





#### Future For Kids Co. on Feb. 21, 2013. View Photos.1



### Cocktail Party Party at Bungalow Bar & Grill

AN MARKETPLACE

CLICK

7TH INNING FETCH

×

LUNCHEON AND FASHION SHOW



### EEKENDER Arizona Foothills

MANT | TASTE BLOG | EVENTS | CHEFS GREATS - VALLEY RESTAURANTS



Fashion in The Outfield Spring nd in the United States, this special event is a Training After Party of a 16th century European village! W Happenings and J Group Media presented Fashion in





WICKED ceon locals and visitors alike are sure to remembe WICKED's lest tour in Read More > All-New Luxury Cars Debut

## azfoothills **E-NEWSLETTERS**

## SAVE BY PLANNING AHEAD

We make seamless promotions easy with a quick turnaround time and low cost. What message do you want to send?

SOIREE/ WEEKENDER PHOENIX	1X	13X	26X	52X		
FEATURE	\$1,850	\$1,350	\$1,100	\$850		
BANNER	\$1,150	\$950	\$750	\$600		
ABOUT TOWN PHOENIX						
FEATURE	\$2,350	\$1,850	\$1,600	\$1,350		
BANNER	\$1,650	\$1,450	\$1,250	\$1,100		
ABOUT TOWN TUCSON						
FEATURE	\$500	\$400	\$350	\$250		
BANNER	\$400	\$250	\$200	\$125		
SOLO EMAIL-BLAST RATES						
50,000 READERS	\$1,800 (\$36 CPM)					
75,000 READERS	\$2,000 (\$26 CPM)					
90,000 READERS	\$2,250 (\$25 CPM)					

#### SOIREE

Sent to 90,000+ readers each Tuesday by 4 p.m., linking to the weekend's postevent photos.

AVG. OPENS: 36.6% \* AVG. CLICK-THROUGH RATE ON FEATURES: 14.7% \* AVG. CLICK-THROUGH RATE ON BANNERS: 3.9%

### **ABOUT TOWN TUCSON**

Sent to 5,000+ readers each Wednesday by 4 p.m., linking to the week's hottest Tucson stories

AVG. OPENS: 23.2% \* AVG. CLICK-THROUGH RATE ON FEATURES: 18.7% \* AVG. CLICK-THROUGH RATE ON BANNERS 3.1%

#### **ABOUT TOWN PHOENIX**

This highly-anticipated e-newsletter is e-mailed to 90,000+ readers each Thursday by 4 p.m., linking to that week's hottest stories

AVG. OPENS: 38.9% \* AVG. CLICK-THROUGH RATE ON FEATURES: 15.9% \* AVG. CLICK-THROUGH RATE ON BANNERS 4.6%

#### **WEEKENDER**

Sent to 90,000+ readers each Friday by 2 p.m., linking to the upcoming weekend's events and restaurant deals.

AVG. OPENS: 39.7% \* AVG. CLICK-THROUGH RATE ON FEATURES: 16.7% \* AVG. CLICK-THROUGH RATE ON BANNERS 4.7%

## azfoothills ONLINE OPTIONS

### SOLO E-BLAST

- Reach the most sought-after Valley tastemakers whenever you want via our custom e-blasts.
- Frequency: One blast

### INVESTMENT

50,000 Impressions \$1,800 or \$36 CPM 75,000 Impressions: \$2,000 or \$26 CPM 90,000 Impressions: \$2,250 or \$25 CPM

## MOBILE

- 100% share of voice
- Total Impressions: 490,000 estimated monthly

### INVESTMENT

Monthly Investment: \$2,500

