

20 YEARS OF LUXURY

*azfoothills.com*

*style. substance. sophistication*

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[ 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](http://Quantcast.com) and search [arizonafoothillsmagazine.com](http://arizonafoothillsmagazine.com).

Company	Instagram	Following	Total Reach
<b>Arizona Foothills</b>	@azfoothills	375k	
<b>Arizona Foothills</b>	@bestofourvalley	65.6k	12.4 million
<b>MAGAZINES</b>			
Phoenix Magazine	@phxmagazine	40k	0 (not quantifiable)
Phoenix Home & Garden	@phoenixhomeandgarden	4.5k	0 (not quantifiable)
Modern Luxury	@modluxscottsdale	3.6k	0 (not quantifiable)
<b>MEDIA</b>			
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
<b>Instagram</b> All Instagram posts are streamed through Facebook and Twitter accounts, with 100,000 additional views.	850	600
<b>E-News</b> 93,000 total subscribers	1500	550
<b>Solo E-blast</b>	<b>\$1,800</b> - 50,000 <b>\$2,000</b> - 75,000 <b>\$2,250</b> - 90,000	
<b>Sponsored Stories</b> Includes feature, inclusion in E-News, Solo e-blast, Instagram, ROS banners	<b>Story only</b> 500 <b>Story with promotions</b> 5000	
<b>ROS Banners</b>	<b>12 cpm</b> - 100,000 <b>10 cpm</b> - 500,000 <b>5 cpm</b> - 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.



20 YEARS OF LUXURY  
[ 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

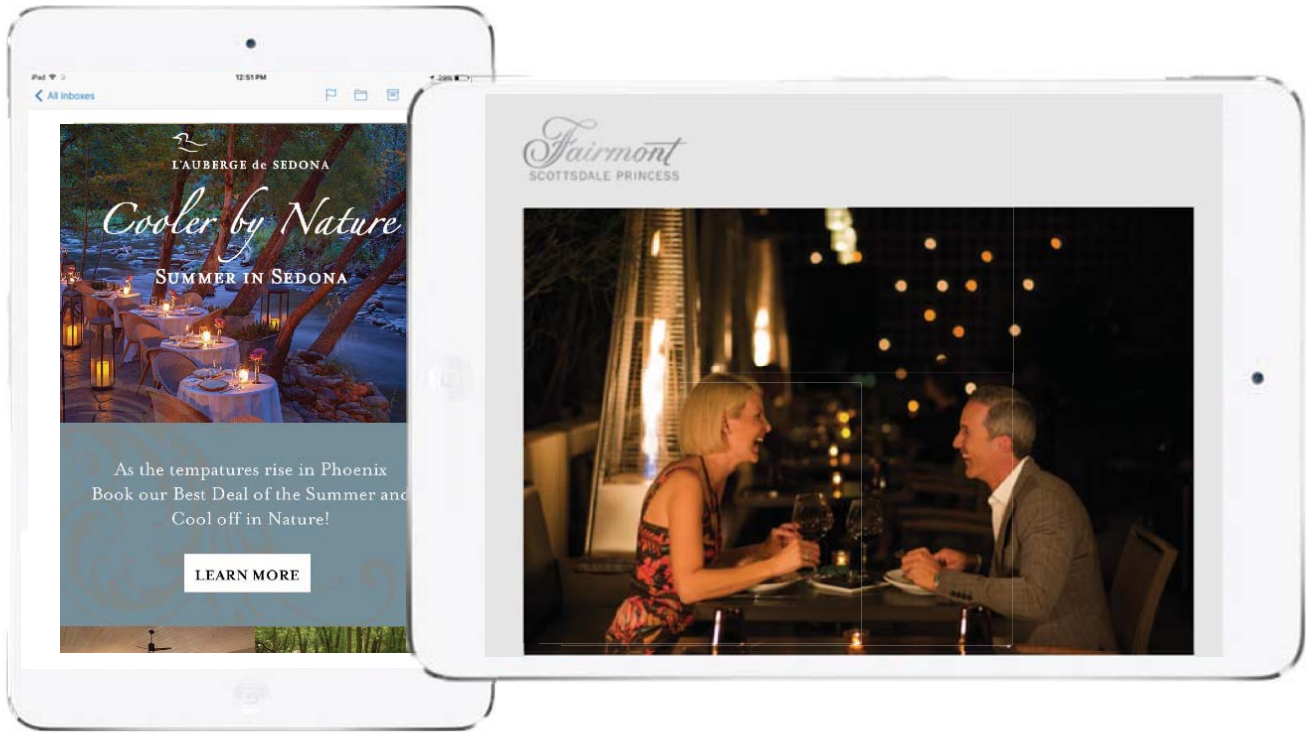
Investment

1x \$850  
10x \$600





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[ ARIZONA FOOTHILLS MEDIA KIT ]



## 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**

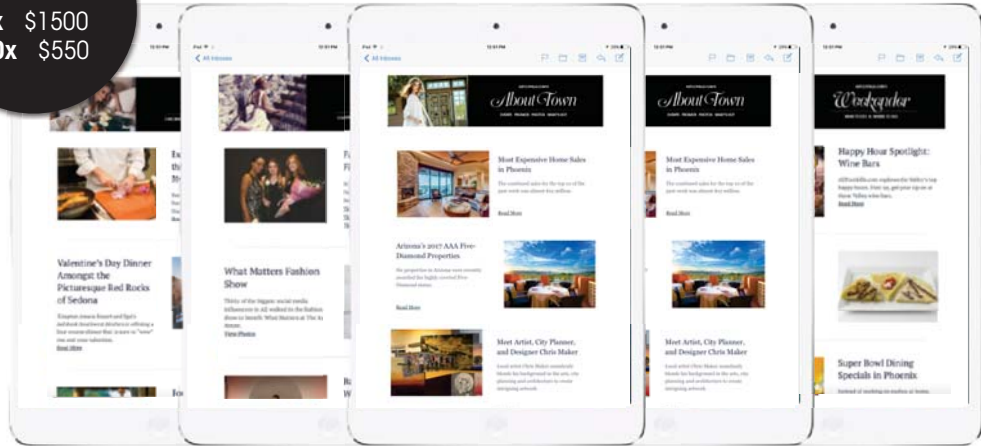
600 pixels wide,  
any height is acceptable

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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## 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:

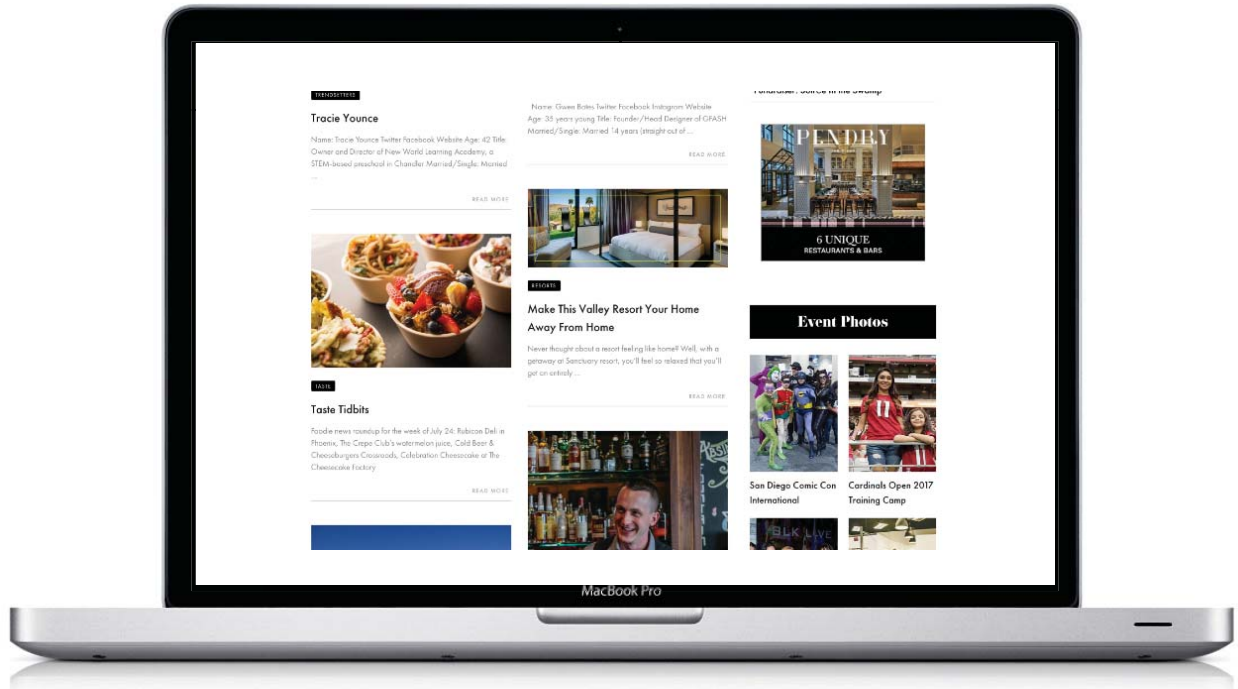
3,001,389

Investment

Story only 500  
Story with promotions 5000



# 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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## 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](http://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 KEENE. 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 withing the Summer Escapes campain, 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