

CITIES WEST MEDIA

Your Digital Campaign Partners

PHOENIX
M A G A Z I N E

PHOENIX
HOME+GARDEN



Cities West Media Digital

Partner with Cities West Media to create content that captivates, informs and inspires the Phoenix community.

Now is the perfect time to fuel your business growth with our exclusive digital offerings. At *PHOENIX* magazine and *Phoenix Home & Garden*, we're helping local businesses engage a highly targeted audience with compelling content and unique sponsorship opportunities designed to drive real results.

Our social, web and digital audiences are exploding.



51,000 fans



110,000 followers

Total social impressions ***exceeding 440,000***—a combined social audience.



Website traffic has remained robust, with an average of ***141,000*** unique monthly visitors—up over year-over-year—driven by region-specific digital content, video features and member-only newsletters.



Dedicated e-blasts across both brands boost an extraordinary average ***open rate of 24%*** reaching over ***43,000+ unique emails***, and growing.

Digital Campaigns

What our campaigns mean for you...



Local Appeal

Tap into the heart of Arizona audiences, connecting your business with the pride and interests of local residents.



Interactive Engagement

Boost interaction with our engaging video content, eblasts and multimedia formats designed to captivate your audience.



Multimedia Content

With diverse formats, from articles to videos, we keep your message fresh, engaging and impactful across all platforms.

Marketing Power, Tailored to Your Budget.

Flexible options are available whether you need a full-scale campaign or targeted boosts. These options are designed to maximize your return on investment, regardless of your business size.

Digital Opportunities



E-blast Campaign: Reach your audience directly with two eblasts across both brands, delivering exclusive offers and brand information directly to subscribers' inboxes.



E-newsletter: Our powerful weekly e-newsletters give you access to a highly-targeted audience of hundreds of thousands, allowing you to connect with both local and visiting customers.



Social Media Campaign: Amplify your brand's reach with a month-long social media campaign. We'll feature your business across our channels with five engaging posts that boost visibility and audience interaction.



Banner Ads Integration: Maximize your visibility with strategically placed banner ads, or embed your banner ads within relevant editorial content to reach thousands of visitors.



Sponsored Article: Feature your business in a beautifully crafted digital article with stunning photography and insider tips, appearing on phoenixmag.com or phgmag.com. This is the perfect opportunity to showcase your business in a compelling, editorial-style format that resonates with readers.



Feature in *PHOENIX* magazine City Guide & Pro Directories: Get prominent placement in our comprehensive directories, which highlight shopping destinations, restaurants, bars, clubs, fitness options, doctors, dentists, chiropractors, relators and lawyers.



Video Production: Bring your brand to life with a series of short, impactful videos. We'll handle everything from concept development to shooting and editing, ensuring your message shines in your campaigns and our social media platforms.

Dedicated Emails

> FROM OUR PARTNERS



CHIC STAYCAYS



This summer, weekends at Mountain Shadows are all about golden hour indulgence and sunrise serenity. Admire the dramatic Camelback Mountain views during complimentary sunset yoga or toast to the evening with our signature Champagne sabering at sundown. Start your day with an included meditation session or sound bathing. Spend the afternoon relaxing at The Citizens Club to the sophisticated sounds of a poolside DJ-sax duo. Whether you're here to relax or revel, every weekend is designed for the perfect Scottsdale escape.



MOUNTAIN SHADOWS

Reach your audience...

with dedicated emails that deliver exclusive offers, services and brand information straight to our vast subscriber audience.

Our e-blasts across both brands will land in the inbox of subscribers who have requested information about products, services and general happenings in the valley.

PHOENIX
M A G A Z I N E

36,300+ subscribers

PHOENIX
HOME+GARDEN

6,700+ subscribers

\$2,500

SPECS & REQUIREMENTS

Size: 600 px wide x custom height

Subject line: 30 Characters or less recommended

Target links: Website link(s)

PHOENIX
HOME+GARDEN

PHOENIX
M A G A Z I N E

E-Newsletters

Our 100% opt-in *weekly* e-newsletters provide a powerful opportunity to reach a targeted and highly responsive audience.



GENERAL

People, places and things, plus editor's recommendations and behind-the-scenes insights.

54,500+ subscribers



EAT BEAT

Insatiable foodies stay on top of the dining scene with this delectable guide.

52,000+ subscribers



THINGS TO DO

A monthly roundup of the Valley's hottest events.

54,100+ subscribers

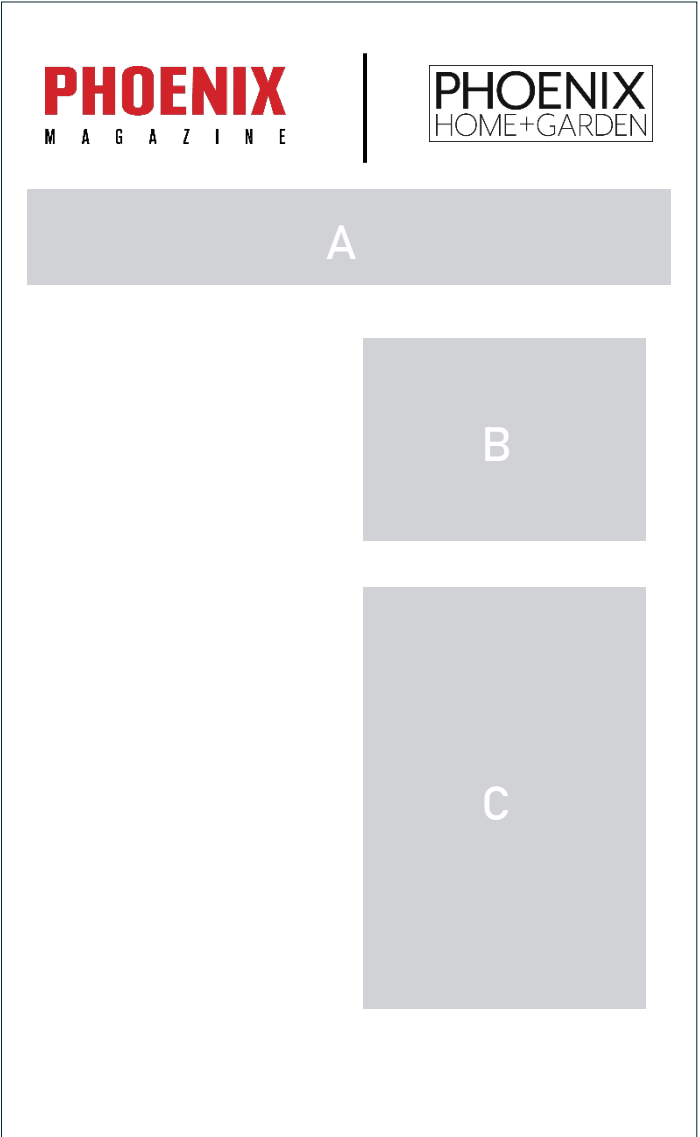


GREAT ESCAPES

Readers indulge their passion for travel with destinations near and far.

49,100+ subscribers

TYPE		WIDTH	HEIGHT	RATE
Top Banner	A	720 px	90 px	\$500
Side Bar	B	300 px	250 px	\$500
Side Bar	C	300 px	600 px	\$500



Social Posts

Social media isn't just a tool—it's our window into Phoenix's heartbeat. We use social platforms to share local stories, spotlight talents and connect with our community in real time. Join us as we celebrate and explore the best of the Valley, right at your fingertips.

51,000+
Facebook fans

110,000+
Instagram followers

\$1,000
both brands
(includes Facebook & Instagram)

SPECS & REQUIREMENTS

Images*: 1-5 images or :30 video (natural/organic look)

Headline: 25 characters max

Copy: about 30 words

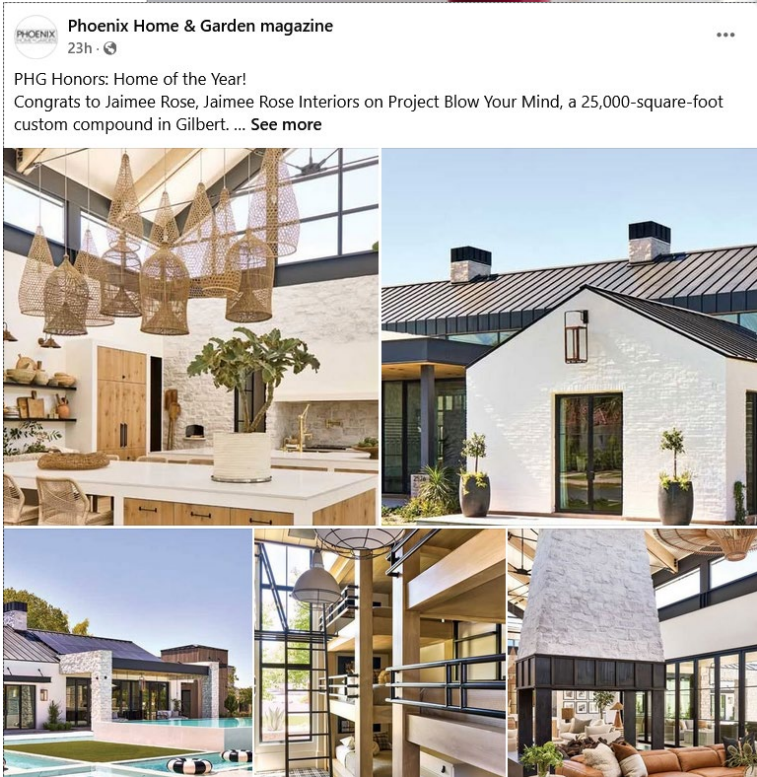
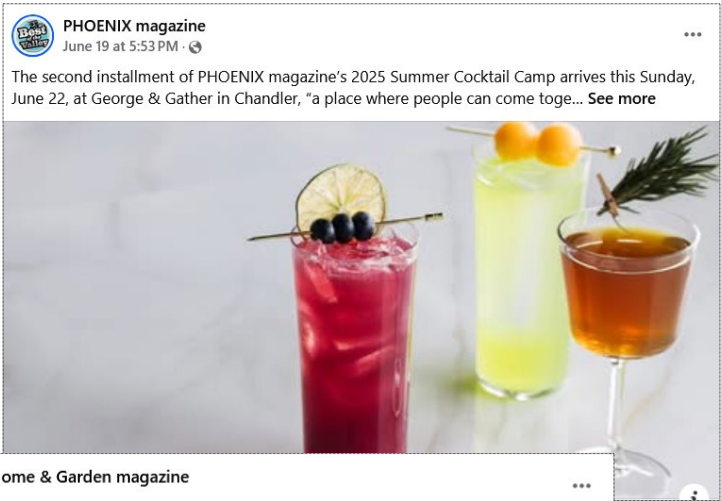
Links: Click through URL

Targets: location, demographics, interests

* Optimal image size: 1200 x 628 px, 1090 x 1080 px.

* No copy on images or video.

NOTE: Five images/videos is in order for Meta to optimize what is shown to the audience based on what is performing best.



Web & Blogs

PHOENIX M A G A Z I N E

164,500+

avg. monthly page views

40,900+

avg. monthly visits

3.1

avg. pages viewed/visit

1:30

avg. time on site

PHOENIX HOME+GARDEN

30,000+

avg. monthly page views

19,000+

avg. monthly visits

1.53

avg. pages viewed/visit

:36

avg. time on site

BLOGS



Where true Arizona trekkers share their trail adventures.



A foodie fanfare. We eat. We drink. We blog.



Serving up your daily fix of valley culture.

BLOG



Immerse yourself in the architectural design, beauty and arts in the valley.

Web Banners

Increase the Exposure of Your Brand

Position your brand prominently with Run of Site (ROS) web banner ads. Go live at the beginning of each month and connect with our growing audience of visitors.

HOME PAGE BANNER

Maximize your visibility with strategically placed banner ads on the home pages of phoenixmag.com or phgmag.com, reaching thousands of visitors.

PAGE TAKEOVER

Enjoy exclusive category sponsorship with a complete page take-over. Your brand will takeover all three premium banner ad positions on the category page of your choice.

CONTEXTUAL CONTENT

Embed your banner ads within relevant editorial content, such as travel guides, event coverage and seasonal tips, ensuring maximum relevance and engagement.



TYPE	WIDTH	HEIGHT	RATE
Leaderboard A	720 px	90 px	\$750
Leaderboard B	300 px	250 px	\$750
Leaderboard C	300 px	600 px	\$750
Splash Banner D [Not included in ROS]	1300 px	307 px	\$1,500

Sponsored Article

Custom content goes beyond traditional advertising—it's about crafting compelling narratives that resonate with our audience. Tailored to reflect the essence of your brand, our sponsored content solutions blend seamlessly into our editorial framework, offering an authentic and engaging experience. Whether it's through native articles, targeted e-blasts or integrated social media campaigns, we ensure your story reaches our readers in a meaningful way.

Focus Your Message.

Behind-the-Scenes

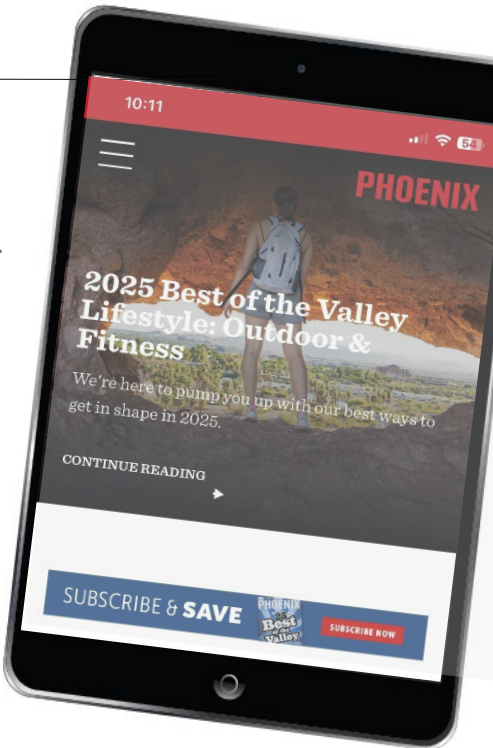
Our editorial team will dive deep into the meticulous craftsmanship and thoughtful design that go into every detail of your products and services, uncovering the intricate processes by interviewing the talented individuals who ensure the highest quality to offer true value to our readers.

Profile

A compelling brand profile that resonates with the audience using a "Q&A" style sponsored content piece based on interviews with our team and a key individual, offering readers an authentic look at the real people and stories that drive your brand.

Listicle

Showcase your brand's unique strengths with a captivating listicle! Our editorial team crafts compelling content featuring your key offerings, enhanced by striking visuals and product details to engage readers and showcase your brand's excellence.



PACKAGES		
Gold & Print	Full page print ad, sponsored article, Facebook, Instagram, e-newsletter inclusion	\$7,500
Gold	Sponsored article, Facebook, Instagram, e-newsletter inclusion	\$2,500
Silver	Sponsored article, Facebook, Instagram	\$2,000
Bronze	Sponsored article, e-newsletter inclusion	\$1,500

Your Digital Trifecta

Our digital opportunities across both brands boast extraordinary results, reaching

126,000+ unique emails and a 24% average open rate.

To reach full potential, do this.

DEDICATED EMAIL

PHOENIX MAGAZINE > FROM OUR PARTNERS



CHIC STAYCAYS



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SPONSORED ARTICLE

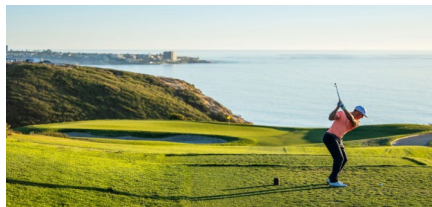
Discover the Ultimate Luxury Coastal Retreat in San Diego



The Lodge at Torrey Pines offers an ideal destination for golfers, foodies, health & wellness aficionados, design buffs, and explorers in La Jolla, California

Panoramas of pristine coastline and glowing sunsets are just the beginning at **The Lodge at Torrey Pines**, La Jolla's premier AAA Five Diamond-rated resort. Set atop soaring seaside bluffs, this idyllic escape provides endless opportunities to enjoy the best of San Diego—from architectural awing and art to indulgent spa days and legendary golf experiences.

Linger longer at The Lodge and for a limited time, the more you stay, the more you save. Stay 3 nights and receive 15% off. Stay 5 nights and receive 20% off. Or stay 7 nights and receive 25% off. [Book online on The Lodge website](#) and use special **Promo Code EXTENDED**.



Craftsman Stunner

California's Arts and Crafts era comes to life at The Lodge at Torrey Pines. Designed in the likeness of Greene and Greene's famed Blacker and Gamble houses in Pasadena, The Lodge's timeless Craftsman charm extends to every corner of the 170-room resort. Get lost in authentic details of post-and-beam construction, intricate stained-glass doors and light fixtures, genuine Stickley furniture, and hand-placed clinker brick chimneys. Stroll through the newly landscaped Courtyard, featuring a striking new Arbor, to see firsthand how The Lodge's design blends beautifully with its natural surroundings.



E-NEWSLETTER

PHOENIX MAGAZINE > **EAT BEAT**

PHOENIX magazine's Cocktail Camp is a spirited, summer-long series that turns Sunday afternoons into mini-vacations. Hosted at top local venues, each event offers a curated cocktail experience led by expert mixologists and hosted by Editor-in-Chief Craig Outhier.

PHOENIX magazine's Cocktail Camp Series



Limited Tickets Still Remain for Camps at:

[George & Gather \(Chandler\)](#) on June 22

[Revel Surf \(Mesa\)](#) on July 13

[Chico Malo \(Downtown Phoenix\)](#) on August 10

[Buy Tickets Now](#)

Use promo code **VIP10** at checkout to save 10% on tickets.



DINING NEWS



May 2025 Restaurant Openings & Closings

Riot Hospitality has opened SHIV, a fine-dining supper club, in Old Town Scottsdale with everything from signature cocktails and caviar service to tomahawk steaks and seafood entrees. The restaurant morphs into the Desert Room at 9:30 p.m. on weekends offering lavish desserts.

PHOENIX
HOME+GARDEN

PHOENIX
MAGAZINE

The Trusted Source for Locals.

Discover the Valley's best with comprehensive and reliable information curated to help readers experience Phoenix to the fullest.

Annual Premium Listing: *starting at \$1,200*

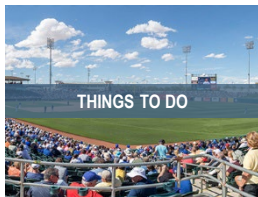
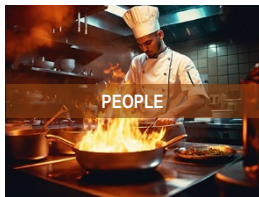
address, website and location on digital map

Sidebar Banner : *starting at \$250*

300 x 250 px

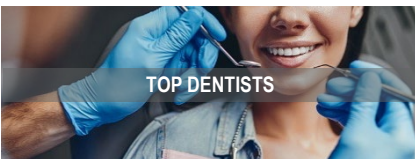
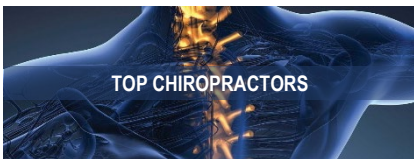
CITY GUIDE

City Guide showcases the top local businesses, voted by our discerning readers. This guide is key to unlocking the vibrant heart of the community highlighting spots and services locals love.



TOP PROS

Top Pros are handpicked based on a confidential peer-to-peer selection process and included in our exclusive guide to ensure readers will discover the highest-quality service providers. A must have for finding the best of the best.



Video Production

We believe in the power of video...

Here at Cities West media, we believe in the power of video to tell captivating stories and engage our audiences visually.

Our video creation services are designed to bring your brand's narrative to life with creativity and impact.

From concept development to production and editing, we collaborate closely to produce high-quality videos that resonate with our viewers.

Whether it's showcasing events, highlighting local talents, or sharing compelling brand stories, Cities West Media delivers visually stunning content that leaves a lasting impression.



Partner with Cities West Media to create your next video.

Benchmarks [2025 averages]

PHOENIX MAGAZINE



DEDICATED EMAIL

Opt-Ins: 36,300+
Open Rate: 21%+



WEB

Visitors/Mo: 107,500+



E-NEWSLETTERS

Opt-Ins: 210,700+
Open Rate: 22.3%



SOCIAL FOLLOWERS

84,400+

PHOENIX HOME+GARDEN



DEDICATED EMAIL

Opt-Ins: 6,700+
Open Rate: 30%



WEB

Visitors/Mo: 22,300+



E-NEWSLETTERS

Opt-Ins: 19,400+
Open Rate: 22%



SOCIAL FOLLOWERS

37,000+

Get in Touch

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*Learn how Cities West Media can elevate your advertising strategy and
make the most of your marketing budget.*

advertising@citieswestmedia.com

www.phgmag.com

www.phgmag.com

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