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June 5, 2017 (Scottsdale, AZ) - AZ Foothills, the Valley's leading luxury lifestyle publication, annual publication and micro web site InArizona has seen record growth in the first 5 months of 2017. The fifth annual edition launched in January of this year and is the Valley's only luxury travel magazine and comprehensive tourism focused guide. Arizona Foothills Magazine special thirteenth edition 130+ page book highlights Arizona's crème de la crème while targeting state forty-eight visitors throughout the calendar year. The web component of InArizona is hosted on AZFoothills.com which is one of the top 10,000 most visited websites in the United States.

More than fifty thousand copies of InArizona are available throughout the year at the Valley's top luxury resorts, Sky Harbor airport, private air hangars, premium shopping destinations, Arizona CVBs, and more. At airports alone the guide saw a 52% increase in distribution from 2016 to 2017 with 17,267 copies in the hands of qualified travelers this year.

Online the micro-site saw more than a 198% increase in traffic, targeting visitors and locals alike with the same InArizona print editorial content. The micro site remains live online for the entire calendar year allowing AZFoothills.com to provide more reader service to its primarily elite and affluent tourism driven demographic with SEO friendly listings. InArizona content is also shared through AZ Foothills social media platforms, which rank number one among all media outlets in Arizona with more than 500,000 followers combined.

"These new numbers show that we reach the affluent traveler better than any media company. Visitors are seeing InArizona before they even come to Arizona and again when they arrive. Both tourists and our local community are visiting the micro-site on AZfoothills.com for more information on where to go and what to do year round," says President and Publisher Michael S. Dee. "We pride ourselves on creating an annual issue that showcases the best Arizona has to offer with material that remain relevant and can cover an entire year," he concluded.

AZFoothills.com is the Valley's fastest-growing Web site. Arizona Foothills Magazine and Arizona Foothills Online are dedicated to providing resourceful information on dining, entertainment, homes, fashion, culture and events in Arizona.

Scottsdale-based Media That Deelivers, Inc. ([www.mediathatdeelivers.com](http://www.mediathatdeelivers.com)) is a leading luxury magazine publisher that produces many titles in its luxury collection of magazines, including the monthly Arizona Foothills Magazine, bi-annual Society, annual InArizona, Arizona Foothills Tucson Online, InMexico Magazine, and InMexico.com. The company also publishes an array of custom products for world-renowned organizations.

Check out InArizona [here](#).