

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.

INVESTMENT

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 AZFoothills.com.
- Frequency: One feature, flash panel, e-news mention and 30 days of banner promotions
- Total impressions: 3,001,389

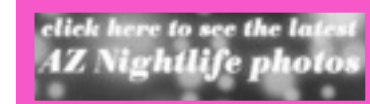
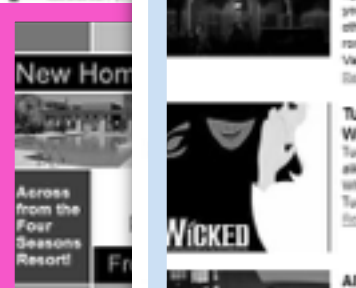
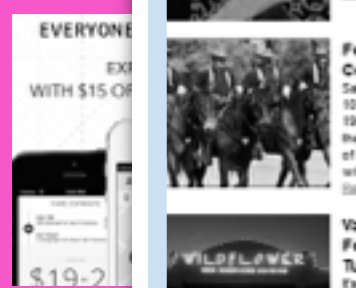
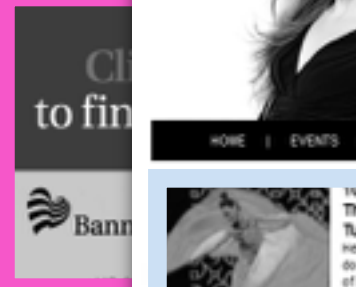
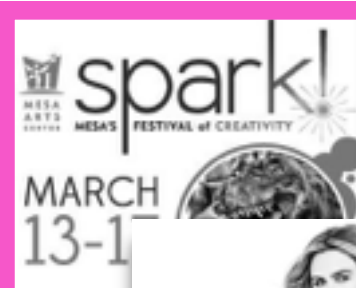
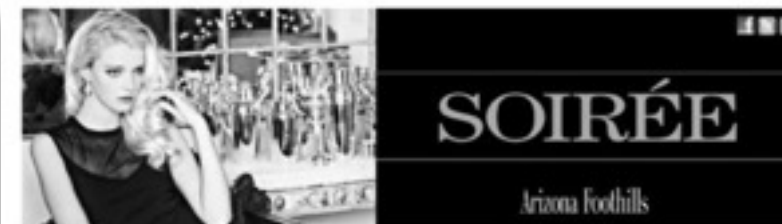
INVESTMENT

Total monthly investment of \$5,000



azfoothills E-NEWSLETTER

feature
banner



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

FEATURE

BANNER

1X

13X

26X

52X

\$1,850

\$1,350

\$1,100

\$850

\$1,150

\$950

\$750

\$600

ABOUT TOWN PHOENIX

FEATURE

BANNER

\$2,350

\$1,850

\$1,600

\$1,350

\$1,650

\$1,450

\$1,250

\$1,100

ABOUT TOWN TUCSON

FEATURE

BANNER

\$500

\$400

\$350

\$250

\$400

\$250

\$200

\$125

SOLO EMAIL-BLAST RATES

50,000 READERS

75,000 READERS

90,000 READERS

\$1,800 (\$36 CPM)

\$2,000 (\$26 CPM)

\$2,250 (\$25 CPM)

SOIREE

Sent to 90,000+ readers each Tuesday by 4 p.m., linking to the weekend's post-event 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

