

Arizona Foothills Magazine Launches the IN AZ 2023 Issue

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The Valley's go-to guide to the hottest events kicking off the new year—from Barrett-Jackson and WM Phoenix Open to the Super Bowl and MLB Spring Training.



azf, the Valley's most trusted media brand and number one local storyteller and authority on luxury lifestyle, is thrilled to reintroduce the annual publication IN AZ 2023 to its editorial roster to kick off the new year.

IN AZ will premiere in both print and digital form each January, just in time for some of the nation's largest and most publicized events hosted right here in the Valley of the Sun. The issue will serve as a behind-the-scenes guide to know where to go and what to do surrounding the 2023 event season, including Barrett-Jackson Collector Car Auction, WM Phoenix Open, the Super Bowl and MLB Spring Training. Editorial will include elite experiences as chosen by azf editors and tastemakers along with choice content for every palette and predilection, from dining and nightlife to resorts and spas to shopping and adventures.

Arizona is one of the hottest tourist destinations within the U.S. (pun intended). According to the [Arizona Office of Tourism](#), vacationers to the Grand Canyon State in 2021 spent \$23.6 billion, outpacing the nation as a whole that year recovering 76% of its pre-pandemic spending from 2019. In addition, more than 58,000 new residents moved to Arizona in 2021, making it the top U.S. county for population growth, according to the [U.S. Census Bureau](#).

Targeting state forty-eight visitors, IN AZ 2023 will be made available throughout the year at the Valley's top luxury resorts, Sky Harbor International Airport, private air hangars, premium shopping destinations, Arizona convention and visitor bureaus, and more.

In addition to the tourism-focused print edition that will connect with the most affluent residences, influencers, and luxury resorts and hotel suites in the Valley, IN AZ 2023 will be supported by multiple digital extensions that will reach azf's growing audience of 30 million+ impressions annually.

About azf

azf continues to deliver on its promise to be "more than a magazine" with [azfoothills.com](#) ranked one of the top 10,000 most-visited sites in the U.S. alongside azf social channels, which boast a combined 500,000+ followers in addition to azf's well-known contests and in-demand special events hosted throughout the year. azf shares fresh, new content daily on [azfoothills.com](#) and through informative E-Newsletters that reach 70K+ opt-in subscribers and counting.

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