

PHOENIX

Medical Strategic Marketing

Turn Physician Reputation into Patient Volume



Effective marketing campaigns combine multiple platforms. Patients are looking for trusted healthcare partners. *PHOENIX* magazine's medical strategic marketing solutions give you a powerful platform to establish your practice as an authority in your specialty. By combining our editorial credibility with targeted distribution, we transform your expertise into a compelling, search-optimized feature that directly reaches qualified patients and referring physicians.

430,000

Active, influential and engaged readers

\$179,737

Average household income

\$1.2M

Average net worth

17% Age 35-44

23% Age 45-54

51% Age 55+

64% Female

36% Male

66% Have or more child



Targeted audience: Targeted web, email, social, and print placements where patients actually decide.



High visibility: Extensive newsstand distribution and a strong digital presence puts your practice in front of a large audience.



Credibility and reputation: Editorial-style storytelling that builds trust and drives inquiries.



Multi-platform approach: Advertising across print and digital formats provides a comprehensive way to connect with potential patients.



Established brand: Over 50 years of experience yields brand awareness for healthcare providers.

Stand out in the Phoenix healthcare market.

Showcase your practice in *PHOENIX* magazine to reach over 430,000 potential patients. Our comprehensive platform—including the annual Medical Directory, "Top Docs" issue, digital marketing, and event sponsorship—is the fastest way to establish your authority and attract new patients.



TOP DOCS BRANDING AD

Our annual, high-visibility medical issue celebrating the Valley's best physicians includes a comprehensive Top Doctors list across key specialties, plus award-winning journalism that helps readers make smarter care decisions.



SPECIAL AD SECTION

Keep your business top of mind by featuring your practice in monthly special ad sections; a powerful and effective way to connect with the patients you want to reach most, turning passive readers into engaged patients.



2027 MEDICAL DIRECTORY

An essential annual print reference guide that helps patients make year-round informed decisions about their healthcare; polybagged with the November/December issue.



ONLINE DIRECTORY

The quintessential online resource for readers to find highly-rated doctors. A must have for patients looking for their next personal practitioner.

SPECIAL SECTION ADVERTISING FEATURES

Jan Feb	Concierge Medicine	Jul Aug	Faces of Phoenix
Mar Apr	Champions & Changemakers	Sep Oct	Pain Management
Mar Apr	Physician Profiles	Nov Dec	Cancer Awareness
May Jun	Dentist Profiles	Nov Dec	Senior Care Profiles
May Jun	Cosmetic Procedures		

PHOENIX Powered Patient Demand

Maximize your market position with a multichannel campaign in *PHOENIX* magazine. This strategic partnership builds on the magazine's trusted brand to drive patient acquisition and increase your visibility as a top healthcare provider.

DIGITAL ENGAGEMENT

- 36k+ newsletter opt-ins, 21% open rate
- 210k+ newsletter opt-ins, 22.3% open rate
- 107k+ monthly site visitors
- 84k+ social followers

