

**Sometimes a promise isn't enough. Arizona Foothills Magazine has proof.**

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**November 2008 (Scottsdale, Ariz.) — What important distinction does Arizona Foothills have in common with credible publications Vogue, Vanity Fair, The Wall Street Journal and The New York Times? They are all audited by the Audit Bureau of Circulations (ABC). Arizona Foothills has been a member since 1999.**

For advertisers in today's environment, every page and every dollar counts. It is important to have verification that ads have been placed properly and the distribution that was promised has been delivered. Arizona Foothills understands this and hires ABC, accredited outside auditors, who objectively analyze and account for each and every issue printed. ABC audit statements prove—with precisely calculated direct mail, special event, public place and newsstand counts—that copies of Arizona Foothills are everywhere advertisers are told they'll be.

"This has been a standard procedure for us since 1999," says President and Publisher Michael Dee, "It's something all of our national clients require, but more local advertisers need to recognize why it's so important."

Arizona Foothills does not cut corners. They take their advertisers and their investments seriously, and have shown successful results for more than a decade. You should take their word for it—but because words aren't always enough, they also have statements to prove it.

For questions regarding ABC auditing, circulation or advertising with Arizona Foothills, contact the Director of Communications at 480.460.5203 x 232 or [cperkins@mediathatdelivers.com](mailto:cperkins@mediathatdelivers.com).