

20 YEARS OF LUXURY

azfoothills.com

style. substance. sophistication

[2018 DIGITAL MEDIA KIT]



FOOD FASHION LIFESTYLE HOMES EVENTS

Digital Reach



AZ Foothills dominates with more qualified female readers than any other media company.

- Women ages 25 – 54
- Income more than 100k
- College educated

Source: Quantast, 2016. For more details visit Quantcast.com and search arizonafoothillsmagazine.com.

Company	Instagram	Following	Total Reach
Arizona Foothills	@azfoothills	375k	
Arizona Foothills	@bestofourvalley	65.6k	12.4 million
MAGAZINES			
Phoenix Magazine	@phxmagazine	40k	0 (not quantifiable)
Phoenix Home & Garden	@phoenixhomeandgarden	4.5k	0 (not quantifiable)
Modern Luxury	@modluxscottsdale	3.6k	0 (not quantifiable)
MEDIA			
ABC 15	@abc15arizona	76k	119.9 million
AZ Central	@azcentral	46k	7 million
12 News	@12newsaz	70k	54 million
Fox 10	@fox10phoenix	60.6k	0 (not quantifiable)
3TV	@3tvphoenix	50k	0 (not quantifiable)
New Times	@phoenixnewtimes	17.3k	23 million
Live 101.5	@live1015	13.5k	0 (not quantifiable)
KNIX	@knixcountry	11.2k	0 (not quantifiable)



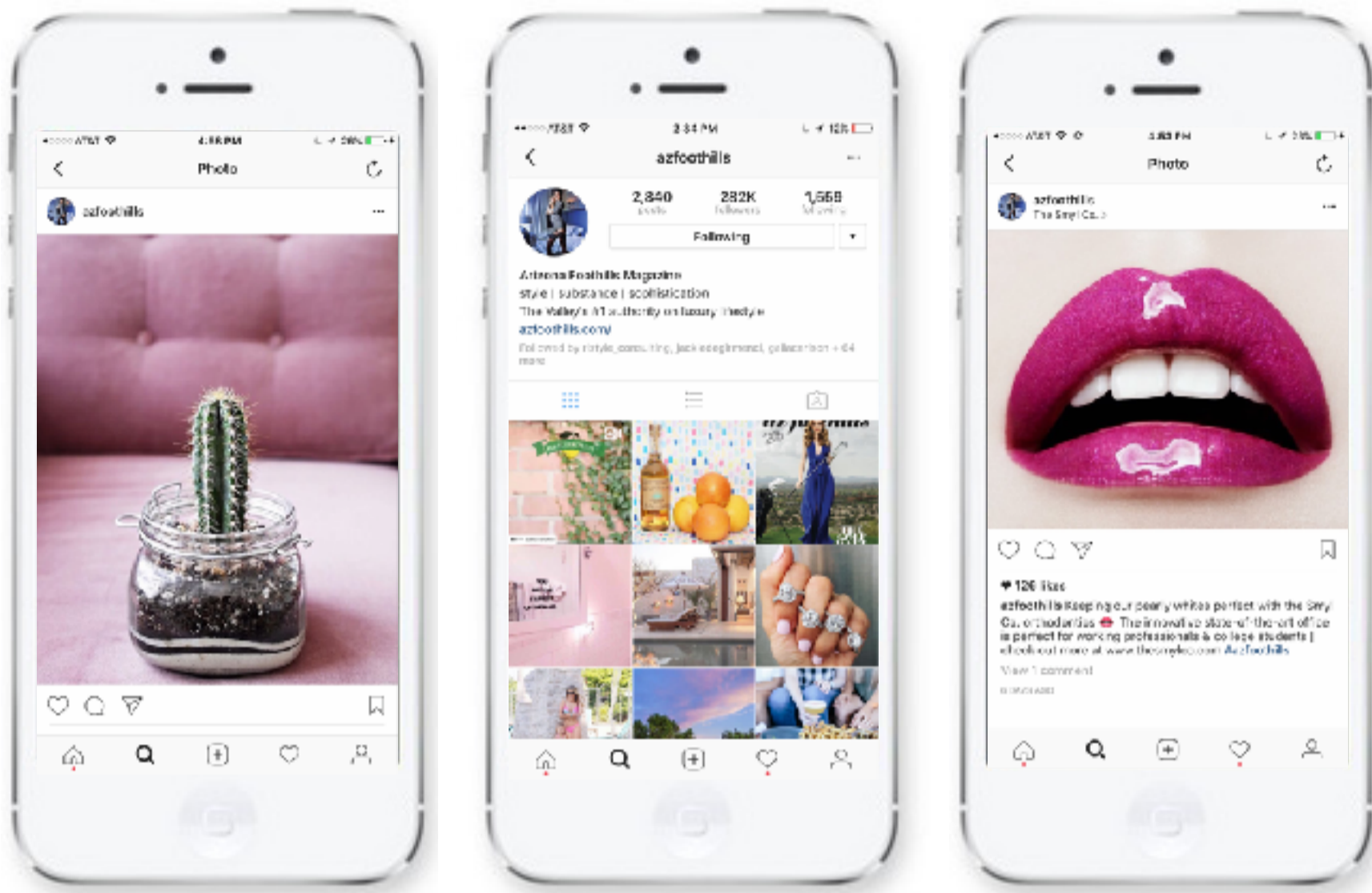
Digital Pricing

	1x	10x
Instagram <small>All Instagram posts are streamed through Facebook and Twitter accounts, with 100,000 additional views.</small>	850	600
E-News <small>93,000 total subscribers</small>	1500	550
Solo E-blast	\$1,800 - 50,000 \$2,000 - 75,000 \$2,250 - 90,000	
Sponsored Stories <small>Includes feature, inclusion in E-News, Solo e-blast, Instagram, ROS banners</small>	Story only 500 Story with promotions 5000	
ROS Banners	12 cpm - 100,000 10 cpm - 500,000 5 cpm - 1 million	

*20 years
of luxury*

Media That Deelivers began in 1997 with a direct-mail piece for the most affluent homes in the Metro Phoenix area, which blossomed into *Arizona Foothills Magazine*, a monthly lifestyle resource for the Valley's elite. As we embark on our twentieth year, our stylish tastemakers continue on with the same spirit with which we began, featuring the latest and greatest in local luxury lifestyle news, in Arizona and beyond.

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[ARIZONA FOOTHILLS MEDIA KIT]



Instagram

IMPRESSIONS

Views per post:

380,000+

All posts stream to @azfoothills Twitter and Facebook pages, with 100,000 additional views.

12,489 average likes

YOUR MESSAGE HERE.

Connect instantly with more than 283,000 active followers. Very limited space available daily!

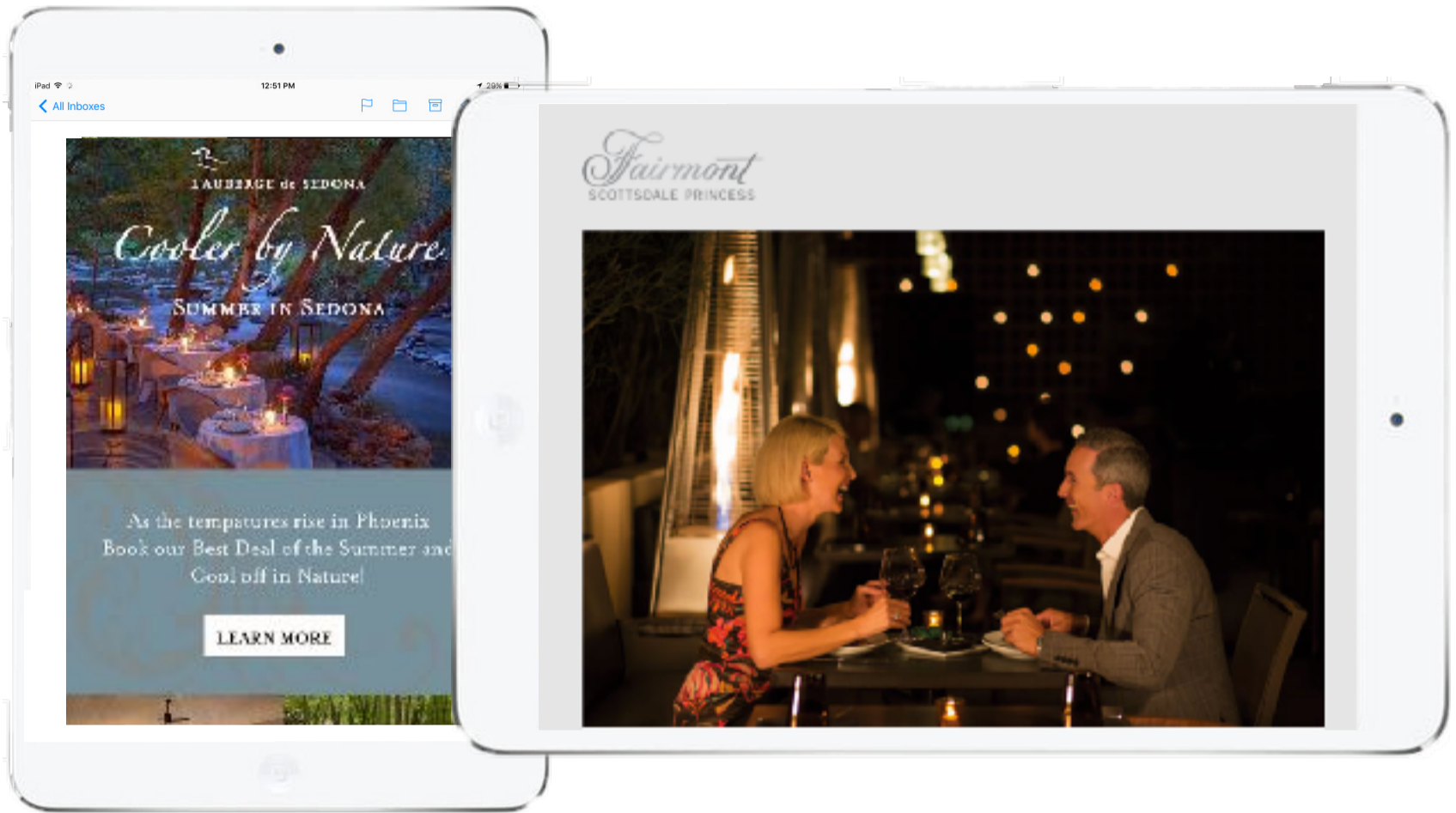
Reader Profile

- Slightly female
- 25-44
- Average income more than 150k

Investment

1x \$850
10x \$600





Solo E-Blast

- Reach the most sought-after Valley tastemakers whenever you want via our custom e-blasts.
- Frequency: One blast
- 100% share of voice

50,000 Readers
\$1,800 (\$36 CPM)

75,000 Readers
\$2,000 (\$26 CPM)

90,000 Readers
\$2,250 (\$25 CPM)

specs

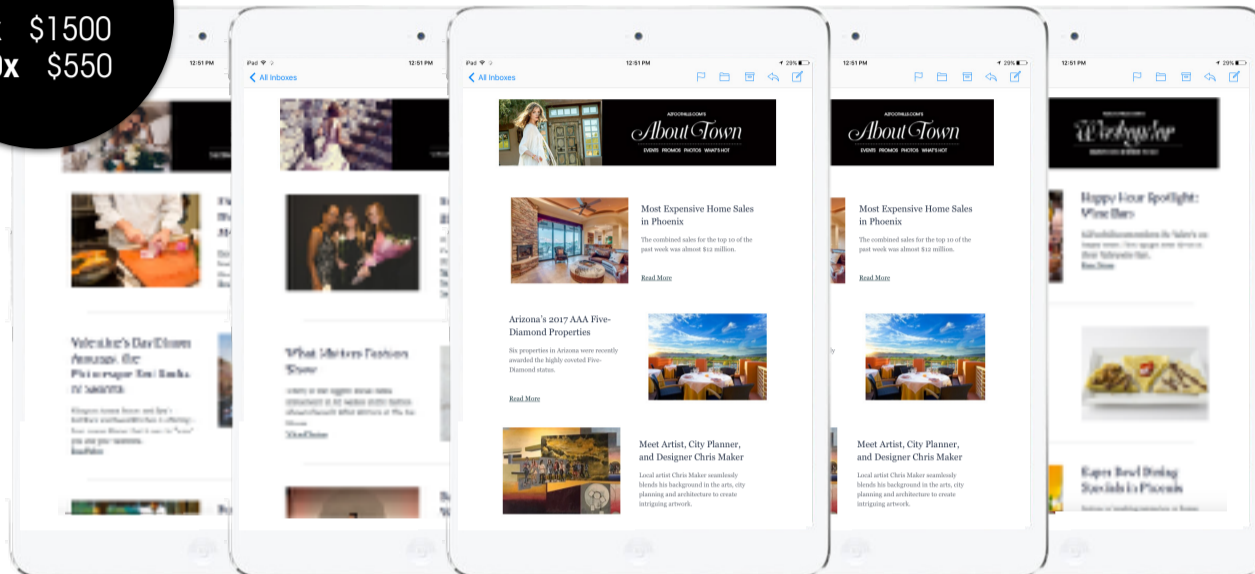
72 dpi .jpg

600 pixels wide,
any height is acceptable

please email to
production@azfoothills.com.

E-Newsletters

Investment
1x \$1500
10x \$550



MONDAY | Stays

Check in with the Valley's ultimate concierge - AZFoothills.com. Each Monday we'll release the latest luxurious hospitality happenings at resorts and beyond in California, Arizona, Mexico and more to 93,000+ subscribers

- Avg. Opens: 37.4% • Avg. Click-Through Rate on Features: 15.1% • Avg. Click-Through Rate on Banners: 4.1%

TUESDAY | Soiree

More than 93,000 Arizonans subscribe to Soiree, which unveils the most exclusive event snapshots from the week prior. From galas to cocktails to openings, we're there.

- Avg. Opens: 37.4% • Avg. Click-Through Rate on Features: 15.1% • Avg. Click-Through Rate on Banners: 4.1%

WEDNESDAY | About Town Tucson

More than 5,000 Tucsonistas subscribe to About Town Tucson, which features the latest and the greatest stories from AZFoothills.com about the Old Pueblo.

- Avg. Opens: 23.6% • Avg. Click-Through Rate on Features: 18.9% • Avg. Click-Through Rate on Banners: 3.6%

THURSDAY | About Town Phoenix

This highly-anticipated E-newsletter is emailed to 93,000+ in-the-know Arizonans weekly, sharing the who's-who and what-to-do's of the week.

- Avg. Opens: 39.7% • Avg. Click-Through Rate on Features: 16.2% • Avg. Click-Through Rate on Banners: 4.8%

FRIDAY | Weekender

Fri-yay! Weekender is sent each Friday to 93,000+ readers, sharing restaurant deals, event invites, shopping specials and more ways to spend the weekend.

- Avg. Opens: 40.5% • Avg. Click-Through Rate on Features: 17.1% • Avg. Click-Through Rate on Banners: 4.9%

SUNDAY | In House

Take the ultimate home tour every Sunday with In House showcasing luxury listings, exclusive interviews with top-notch designers and architects, and more sent to 93,000+ readers.

- Avg. Opens: 39.7% • Avg. Click-Through Rate on Features: 16.7% • Avg. Click-Through Rate on Banners: 4.7%

***All Banner Sizes: 300 x 250**



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[ARIZONA FOOTHILLS MEDIA KIT]



Feature Articles

- Tell your story. Sponsored stories, 300-400 words each, can be published in the homepage slideshow 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 93,000 subscribers
- Frequency: One feature, slideshow panel, e-news mention and 30 days of banner promotions
- Feature promoted on Instagram, streamed to all other social channels
- Inclusion in one e-newsletter
- One solo e-blast
- ROS banners for one month

IMPRESSIONS

Views per post:

3,001,389

Investment

Story only 500
Story with promotions 5000



2018 Blog Editorial Calendar

[Taste]

January - Top Health Food Restaurants in Phoenix
February - Valentine's Day Dining Roundup, Top Phoenix Steakhouses
March - Spring Training: Where to Dine, Easter Dining Roundup
April - Best Restaurant Patios in Phoenix
May - Mother's Day Dining Roundup, Best Bottomless Mimosa Brunches
June - Father's Day Dining Roundup, Where to Get Chicago Pizza in the Valley
July - Fourth of July Dining Roundup
August - Top Burger Joints
September - Labor Day Dining and Deals Roundup
October - Halloween Dining Roundup
November - Thanksgiving Dining Roundup
December - Holiday Dining Roundup

[Valley Girl]

January - Top Trainers & Gyms in Phoenix
February - Where to Celebrate Valentine's Day
March - The Guide to Navigating Any Music Festival
April - How to Spring Break Post College
May - Moms & Dads Day Gift Guide
June - How to Throw a Killer Bachelorette Party
July - Best Places For a Girls Weekend
August - Back to School Deals for Adults
September - Fall Festival Guide, How to Look Cute for College Game Day
October - Chic Halloween Decorating Ideas
November - Valley Girl's Guide to Hosting Friendsgiving
December - Best Places in Phoenix For a Holiday Date Night

[Nightlife]

January - The Greatest Party On Grass: Phoenix Open Roundup, Best Barrett Jackson Parties
February - The Valley's Hottest Bar Staff, Now You're Looking Pretty in a Hotel Bar: Best Resort Bars, The Valley's Most Glamorous Places to Party
March - Best Bars for Beautiful/Single People, Best Places to Day Drink, Go Green: St. Patrick's Day Parties
April - Best Country Bars, Crazy Cocktails: The Valley's Most Unique Sips
May - Rosé Roundup: Where to Drink Pink in the Valley, Cinco de Mayo Fiesta Round Up
June - Where To Play While You Drink
July - Red, White & Booze: July 4th Celebrations
August - Best Pet Friendly Bars/Patios, ASU/NFL Team Bar Guide

September - Chic Fête: Best Places To Host Your Holiday Party, Best Rooftop Bars
October - Halloween Party Roundup, Oktoberfest Roundup
November - Coziest Bars in Phoenix, Drink Before You Eat: Thanksgiving-Eve Parties
December - New Year's Eve Party Round Up, Beer Snobs Guide to AZ Craft Beers

[In House]

Jan - Top Home Remodeling Companies in Phoenix
Feb - Coolest At-Home Putting Greens
March - What's Hot in Patio Furniture
April - Top Home Organizers in Phoenix
May - Most Luxurious Home Pools in Phoenix
June - Best in Valley Golf Course Living
July - Top A/C Companies in Phoenix
August - How to Decorate a College Dorm Room
Sept - Luxury Backyard Living
Oct - How to Pick an Interior Design
Nov - Top Arizona Architects
Dec - Holiday Home Decorating

[Stays]

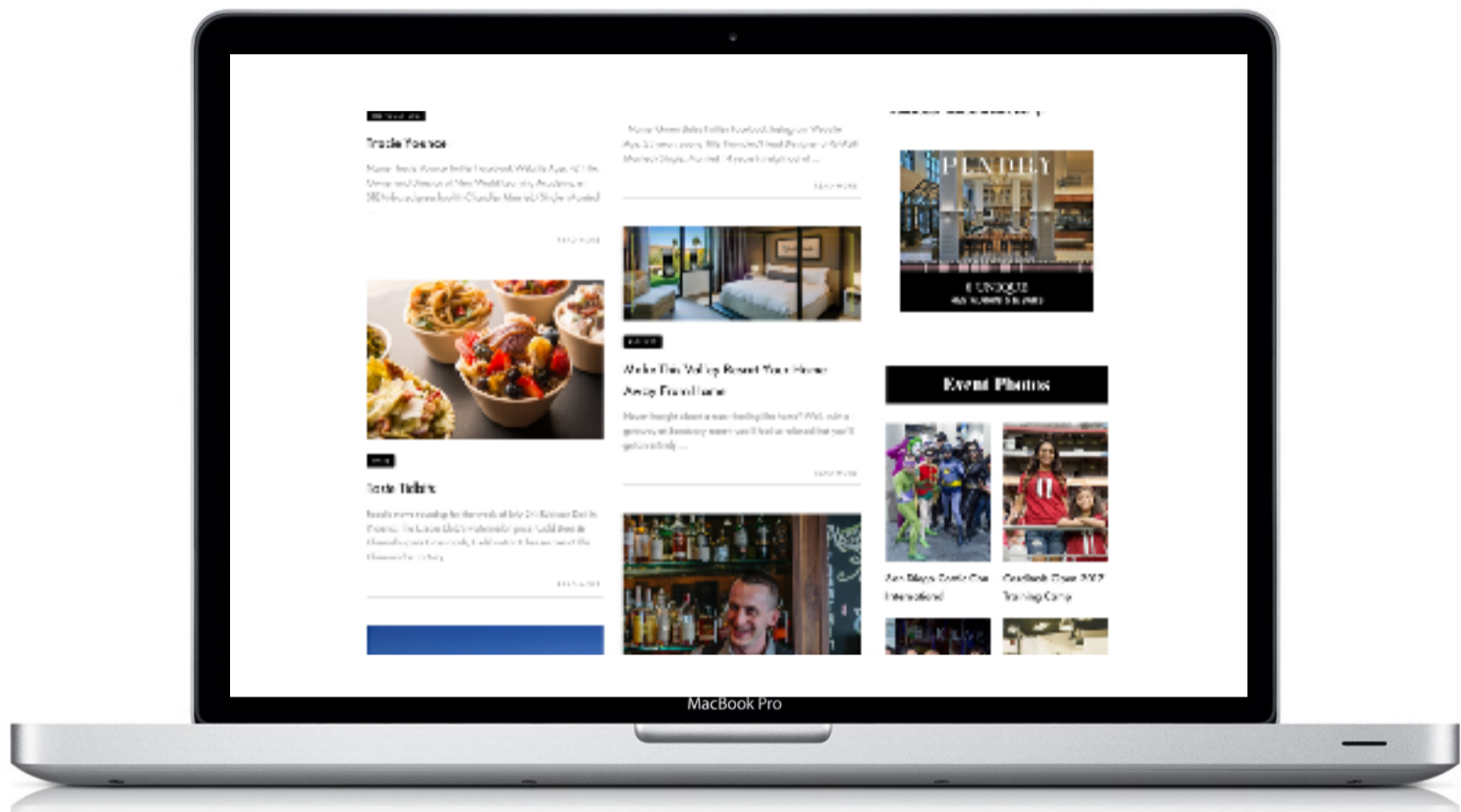
Jan - Best Resorts for a Romantic Getaway (Valentines)
Feb - Best Resorts to Stay at During Spring Training
March - Best Resorts to Spring Break At
April - Memorial Day Weekend Resort Round Up
May - Best Places to Stay in Orange County
June - Best Places to Stay San Diego
July - Best 4th of July Resort Celebrations
August - Labor Day Weekend Round Up
September - Best Resort Spa Treatments
October - Best Napa Wineries & Where to Stay
November - Where to Stay for the Holidays
December - Resort Holiday Happenings

[Style Files]

Jan - What Wear to the Phoenix Open
Feb - Cute Valentines Date Looks
March - Where to Buy You're Prom Dress
April - Where to Buy Cute Spring Training Gear, What to Wear to Coachella
May - Best Online Swimwear, Best MDW Sales
June - How to Pack for Different Kinds of Weekend Getaways
July - What to Wear to a Backyard BBQ
August - Best LDW Sales
September - Back to School Looks
October - Halloween Costumes
November - Wear to Buy Cocktail/Gala Dresses
December - Holiday Party Looks, NYE Dresses



Banner Ads



BANNER SIZES

1000 X 90

728 X 90

300 X 100

300 X 250

AD GUIDELINES

MINIMUM RESOLUTION: 72 DPI AT FINAL SIZE

ACCEPTABLE FILE TYPES: JPG, PDF

ALL COLOR VALUES MUST BE CONVERTED TO RGB.

ALL FONTS MUST BE EMBEDDED.

ANIMATED BANNERS

[Due Dates]

AD RESERVATIONS

Reservations are due the 15th of the month prior to print
(e.g. September reservations are due August 15.)

AD MATERIALS

Materials are due the 20th of the month prior to print
(e.g. September reservations are due August 20.)

Once ready, clients must
submit and approve ads to
production@azfoothills.com.

Investment

12 cpm - 100,000

10 cpm - 500,000

5 cpm - 1 million

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[ARIZONA FOOTHILLS MEDIA KIT]



Package 1

Total Reach:

5.4 million

Total Investment: \$25,000

- Feature on home page 300+ words Google friendly posted on main slideshow panel 4x
- eNews feature About Town sent out every Thursday to more than 93,000 subscribers 4x
- Instagram post to more than 283,000 readers 4x on @azfoothills
- Posting all events, sales or offers home page entire month unlimited
- Tweet each feature 5x's per week
- Facebook each feature 1x each per month
- Banner ads 300x250 in Soriee eNews sent each Tuesday to more than 93,000 subscribers 4x
- Banner ads 300x250 in About Town eNews sent each Thursday to more than 93,000 subscribers 4x
- Banner ads 300x250 in Weekender eNews sent each Friday to more than 93,000 subscribers 4x
- Each week in our top 10 things to do in the Valley we would include event, sales or offer.
- Then Tweet this out to more than 75,000 followers combined
- Solo eBlast your message sent solo to more than 93,000 subscribers each week. 4x



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Package 2

Total Reach:

3.8 million

Total Investment: \$15,000

- Feature on home page 300+ words Google friendly posted on main slideshow panel 2x
- eNews feature About Town sent out every Thursday to more than 93,000 subscribers 2x
- Instagram post to more than 283,000 readers @azfoothills 2x
- Posting all events, sales or offers home page entire month unlimited
- Tweet each feature 5x's per week
- Facebook each feature 1x each per month
- Banner ads 300x250 in Soriee eNews sent each Tuesday to more than 93,000 subscribers 2x
- Banner ads 300x250 in About Town eNews sent each Thursday to more than 93,000 subscribers 2x
- Banner ads 300x250 in Weekender eNews sent each Friday to more than 93,000 subscribers 2x
- Above the Fold 1000x90 banner static on top of home page 2 weeks
- Each week in our top 10 things to do in the Valley we would include event, sales or offer.
- Then Tweet this out to more than 75,000 followers combined
- Solo eBlast your message sent solo to more than 93,000 subscribers each week. 2x



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Package 3

Total Reach:

2.8 million

Total Investment: \$10,000

- Feature on home page 300+ words Google friendly posted on main slideshow panel 1x
- eNews feature About Town sent out every Thursday to more than 93,000 subscribers 1x
- Instagram post to more than 283,000 readers 1x
- Posting all events, sales or offers home page entire month unlimited
- Tweet each feature 5x's per week
- Facebook each feature 1x each per month
- Banner ads 300x250 in Soriee eNews sent each Tuesday to more than 93,000 subscribers 1x
- Banner ads 300x250 in About Town eNews sent each Thursday to more than 93,000 subscribers 1x
- Banner ads 300x250 in Weekender eNews sent each Friday to more than 93,000 subscribers 1x
- Above the Fold 1000x90 banner static on top of home page 1 weeks
- Each week in our top 10 things to do in the Valley we would include event, sales or offer.
- Then Tweet this out to more than 75,000 followers combined
- Solo eBlast your message sent solo to more than 93,000 subscribers each week. 1x



Where To Go



PHOTO COURTESY OF WILDFOX. MODEL: TIFFANY KELLER. WILDFOX.COM.

More and more people search AZFoothills.com on where they should go when it comes to events and special Holidays. We get more inquires and page views on our weekly things to do than any section online. Now you can be featured in the most popular searches every year.

- Our team writes your feature, photos are included
- Google-friendly, all articles are searchable and usually rank on the first page
- Posted 30 days in advance
- Heavily promoted through an AZFoothills.com "Where To Go" static banner ad on the homepage
- Included weekly in About Town E-Newsletters sent to more than 93,000 subscribers
- Posted on Facebook/Twitter pages

TOPICS

New Years Eve	Mother's Day
Superbowl Sunday	Father's Day
College Football	Fourth Of July
NFL Football	Labor Day
Valentine's Day	Thanksgiving
Easter Brunch	Holiday Parties

PRICING

1x \$300	Total: \$300
5x \$175	Total: \$875
10x \$150	Total: \$1500

In order to receive these discounts, entire package must be paid cash in advance.

Summer Escapes



PHOTO COURTESY OF WILDFOX. MODELS: MAGGIE RAWLINS AND TIFFANY KELLER. WILDFOX.COM.

Get some R&R, you deserve it. Our Summer Escapes campaign directs locals and visitors to the best resorts in town, outlining specials, amenities and more. Your resort will receive its own page within the Summer Escapes campaign, which will generate organic search engine traffic.

Promotion:

Static Banner on the homepage, from May 15 - Sept 1

E-Newsletters sent weekly to 93,000+ subscribers

Tweets daily from @LuxuryStays and @AZFoothillsMag

Individual page on AZFoothills.com for each resort, with images and offer outlines

BONUS: One post per month on Instagram (streamed to Twitter and Facebook) with an image of your resort, tagging you, and reaching 380,000+.

PAST RESULTS

1.4 million unique visitors

3.2 million page views

PRICING

One Month: \$995

Entire Promotion: \$2,995

Art



AZ Foothills Presents Art

Get your work in the spotlight with AZFoothills.com Art featuring fresh weekly content including artist interviews, gallery profiles, event previews, behind-the-scenes looks and more with acclaimed artist and AZ Foothills contributor Nicole Royse.

AZFoothills.com ranks in the top 20k most visited websites with more than 200k unique visitors per month, comprised of a primarily elite and affluent demographic. Our readers visit AZ Foothills online from Arizona and beyond looking for one-of-a-kind cultural experiences in and around Phoenix.

FEATURE

An original 300-400 word feature with photos - \$500

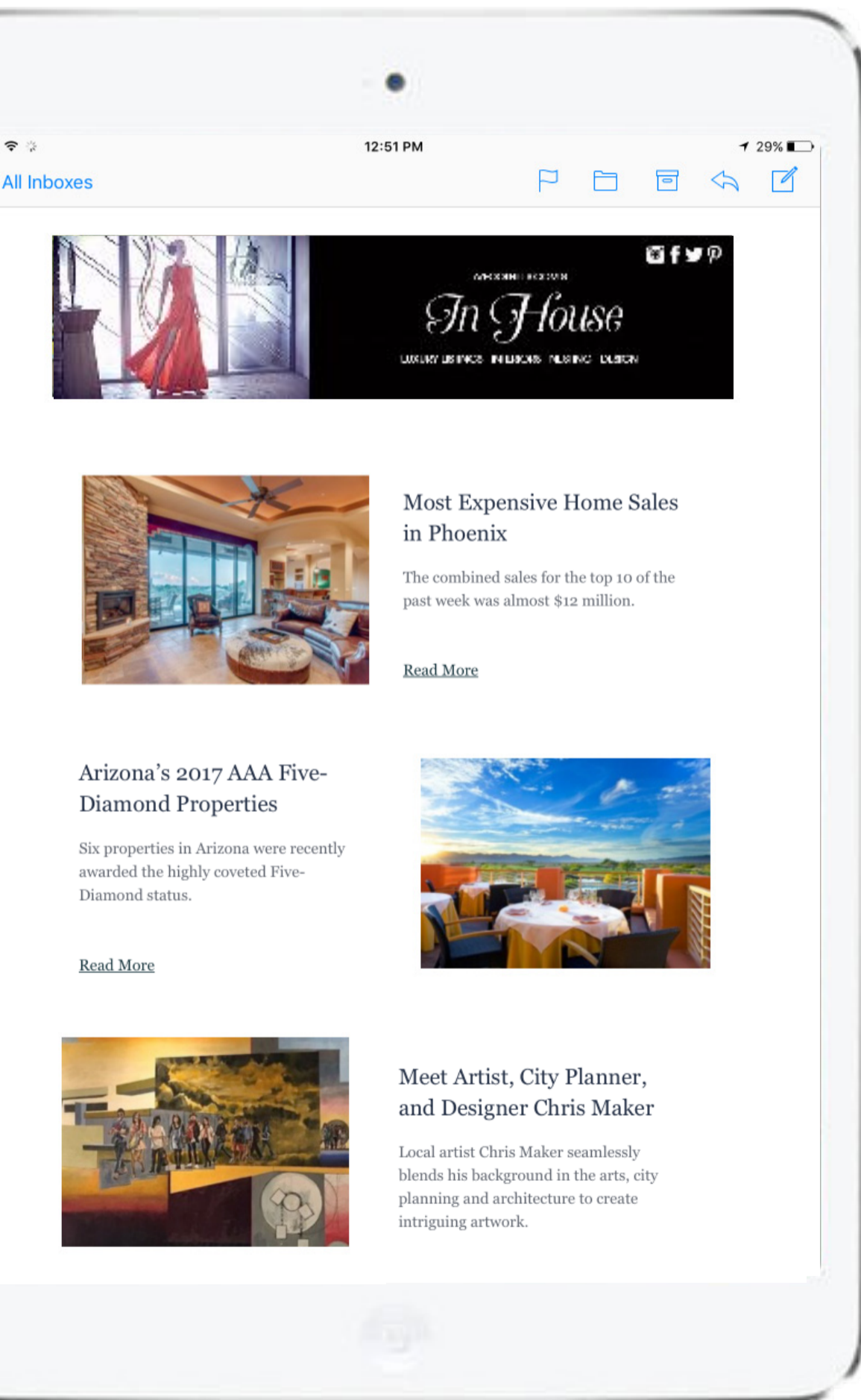
ENEWS

Feature or banner ad in AZFoothills E-News sent to 93k subscribers - \$500

INSTAGRAM

One dedicated post on @azfoothills shared with 375k followers and counting - \$500

In House



Sundays are all about home sweet home with AZ Foothills In House featuring the latest in design and dwelling including awe-inspiring architecture, jaw dropping custom builds, hot new neighborhoods, lust worthy luxury listings, exclusive interviews with elite industry insiders, and more.

AZFoothills.com ranks in the top 20k most visited websites in the US with more than 200k unique visitors per month. Our elite and affluent readers visit AZ Foothills online from Arizona and beyond looking for real-hot real estate in and around the Valley.

FEATURE

An original 300-400 word feature with photos - \$500

ENEWS

Feature or banner ad in AZFootills E=News sent to 93k subscribers - \$500

INSTAGRAM

One dedicated post on @azfoothills shared with 375k followers and counting - \$500

