



azf.
media kit
AZ FOOTHILLS MAGAZINE
2024

azf.

azf... Arizona's iconic fashion/lifestyle brand for the past 27 years.

Honor the **past**. Celebrate the **present**. Embrace the **future**.

Message from the Owner:

As a Phoenix native, my heart is fully weaved in the fabric of this great city. I want to protect it and help it continue to flourish . . . as I have benefited so much from it in my life. I see the iconic *Arizona Foothills* brand as the primary stage by which amazing local brands get to share their stories while creatively interacting and collaborating with each other.

Arizona has and will continue to have a positive influence on our country and world at large. As Arizona's fashionable storyteller, *azf* is honored to continue to tell our state's great story . . . *past, present and future.*





CONNECTING YOUR CONTENT WITH THE RIGHT AUDIENCE

AZ Foothills is the most trusted media brand for more than 27 years and the most sought after digital platform with many options from social media, digital, our annual print issues, look-books, and fashion shows throughout the year.

Brand Voice connects your brand with AZ Foothills' influential audience across Arizona and the country through resonant storytelling, expertise, and thought leadership. AZ Foothills works with you to tailor the program to your brand's needs with a range of publishing and production options. We create content or work with your provided content to connect with our audience and deliver results.

AMPLIFY OUR SOCIAL REACH WITH AZ FOOTHILLS TARGETED PAID SOCIAL MEDIA

500K Instagram Followers

AZ Foothills' social footprint exceeds **30 million+** annually, reaching Arizona's and the country's top influencers and youngest entrepreneurs.

AZ Foothills' social channels bring creative content, new activations, and immersive storytelling that spark conversations with targeted sections.

AZ FOOTHILLS OFFERINGS

1 Instagram posts and stories on @azfoothills with 500K followers have more followers and engagement than all other local media companies.

2 Targeted e-newsletter reaches over 70,000 subscribers weekly with an open rate of 20-25%, click through rate: average 5% of opens. Editorial features in targeted sections of the AZ Foothills blog network.

3 Solo e-newsletter blasts sends to the most sought-after audience your message any day, any time.

4 Static banners on targeted content sections for 100% exclusive takeover.



2024 EDITORIAL & EVENTS CALENDAR

PREMIUM POSITIONS

- COVERS
- TOC/EDITOR'S LETTER
- 1st 5 ADVERTISERS PRE-TOC
- 1st IN CATEGORY

Editorial Calendar Subject to Change

PRINT

IN ARIZONA ANNUAL ISSUE

NEWSSTANDS Feb. 28, '24
EDITORIAL DUE DATE Feb. 7, '24
CREATIVE AD SPACE CLOSE Feb. 14, '24

BEST OF OUR VALLEY SPRING/SUMMER ISSUE

NEWSSTANDS May. 6, '24
EDITORIAL DUE DATE Apr. 12, '24
CREATIVE AD SPACE CLOSE Apr. 19, '24
WINNERS & ISSUE RELEASE PARTY TBD

HOME & DESIGN + BEST PLACES TO LIVE FALL/WINTER ISSUE

NEWSSTANDS Sept. 30, '24
EDITORIAL DUE DATE Sept. 5, '24
CREATIVE AD SPACE CLOSE Sept. 12, '24

INNOVATORS ANNUAL ISSUE

NEWSSTANDS Nov. 15, '24
EDITORIAL DUE DATE Oct. 23, '24
CREATIVE AD SPACE CLOSE Oct. 30, '24
INNOVATOR AWARDS TBD

DIGITAL

JULY - AUGUST
 DOG DAYS OF SUMMER DIGITAL CAMPAIGN

JAN - DEC
 DIGITAL ADVERTISING PACKAGES - SEE NEXT PAGE



DIGITAL ADVERTISING PACKAGES



MOST ENGAGED E-NEWSLETTERS

- ▶ 70k+ opt-in subscribers with industry-leading 23% open rates
- ▶ Weekly, fresh, editorial content sent to subscribers
- ▶ Monthly e-mail sends = 1.1M

In House: Take the ultimate home tour every week with In House showcasing luxury listings, design trends, new communities and more.

Stays: Each week we release the latest luxurious hospitality happenings at resorts and beyond in California, Arizona, Mexico, and more.

Trendsetters: Meet Valley VIPs and Arizonans you need to know through engaging Q&A's.

About Town: Sharing what's going on in the Valley in dining, entertainment, events, philanthropy and more.

Package 1 month/full campaign	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Luxury Living \$2,750/\$5,995	[Black bar]											
Best Valley Schools \$1,500/\$3,750	[Black bar]											
Summer Escapes \$2,750/\$5,995	[Black bar]											
For the Home \$2,500/\$4,500	[Black bar]											
Health & Wellness \$2,750/\$5,995	[Black bar]	[Black bar]									[Black bar]	
Winter Escapes \$2,750/\$5,995	[Black bar]	[Black bar]									[Black bar]	



CIRCULATION & PROFILE

At a Glance...

- 70% of readers frequently buy products/services seen in AZ Foothills
- Average Readership Per Month 231,840
- Total Gross Contacts, Audited and Verified (Print + Digital + Social) = 728,152
- Leading Digital Channels compared to our competitors
- More Instagram followers than all competitors combined

DIGITAL ENGAGEMENT

AZ Foothills Digital has the greatest reach with the most engaging platforms compared to its competition. In every key category, no other magazine publication matches: AZFoothills.com

- Annual Page Views = 2.4M
- Average Monthly Pageviews = 205,174
- Average Time On Site = 58 seconds
- Average Pages Viewed Per Visit = 1.86

MARKET LEADER IN LIFESTYLE & FASHION PRINT

- Print Circulation, Annual = 60k
- Print Readership, Annual = 320k
- Total Annual Brand Impressions = 30M

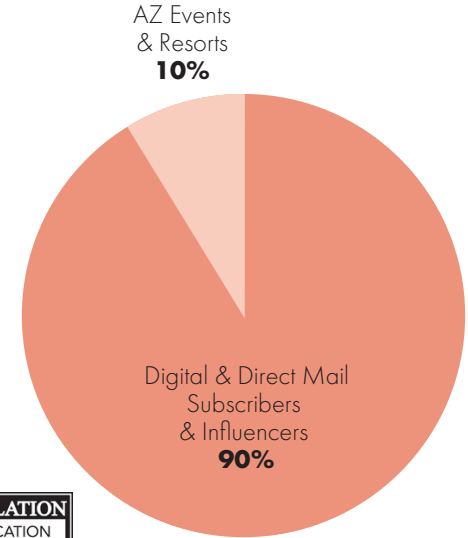
WHERE TO FIND US

AZ Foothills Magazine can be found in some of the top hotels and resorts and Valley events throughout the year.

BRAND IMPRESSIONS & CIRCULATION

Total Brand Impressions:
30 Million + Annually

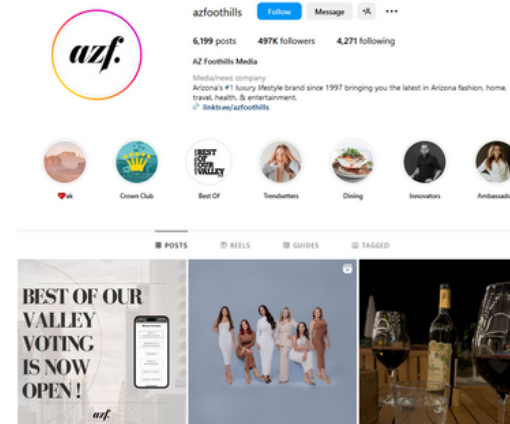
15,000 copies per issue by controlled circulation. Circulation is estimated and may vary. For demographics, visit Quantcast.com. Audited by Circulation Verification Council.



INSTAGRAM 500K FOLLOWERS

Instagram Comparison of Followers

@AZFoothills	500K
@BestOfOurValley	109K
@PHXMagazine	76.8K
@PhoenixHomeAndGarden	14.1K
@So_Scottsdale_Magazine	7.1K





RATES



A LA CARTE	PRICING
COVER PAGE (includes a 4 page editorial)	\$50,000
BACK COVER	\$10,000
2 PAGE SPREAD	\$8,000
FULL PAGE AD	\$5,000
1/2 PAGE AD	\$3,000
1 PAID POST IG	\$1,000
DIGITAL PACKAGES:	
(1)FEATURED STORY, (1 WEEK) E-NEWSLETTER, (1) IG POST	\$2,500
SOLO EMAIL BLAST	\$5,000

ITEM	IMPRESSIONS	\$75,000	\$50,000	\$25,000
PRINT	(Jan, Apr, Sept, Nov Issues) 15K Circulation, 100k Readership	2 page spread ad/issue (*preferred positioning)	2 page ad/issue	1 page ad/issue
EVENTS	(November) Day of event, pre-event and post-event marketing	Platinum Sponsor/event	Gold Sponsor/event	Silver Sponsor/event
E-NEWSLETTER BANNER AD	Reach over 70,000 subscribers	1/week for the year	1/week for 6 months	1/week for 3 months
WEBSITE BANNER ON HOMEPAGE		1000x90 for (Desktop) 320x250 for (Mobile)		
FEATURE STORY IN E-NEWSLETTER	Feature story of your choice months of Feature Category, 10 categories available	1/month for the year	1/month for 6 months	1/month for 3 months
IG POSTS	(500K+ followers, #1 followed IG, Reader profile slightly female 25-44, with an average income over more than 150k)	2 IG posts/month for a year	1 IG post/month for a year	1 IG post/post year



SPECIFICATIONS



MAGAZINE SIZE: 8.25" x 10.75"


* **BLEED:** 8.5" x 11"

LINE SCREEN: 150

BINDING: US - Perfect Bound

SAFETY: All live matter must be kept 1/4" inside dimensions on all four sides. (*azf.* Magazine will not be responsible for any live matter placed outside the safety)


FULL PAGE

Trim: 8.25" x 10.75" 

* Bleed: 8.5" x 11"

Non-bleed: 7.5" x 10"

SPREAD


Trim: 16.5" x 10.75" 

* Bleed: 18.25" x 11"

Non-bleed: 15.75" x 10"

Spread materials must be supplied as two individual pieces. Please do not send one piece for a two page spread.


1/2 PAGE VERTICAL

Trim: 5" x 10.75" 

* Bleed: 5.25" x 11"

Non-bleed: 4.625" x 10"

1/2 PAGE HORIZONTAL

Trim: 8.25" x 5" 

* Bleed: 8.5" x 5.25"

Non-bleed: 7.375" x 4.75"

GENERAL GUIDELINES

Build document to **ad trim size**.

Be sure to extend **bleed** by 1/8" on all sides, and allow at least 1/2" on all sides for live area, as trimming of ad content may occur otherwise.

Include crop marks with bleed ads only. Do not include any printer's marks in image or bleed area.

Images and graphics should be 300 DPI at 100%, or no less than 266 dpi.

No RGB images. No SPOT or PANTONE colors. All colors should be four-color process (CMYK). Never use the color "Registration" built in color palettes.

All images should be converted to CMYK.

All image files should be TIF, JPG or EPS. PICT and GIF files are low-resolution web files not suitable for printing.

Native application files not accepted.

Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.

Advertisers are responsible for the content of their ads or materials.

FONTS

Convert all fonts to outline; or Include a copy of all fonts used in your files. If EPS images are linked, be sure to

include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files.

Some fonts may be restricted from being embedded in a PDF file. Please choose another font, or supply all working files and fonts used.

ACCEPTED FILE FORMATS

Camera-ready ads may be submitted in the following formats: PDF, TIFF, JPEG or EPS at 300 DPI in CMYK.

FILE DELIVERY METHOD

Email:
amber@azfoothills.com

Questions? Contact
Antoni Pham, Advertising
Design & Production:
ap@anhcreatives.com

Uploaded ads need to be clearly marked with the advertiser's business name. Account Executives will email a digital proof. Hard copies available upon request.

azf. Magazine reserves the right to reject any camera ready ad because of its content or design. In that event, our production staff may create a new version that meets the magazine's quality standards and fulfills the advertiser's needs.

* This is needed for trimming magazine to final size. No important ad content should be in the bleed.