

20 YEARS OF LUXURY

azfoothills.com

style. substance. sophistication

[2019 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	502k	
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	

*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.



20 YEARS OF LUXURY
 [ARIZONA FOOTHILLS MEDIA KIT]



Instagram

IMPRESSIONS

Views per post:

516,000+

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 516,000 active followers. Very limited space available daily!

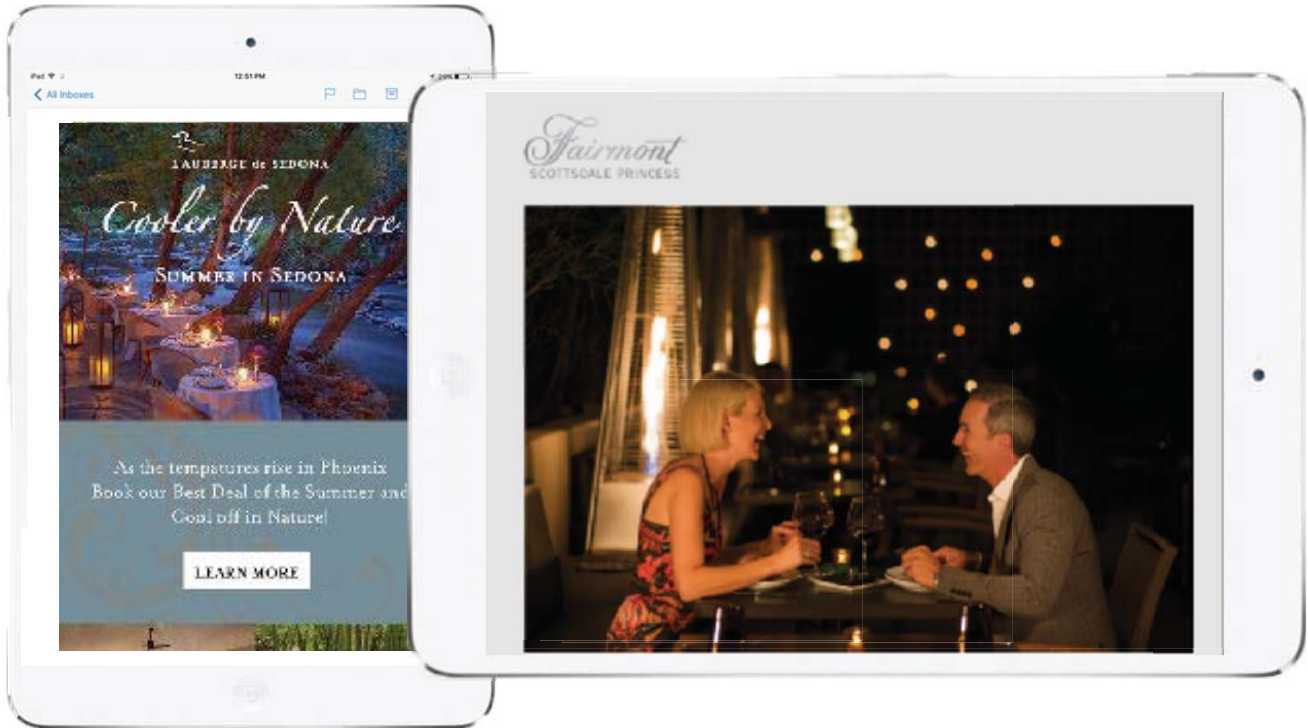
Reader Profile

- 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

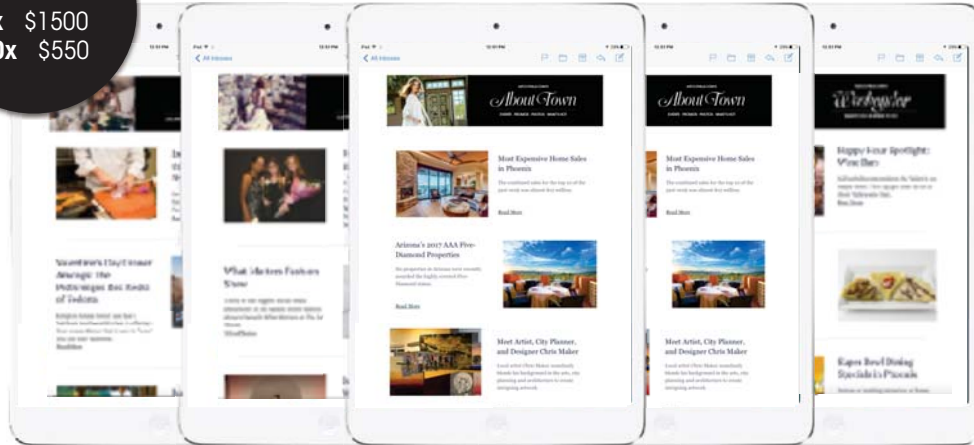
please email to
production@azfoothills.com.



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



20 YEARS OF LUXURY
[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



2019 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

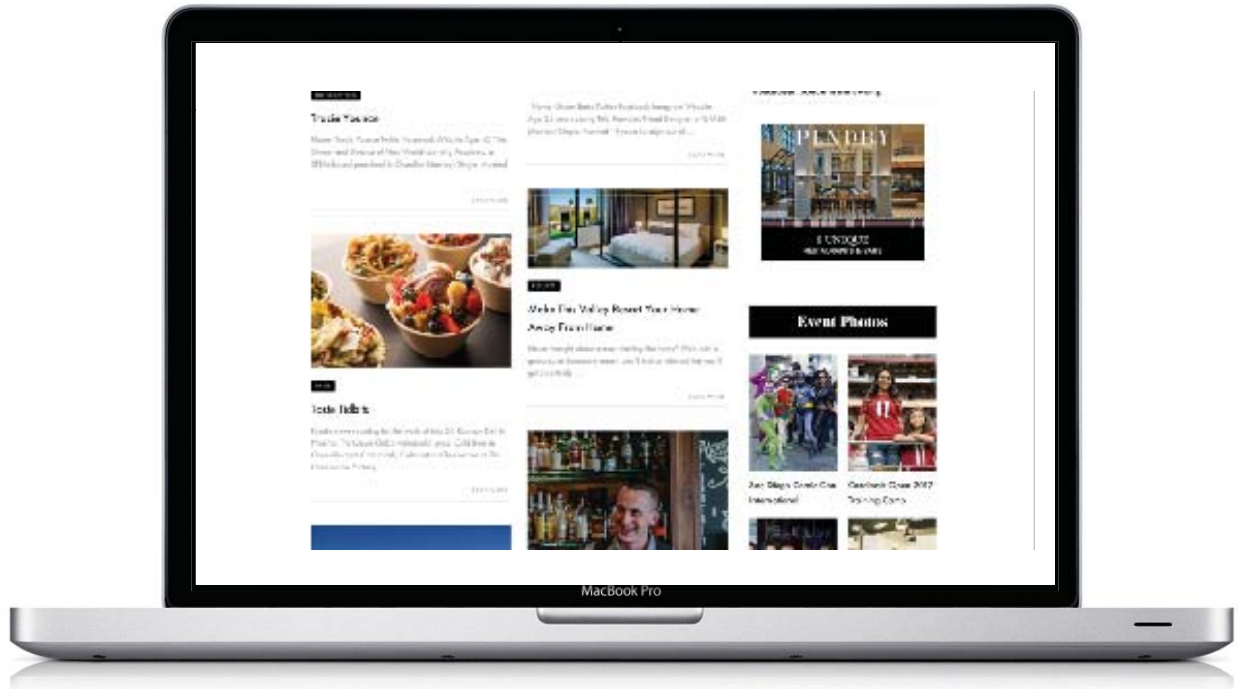
October - Halloween Costumes

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

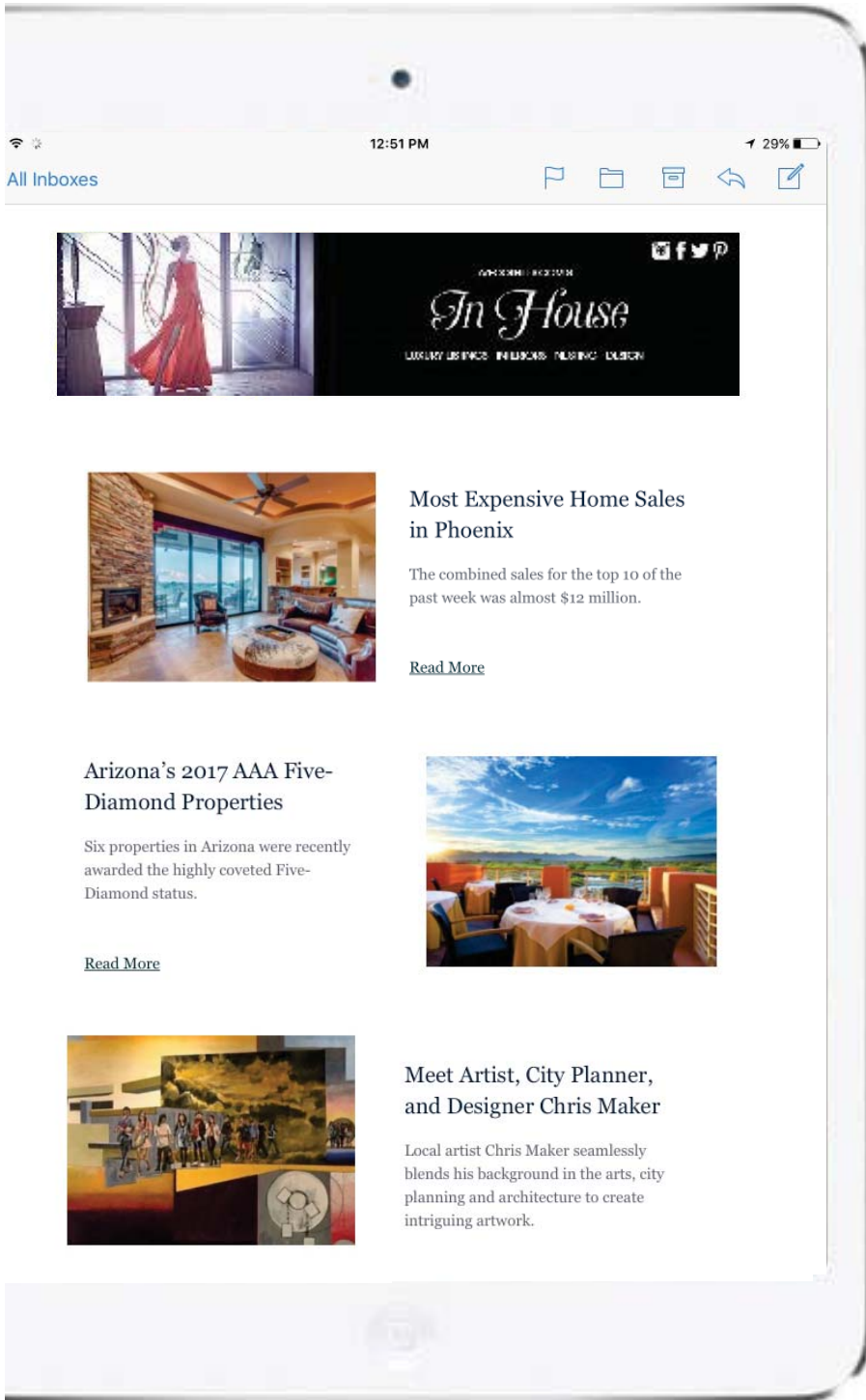
3.2 million page views

PRICING

One Month: \$995

Entire Promotion: \$3,495

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

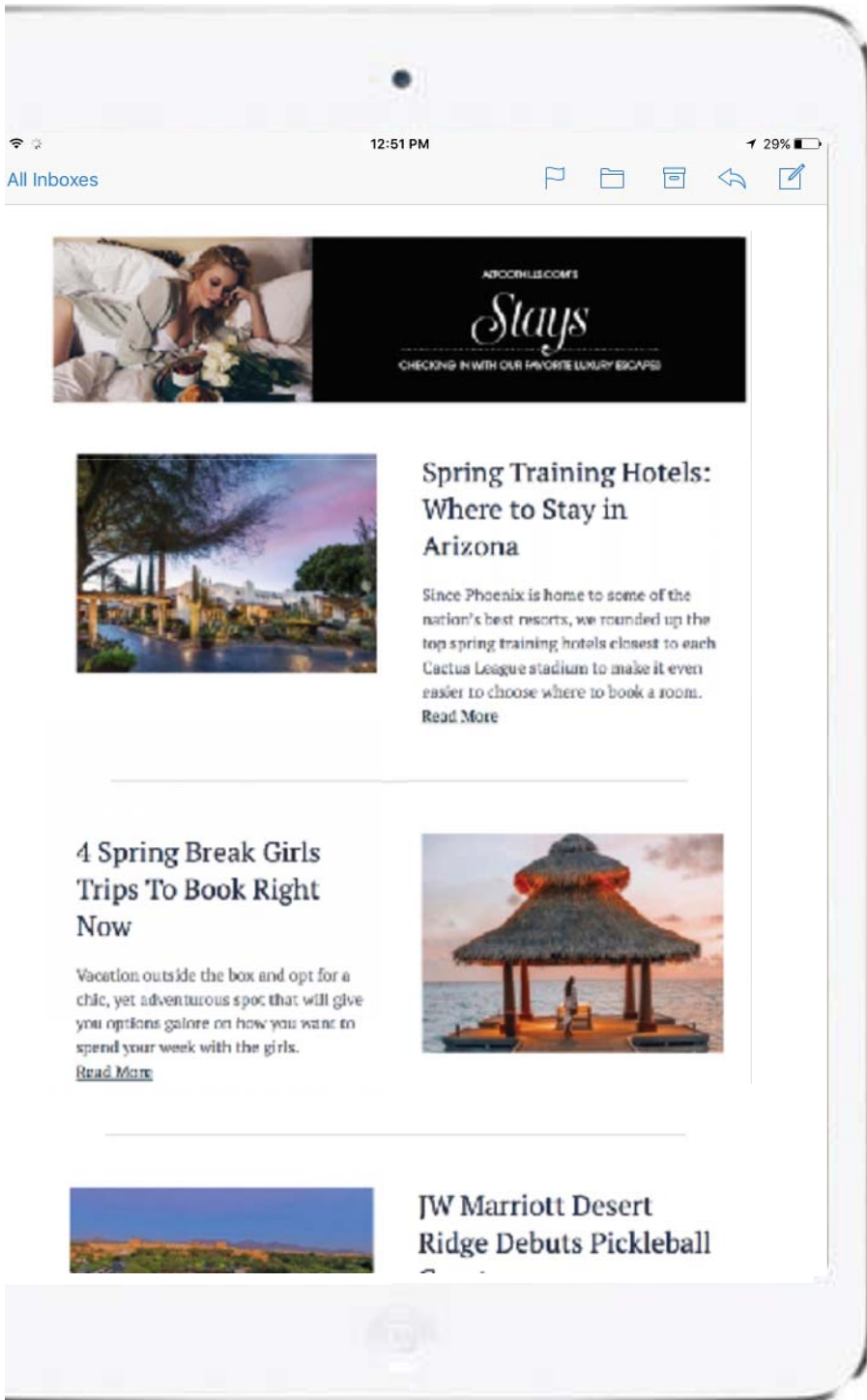
Feature or banner ad in AZFootills E=News sent to 93k subscribers - \$500

INSTAGRAM

One dedicated post on @azfoothills shared with 516k 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

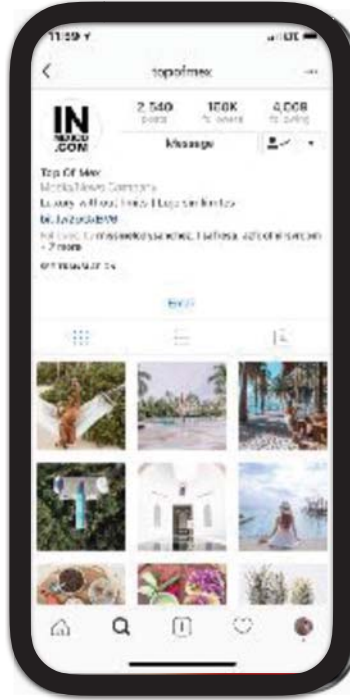
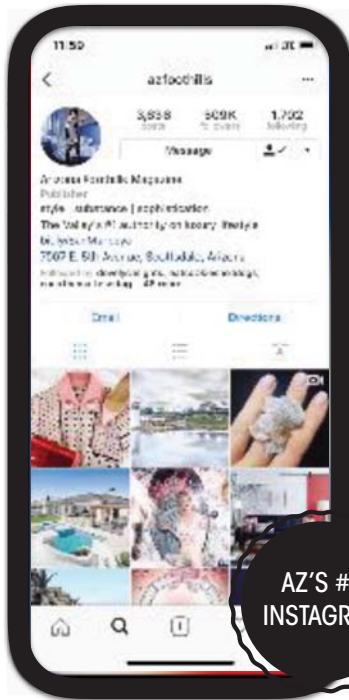
ENEWS

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

INSTAGRAM

One dedicated post on @azfoothills shared with 516k followers and counting - \$500





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 @BESTOFARIZONA \$700

FOUR :30 TO :45 VIDEOS,
INCLUDING BONUS POST ON @BESTOFARIZONA \$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

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



Lifestyle Jules' Best



@BestofourValley and @lifestylejules are teaming up to make your business grow.

We feature one winner daily on @bestofourvalley of the annual contest that runs every October 1 to November 30th online on AZFoothills.com

Now showcase your business on two of the hottest Instagram with a well know host Lifestyle Jules.

Single Feature

1x: 20-30 minute Facebook Live posted to Lifestyle Jules, your site's page and AZFoothills

1x: 1-minute highlight video posted to Instagram, LinkedIn, Twitter, Facebook, Instagram, Pinterest, YouTube and Lifestyle Jules
Trendsetter Feature on AZFoothills.com/people

Total Investment \$1,500
(Total estimated impressions more than 250,000)

Series Package

2x or more: 20-30 minute Facebook Live posted to Lifestyle Jules, your site's page and AZFoothills

2x or more: 1-minute highlight video posted to Instagram, LinkedIn, Twitter, Facebook, Instagram, Pinterest, YouTube and Lifestyle Jules

Online SEO feature on AZFoothills.com/bestof
Trendsetter Feature on AZFoothills.com/people

Total Investment \$995 each
(Total estimated impressions more than 250,000 per video)

CONTACT

Julie Xander, 602-989-5386 & jxander@azfoothills.com

20 YEARS OF LUXURY
[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 90,000 subscribers 4x
- Instagram post to more than 500,000 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 90,000 subscribers 4x
- Banner ads 300x250 in About Town eNews sent each Thursday to more than 90,000 subscribers 4x
- Banner ads 300x250 in Weekender eNews sent each Friday to more than 90,000 subscribers 4x
- Banner ads 300x250 in In-House eNews sent each Sunday to more than 90,000 subscribers 4x
- Each week in our top 10 things to do in the Valley we would include event, sales or offer.
- Solo eBlast your message sent solo to more than 90,000 subscribers each week. 4x



20 YEARS OF LUXURY
[ARIZONA FOOTHILLS MEDIA KIT]



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 90,000 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 90,000 subscribers 2x
- Banner ads 300x250 in About Town eNews sent each Thursday to more than 90,000 subscribers 2x
- Banner ads 300x250 in Weekender eNews sent each Friday to more than 90,000 subscribers 2x
- Banner ads 300x250 in InHouse eNews sent each Friday to more than 90,000 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.
- Solo eBlast your message sent solo to more than 90,000 subscribers each week. 2x





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 90,000 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 90,000 subscribers 1x
- Banner ads 300x250 in About Town eNews sent each Thursday to more than 90,000 subscribers 1x
- Banner ads 300x250 in Weekender eNews sent each Friday to more than 90,000 subscribers 1x
- Banner ads 300x250 in InHouse eNews sent each Friday to more than 90,000 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.
- Solo eBlast your message sent solo to more than 90,000 subscribers each week. 1x

