

MORE THAN 20 YEARS OF LUXURY

azfoothills.com

style. substance. sophistication

[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. For more details visit [Quantcast.com](https://www.quantcast.com) and search [arizonafoothillsmagazine.com](https://www.arizonafoothillsmagazine.com).

Company	Instagram	Following	Total Reach
Arizona Foothills	@azfoothills	550k+	
Arizona Foothills	@bestofourvalley	115k	12.4 million
MAGAZINES			
Phoenix Magazine	@phxmagazine	49k	0 (not quantifiable)
Phoenix Home & Garden	@phoenixhomeandgarden	5k	0 (not quantifiable)
Modern Luxury	@modluxscottsdale	9k	0 (not quantifiable)
MEDIA			
ABC 15	@abc15arizona	106k	119.9 million
AZ Central	@azcentral	60k	7 million
12 News	@12newsaz	85k	54 million
Fox 10	@fox10phoenix	93k	0 (not quantifiable)
3TV	@3tvphoenix	67k	0 (not quantifiable)
New Times	@phoenixnewtimes	30k	23 million
Live 101.5	@live1015	13.5k	0 (not quantifiable)



Digital Pricing

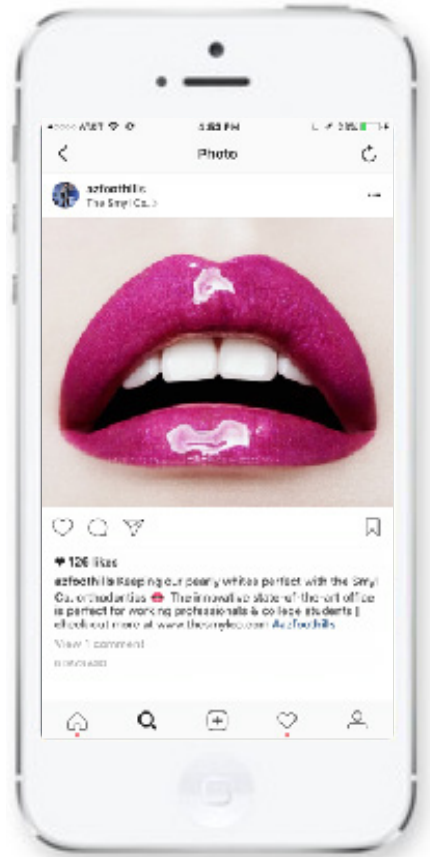
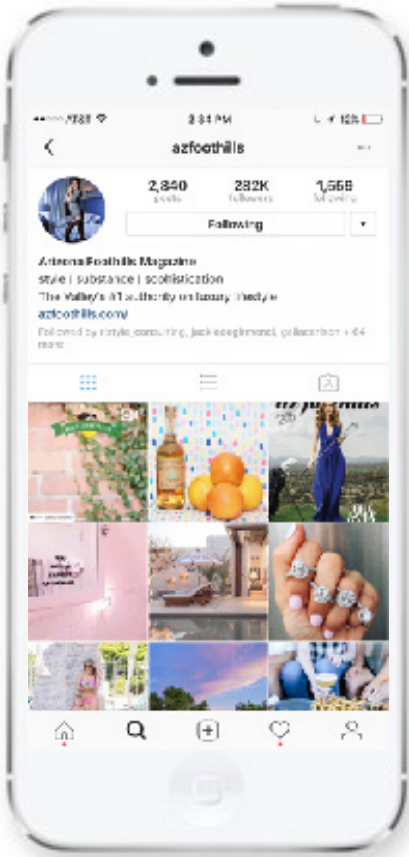
	1x	10x
Instagram All Instagram posts are streamed through Facebook and Twitter accounts, with 100,000 additional views.	850	600
E-News 93,000 total subscribers	1500	550
Solo E-blast	\$1,800 - 50,000 \$2,000 - 75,000 \$2,250 - 90,000	
Sponsored Stories Includes feature, inclusion in E-News, Solo e-blast,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

*More than
 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 20+ years, 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:

550,000+

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 550,000+ active followers. Very limited space available daily!

Reader Profile

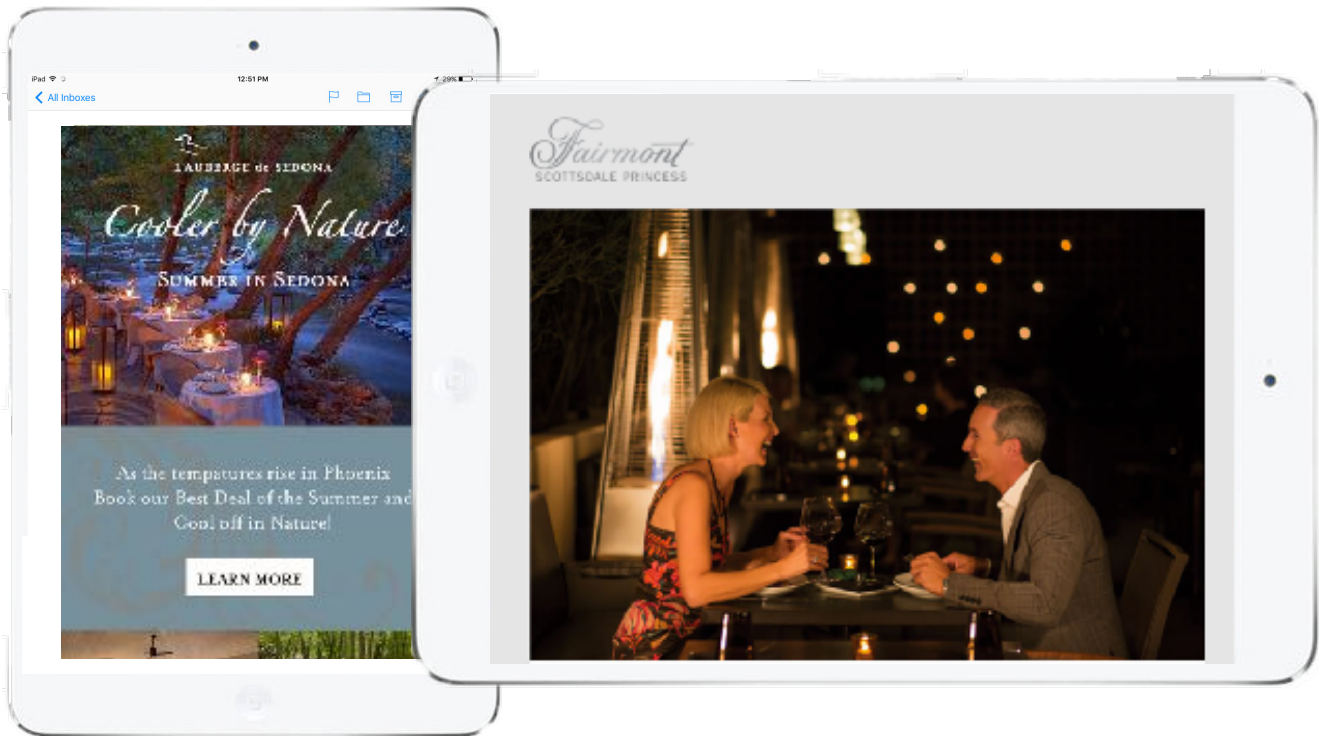
- Slightly female
- 25-44
- Average income more than 150k

Investment

1x \$850
10x \$600



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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

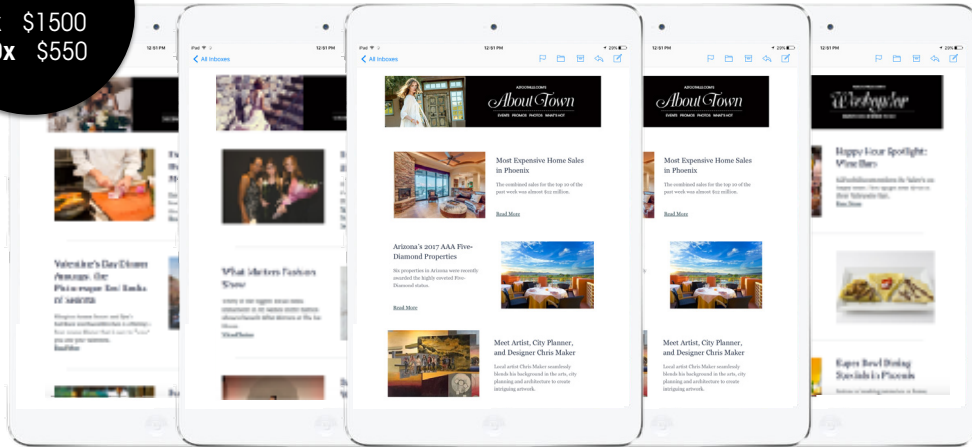
600 pixels wide,
any height is acceptable

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 in California, Arizona, Mexico and beyond 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 grand 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 Tucsonans subscribe to About Town Tucson, which features the latest and the greatest stories from AZFoothills.com all about the Old Pueblo.

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

* All Banner Sizes: 300 x 250

THURSDAY | About Town Phoenix

This highly anticipated 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%

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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



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 Galentine'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]

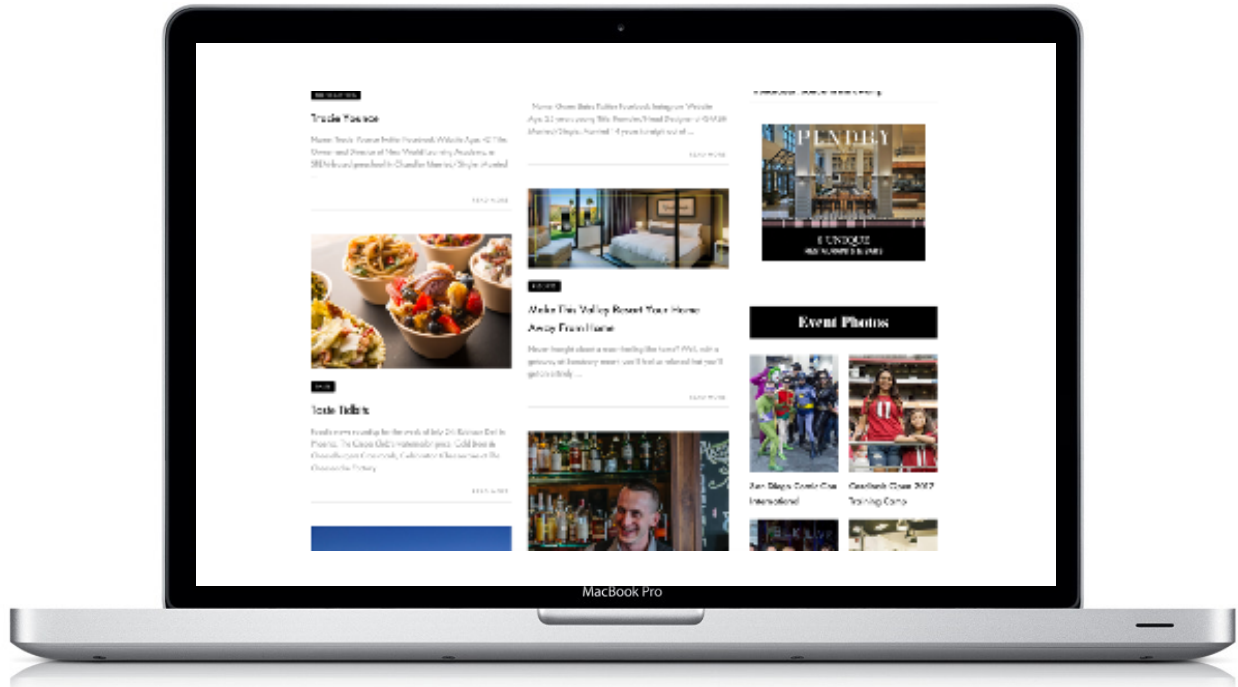
Jan - Best Resorts for a Romantic Getaway (Valentines)
Feb - Best Resorts to Stay at During Spring Training
March - Best Resorts to Spring Break At
April - Memorial Day Weekend Resort Round Up
May - Best Places to Stay in Orange County
June - Best Places to Stay San Diego
July - Best 4th of July Resort 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 10th of the month prior to print
(e.g. September reservations are due August 10.)

AD MATERIALS

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

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

Where to Go



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 90,000 subscribers
- Posted on Facebook/Twitter pages

TOPICS

NYE celebrations	Pool Parties
Superbowl Sunday	Best Resorts/ Spas
Valentine's Day	4 of July
NCAA Final Four	Labor Day
Easter Brunch	Halloween Parties
Cinco De Mayo	Thanksgiving Brunch
Mother's Day	Holiday parties
Memorial Day	

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



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 1 - Sept 1

E-Newsletters sent weekly to 90,000+ 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 500,000+.

PAST RESULTS

1.4 million unique visitors

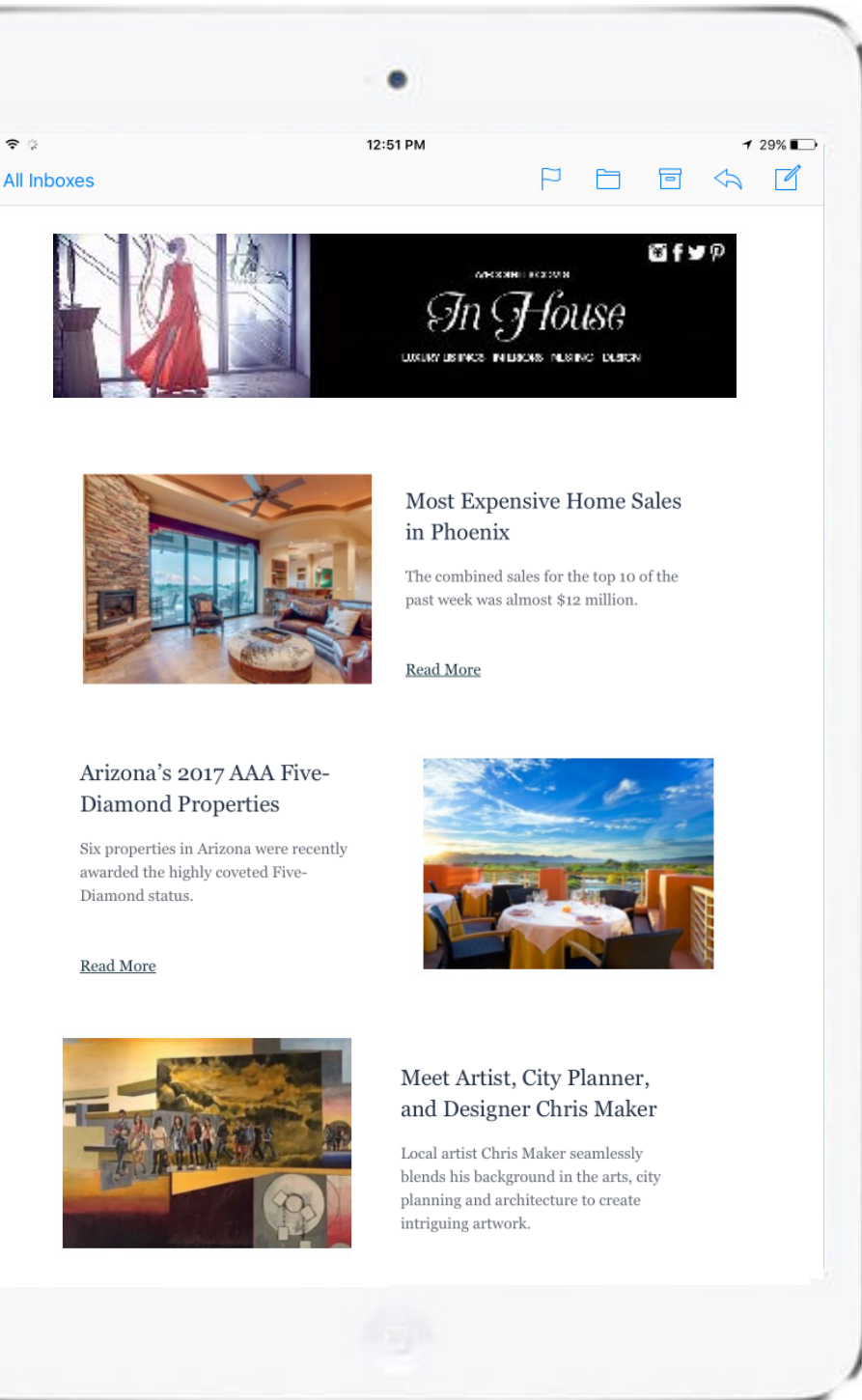
3.2 million page views

PRICING

One Month: \$1,250

Entire Promotion: \$3,995

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

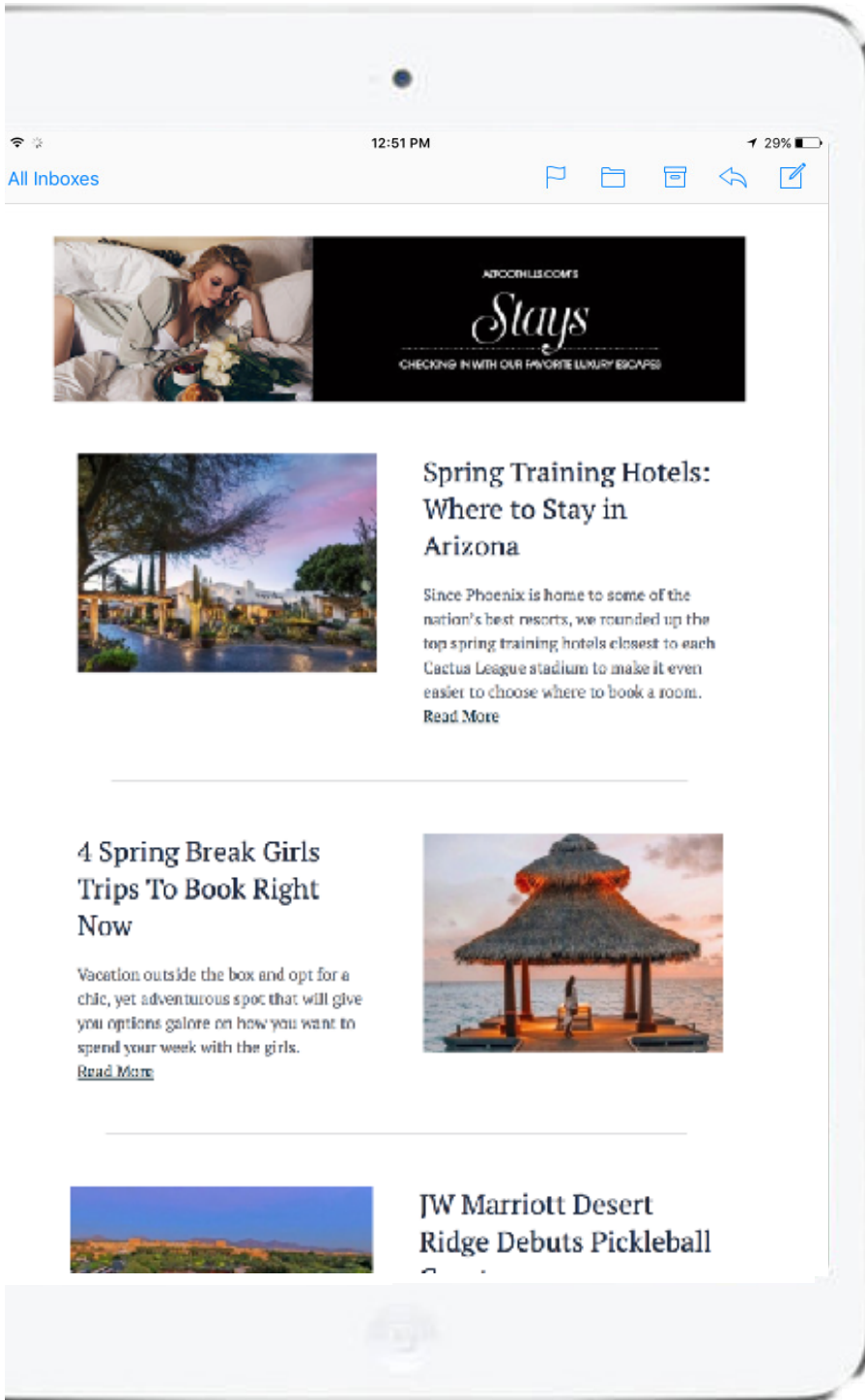
Feature or banner ad in AZFootHills E=News sent to 93k subscribers - \$500

INSTAGRAM

One dedicated post on @azfoothills shared with more than half a million followers and counting - \$500



Stays



Mondays are all about stunning escapes with AZ Foothills Stays, featuring the latest news, events and specials at top resorts in Arizona and beyond. From sunny, coastal resorts and luxury ski lodges to desert escapes and mountain retreats, Stays is the ultimate go-to for luxury getaways (and staycations!) in the West.

AZFootfills.com ranks in the top 20K most visited websites in the US with more than 525K unique visitors per month. Our elite and affluent readers visit AZ Foothills online from Arizona and beyond, looking for the best ways to escape in the Valley and Western region of the US.

FEATURE

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

ENEWS

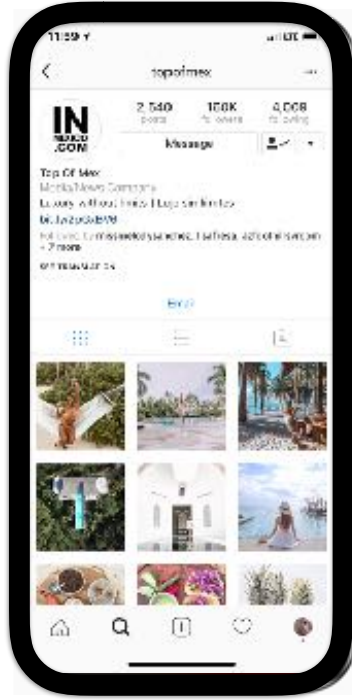
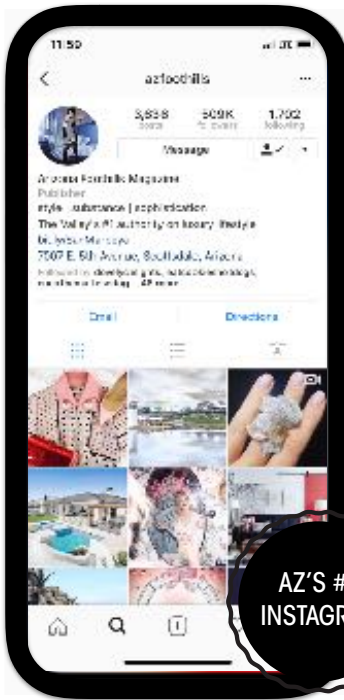
Feature or banner ad in AZFootfills E-News sent to 93k subscribers - \$500

INSTAGRAM

One dedicated post on @azfoothills shared with more than half a million followers and counting - \$500



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Instagram Management

Let our digital team craft and deliver first in class Instagram management for your brand. Connect directly with consumers, grow brand awareness, and drive sales with the Valley's #1 media company. We will identify potential clients in your target market and interact on your behalf resulting in follower growth and brand loyalty. Your social media success is now easier than ever.

ACCOUNT MANAGEMENT INCLUDES:

- Daily posts Monday - Sunday, including reposts to your Facebook and Twitter accounts
- Targeted tagging through researched hashtags and influencer accounts
- Engagement with followers by liking, commenting, and following targeted new accounts weekly
- Review and respond to all questions, comments, and direct messages daily
- Weekly reporting
- One featured post monthly on @azfoothills Instagram

ADDED VALUE:

- One online SEO feature monthly on azfoothills.com
- Feature included in azfoothills.com eNews sent to 93k subscribers

TOTAL INVESTMENT

- 1x post daily \$1,750
- 2x post daily \$1,850
- 3x post daily \$1,950

CONTACT

Michael S. Dee, President & Publisher, 602.793.3002 & mdee@azfoothills.com

Video Capabilities



*Custom, Professional
videos - demystified*

*The #1 Instagram in
Arizona is now offering
turnkey custom
video production.*

*Videos include full creation,
from storyboarding and
shoot setup to editing
and promotions.*

TWO :30 TO :45 VIDEOS,
INCLUDING BONUS POST ON @BESTOF4VALLEY \$700

FOUR :30 TO :45 VIDEOS,
INCLUDING BONUS POST ON @BESTOF4VALLEY \$1,200

*Want more exposure? We'll post your video on the #1
Instagram in Arizona, @azfoothills, and reach more than
500,000 followers for \$650 per video post.*



CONTACT

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Packages

	package 1	package 2	package 3
Home Page Slide Show SEO original feature	4x	2x	1x
Static 1000x90 banner top of home page TAKE OVER	4x	2x	1x
Solo eBlast	4x	2x	1x
Instagram Post @azfoothills and repost on FB and Twitter	4x	2x	1x
Monday eNews Stays 300x250 banner	4x	2x	1x
Tuesday eNews Sorice 300x250 banner	4x	2x	1x
Thursday eNews About Town 300x250 banner	4x	2x	1x
Thursday eNews About Town Feature	4x	2x	1x
Friday eNews Weekender 300x250 banner	4x	2x	1x
Sunday eNews In-House 300x250 banner	4x	2x	1x
Facebook and Twitter Posts	4x	2x	1x
Total Investment	\$25,000	\$15,000	\$10,000
Total Impressions	6.8 m	3.8 m	2.8 m

