

# AZ Foothills Media Announces New Ownership & Management Team

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*New team of passionate professionals are leading the long-standing multimedia company*

March 29, 2023 (Phoenix, AZ) — AZ Foothills Media, the publisher of *AZ Foothills Magazine*, AZFoothills.com and @AZFoothills, is thrilled to announce its new ownership and leadership team. Exciting changes bring new enhancements focused on engaging content, inspiring imagery and unique storytelling behind what makes Arizona special.

Well-known local business owner and Phoenix native Aaron Klusman acquired the trend-setting publication in 2022. Deeply committed to supporting and connecting the community, Klusman embraces *AZ Foothills* as a storytelling platform that amplifies diverse voices and local businesses.

[Resource: AZ Foothills Vision Video with owner, Aaron Klusman](#)

"Since it was founded in 1996, *AZ Foothills* has been Arizona's #1 fashion and lifestyle magazine, and we intend to further expand on that over the next 25+ years," said Klusman. "I see the iconic *AZ Foothills* brand as a primary stage to be the fashionable storyteller for our great state and the many amazing local brands that call it home. It's always a privilege to share our state's great story, all while honoring the past, celebrating the present and embracing the future."

Now leading the team as president of AZ Foothills Media is Brett Brooks, a native of Phoenix with more than 20 years of experience working in the local business community. Brooks brings a wealth of experience from his former role as global partnerships director at Troon, the world's largest golf hospitality management company. During his 16 years at Troon, Brooks developed strategic partnerships with leading brands and companies both in the state of Arizona and around the world. In his role at *AZ Foothills*, Brooks will build upon the company's long-standing success and drive growth through overseeing all business objectives, leading company strategy and guiding its diverse suite of media outlets. His experience also includes launching and overseeing *Troon Magazine*, with a digital circulation of one million and a print circulation of 40,000. Brooks began his career in media relations for Visit Phoenix and earned a degree from the Walter Cronkite School of Journalism at Arizona State University.

"It is a huge honor and privilege to have Brett leading the *AZ Foothills* team," said Klusman. "He has long been a respected figure in the industry and the community. His experience in brand activation, business development, communications and publication launches makes this a big win for AZ Foothills and our city."

The magazine's operations are now led by Amber Perona. Before joining *AZ Foothills* as operating director in 2022, Perona worked in marketing and development raising nearly \$2.5 million. Perona's expertise in creating systems and processes, along with her passion for networking and connecting like-minded people and businesses, makes her an invaluable addition to the team.

Long-time writer and contributor Christina Silvestri has taken the helm of editor-in-chief. Having a deep understanding of the *AZ Foothills* brand spanning over 10 years, Silvestri, a native Phoenician and ASU Cronkite alum, keeps her finger on the pulse of the local scene and trending pop culture to develop and curate original, of-the-moment lifestyle content that resonates with readers and celebrates the people and places of Arizona.

"Amber and Christina are fantastic additions to the team," Klusman added. "Their positive impact on AZ Foothills is already evident in the quality and consistency of content - they are true storytellers and experts in fostering a brand. I'm excited about the key roles they will continue to play as we elevate AZ Foothills to new heights."

AZ Foothills Media continues to expand its impressive reach across all its various media platforms, which currently boast 30 million+ annual brand impressions. Print issues—including the reader-favorite *Best of Our Valley* issue in the spring; Home & Design, Best Places to Live issue in the fall; the *Innovators* annual issue and the winter *In Arizona* special edition that serves as a guide to the season's hottest sporting events—reach Valley residents and visitors by direct mail to the most affluent residences, influencers, top luxury resorts, private air hangars, premium shopping destinations, Arizona convention and visitor bureaus, and more. A digital edition of each print issue also joins the rotation of highly-anticipated online content that provides resourceful information on dining, entertainment, homes, fashion, culture and events in and around Arizona on a daily basis.

## About AZ Foothills Media

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

For more information on advertising opportunities, please email [sales@azfoothills.com](mailto:sales@azfoothills.com).

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Photos Available upon request.