

PHOENIX

M A G A Z I N E

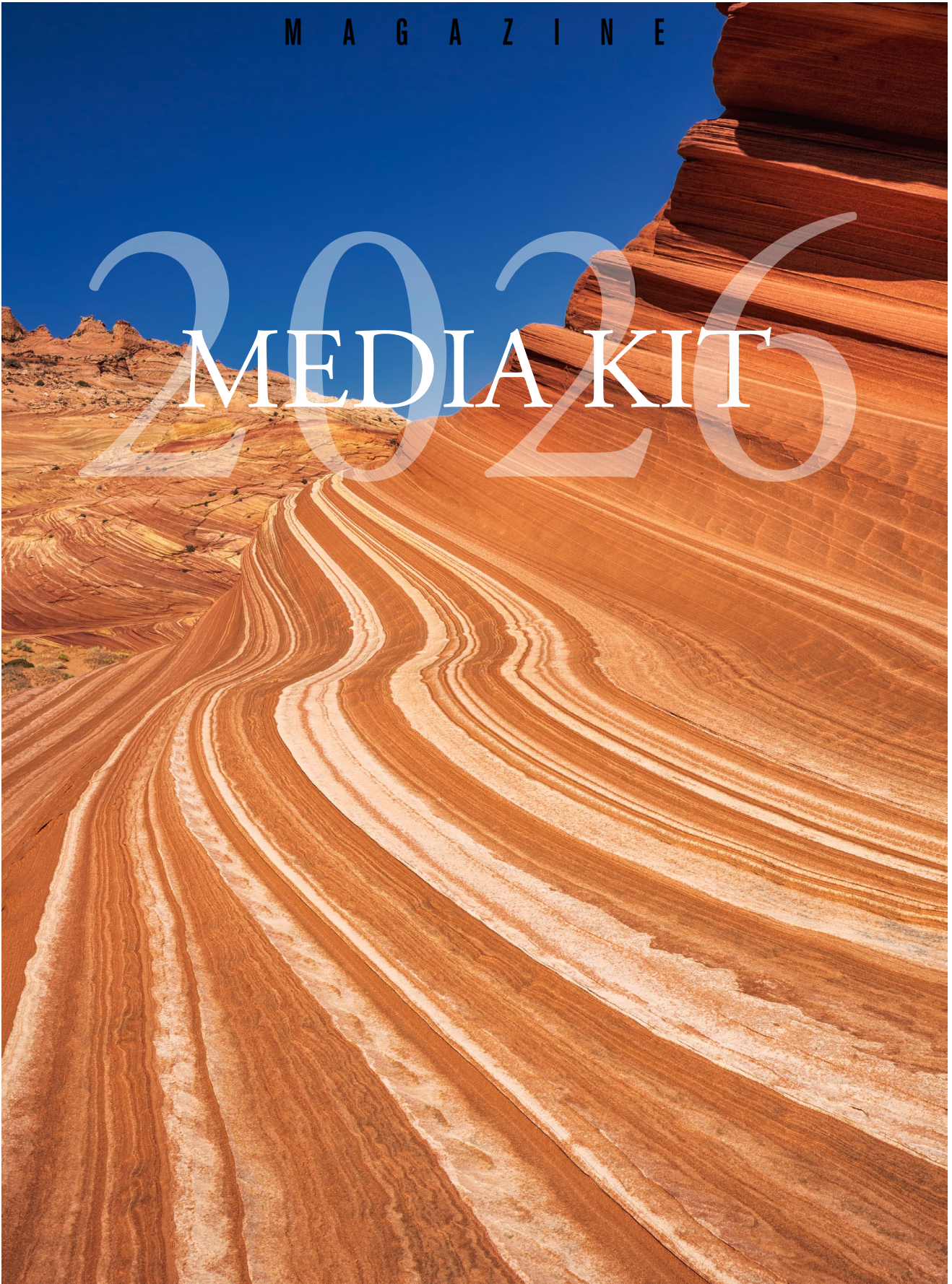




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PHOENIX

Our Vision

For over 50 years, *PHOENIX* magazine has served as the trusted voice of the Valley, delivering award-winning journalism, stunning photography, and sophisticated design that capture the heart and soul of Arizona's dynamic capital. Going beyond the headlines to offer a deep and authentic perspective on the region, from the latest trends in dining and entertainment to critical insights on local culture, business, and healthcare, our brand has cultivated a loyal and affluent readership of discerning consumers. This exceptional engagement is why *PHOENIX* magazine consistently outperforms national titles in statewide newsstand sales and ensures your brand is seen by the customers you most want to reach.

Our Unique Marketing Approach

Our commitment to high-quality, award-winning content has created more than just a magazine—it's built a community of highly engaged and influential local consumers. For advertisers, this means a premium, brand-safe environment where your message resonates with an audience that's already paying attention.

With our established reputation and proven ability to connect with readers through print, digital, and in-person channels, we offer more than a marketing opportunity. We offer a partnership. Align your brand with our respected editorial voice and let the halo effect of our legacy elevate your business to new heights.

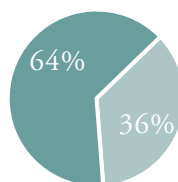
- | Special Ad Sections
- | Branding ads
- | Digital advertising
- | Online directories
- | Events
- | Promotions
- | Content creation and development
- | Sponsorship and partner opportunities
- | Brand agency



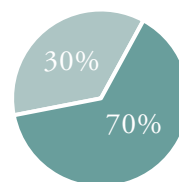


OUR AUDIENCE

For the truly discerning Phoenician, discover a world of elevated experiences tailored to your taste: a vibrant community of affluent locals who crave the finest dining, exclusive travel, sophisticated lifestyle, and insider access to the Valley's most sought-after events and real estate. With 76% of our readership enjoying a high household income of \$150k+, they're not just observers but active participants, curating their lives, investing in prime properties, and dreaming of their next second home escape.



■ female
■ male



■ married
■ single

- 17% Age 35-44
- 23% Age 45-54
- 51% Age 55+
- 66% Have or more child

430,000

Active, influential and engaged readers

\$179,737

Average household income

\$1.2 M

Average net worth

- 76% Combined annual household income \$100,000+
- 30% Combined annual household income \$200,000+
- 29% Own a second home
- 26% Plan to invest in real estate
- 70% College degree

SOURCE: Circulation audit

OUR CAMPAIGNS



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



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



Multimedia Content
With diverse formats, we keep your message fresh, engaging and impactful across all platforms.

SPOTLIGHT YOUR BUSINESS

Partner with *PHOENIX* magazine in a **Special Advertising Section** to tell your brand's unique story and reach the Valley's most affluent and engaged audience. This unparalleled opportunity aligns your message with a trusted local voice, driving brand awareness and connecting with discerning consumers through our robust print, digital, and online platforms.

Jan Feb	Adventure Guide to the West Concierge Medicine Real Estate Profiles	Jul Aug	Faces of Phoenix Innovations in Education Summer Sips
Mar Apr	AZ Gives Guide Champions & Changemakers Physician Profiles	Sep Oct	Fall Arts Preview Lawyer Profiles Pain Management Southern California Southwest Destinations
May Jun	Celebrating Women Dentist Profiles San Diego Summer Camps Summer Gaming Guide Cosmetic Procedures	Nov Dec	Active Adult Cancer Awareness Gaming Guide Senior Care Profiles

MORE THAN JUST AN AD

By combining Special Section, branding, and digital advertising, you can create a powerful, integrated campaign that amplifies its message and solidifies your market position. This strategy leverages *PHOENIX* magazine's credibility and engaged readership, utilizing digital channels for a wider reach, targeted audience, and measurable results.

The purpose of branding is to be known before you're needed – Simon Sinek

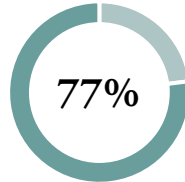


PHOENIX MAGAZINE

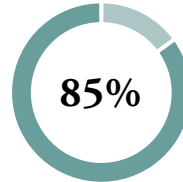
PHOENIX magazine is the #1 seller on local newsstands, outselling all other national and local magazines, commanding premium positions at established Valley retailers and distinguished resorts that attract affluent tourists who seek out the best Arizona has to offer.

#1

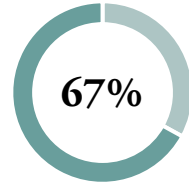
trusted medical
resource in the Valley



Frequently purchase
from ads seen in
PHOENIX magazine



Subscriber for more
than two years



Keep issues for at least
one month

Coveted in-room distribution

Four Seasons Residence Club
Terra Farm & Manor
Red Agave Resort
We-Ko-Pa Casino Resort
Canyon by Hilton Tempe
DoubleTree Suites by Hilton
Fairmont Scottsdale Princess
Four Seasons Troon North
Hermosa Inn
Hotel Valley Ho
JWM Camelback Inn
Kenect Phoenix
Mountain Shadows
Sanctuary on Camelback
The Phoenician
The Scott Resort & Spa
W Hotel Scottsdale



Retailers

Sprouts
Fry's
Safeway
Walgreens
Barnes & Noble
Basha's
Whole Foods
AJ's Fine Foods
Phoenix Sky Harbor
Airport
Albertsons
Natural Grocers
La Grande Orange
Amazon Bookstore

**total sales largest to smallest*

52,000

Published bi-monthly

10,000+

Newsstands

28,000+

Mailed

12,000+

Hotels, waiting rooms, events
& partner venues

4.7

Average readers per copy

DIGITAL ENGAGEMENT

DEDICATED EMAILS

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

Opt-Ins: 36,300+

Open Rate: 21%+



LET'S GET SOCIAL

Amplify your brand's reach with a strategic social media campaign, featuring your business across our channels and boosting visibility and audience interaction.

@phxmazine

 110,000+

 51,000+

 93,400+

WEB BANNERS & BLOGS

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

Page Takeover

Exclusive category and takeover of all three premium banner positions on the category page of your choice.

164,500+

avg. monthly page views

Home Page Banner

Strategically placed banner ads on the home pages of phoenixmag.com.

40,900+

avg. monthly visits

Contextual Content

Embed ads within relevant editorial content ensuring maximum relevance and engagement.



E-NEWSLETTERS

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



THINGS TO DO
54,100+



EAT BEAT
52,000+



GENERAL
54,500+



GREAT ESCAPES
49,100+

ONLINE DIRECTORIES

Get found in *PHOENIX* magazine's online directory, where locals and visitors discover the Valley's best with comprehensive and reliable information curated to help them experience Phoenix to the fullest.

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 and visitors are seeking.

TOP PROS

The resource for readers to find highly-rated professionals, from realtors to doctors, all 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.



Top Pros

- Doctors
- Lawyers
- Realtors
- Chiropractors
- Dentists

City Guide

- Pets
- Shopping
- Schools
- Bars & Clubs
- Things to Do
- Food & Drink
- Lifestyle & Services
- People



ENHANCE YOUR BRAND

SPONSORED ARTICLES

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 through native articles, targeted e-blasts or integrated social media campaigns.

Gold + Print

Full Page Print Ad
Sponsored Article
E-newsletter Inclusion
Facebook
Instagram

Gold

Sponsored Article
E-newsletter Inclusion
Facebook
Instagram

Silver

Sponsored Article
Facebook
Instagram

Bronze

Sponsored Article
E-newsletter Inclusion

A DIGITAL TRIFECTA

To maximize potential, do this...

Dedicated Email



Sponsored Article

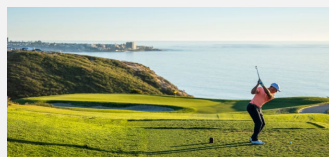
Discover the Ultimate Luxury Coastal Retreat in San Diego



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 swing and al fresco dining 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 Blithers 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 adobe, 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 Outlier.

PHOENIX magazine's Cocktail Camp Series



Limited Tickets Still Remain for Camps at:

George & Arthur (Charlottesville) on June 23
Revel Surf (Mesa) on July 13
Chico Mado (Downtown Phoenix) on August 10

[Buy Tickets Now](#)

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

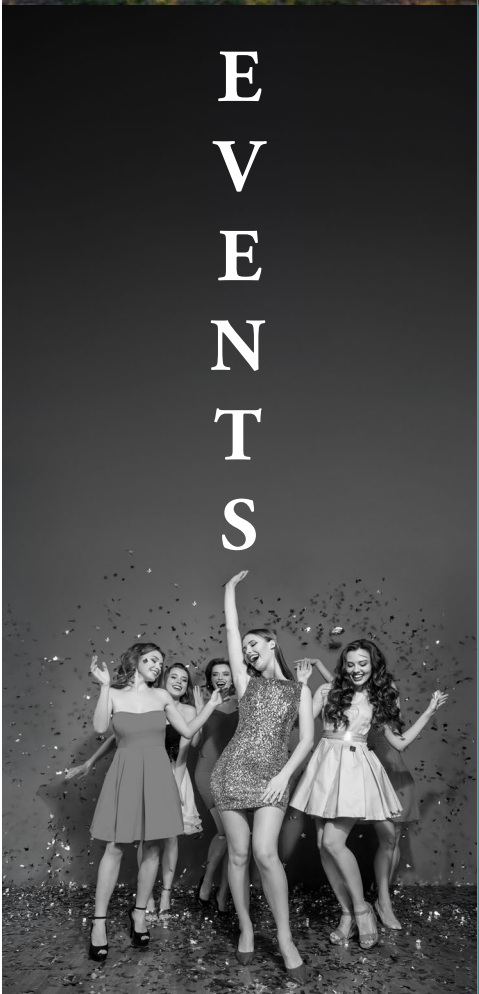


DINING NEWS



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 cigar service to tomahawk steaks and seafood entrees. The restaurant morphs into the Dessert Room at 9:30 p.m. on weekends offering lavish desserts.



PROMOTIONS

Engage with the thousands of people who participate in our year-round promotions on phoenixmag.com by sponsoring one, or all, of our popular votes.

	START	END
Health-Care Heroes Nominations	2/1	2/2
Best of the Valley Readers' Choice Nominations	3/1	3/25
Voting	4/1	4/3
Top Dentists Voting	3/1	3/31
Top Lawyers Voting	3/3	4/30
Cutest Pet Photo Contest Nominations	5/15	6/15
Voting	7/1	7/31
Readers' Photo Contest Nominations	5/15	6/15
Voting	7/1	7/31
Great 48 Nominations	8/1	8/30
Top Chiros Voting	8/1	8/30
Top Docs Voting	10/20	11/22

PHOENIX magazine produces a variety of diverse, high-end events and brand experiences. From signature consumer events to brokered sponsorship potentials, we connect you with customers.

DISH FEST | March

A food festival celebrating the best dishes from around the Valley.

SCOTTSDALE ART WEEK | March

Combining fine art with luxury cars, this multi-day event showcases contemporary and indigenous art through more than 100 galleries.

BEST OF THE VALLEY | October

PHOENIX magazine's Best of the Valley issue comes to life as winners of the Best of the Valley awards are featured in a popular taste, sip, and sample showcase.

COCKTAIL CAMP | Summer

A 10-week, rotating event series that brings guests up-close and personal with the Valley's best mixologists and bartenders to showcase their craft.

DID YOU KNOW...

For readers, magazines are –

Trusted & Credible Content: Magazines are highly regarded for their accuracy and the quality of their journalism, making them a trustworthy source of information.

In-Depth Coverage: Unlike many online sources, magazines offer detailed, focused explorations of specific topics, allowing for a deeper understanding and more informed perspective.

Curated Experience: Magazines carefully select and present content relevant to their target audience, providing a valuable and engaging experience that cuts through information overload.

Tangible & Immersive Experience: The physical nature of a magazine offers a tactile, focused, and immersive reading experience that enhances enjoyment and memory, a welcome contrast to digital screens.

Magazines now reach a total of **223.6 million people** with 87% reading at least one in the last six months. **80%** who see an ad take action as a result.*

For advertisers, they are –

Targeted Audiences: Magazines reach highly specific and engaged demographics, allowing advertisers to connect with a loyal, invested audience.

High-Impact Advertising: Advertising within a magazine is more likely to be seen and trusted than online ads, creating an immersive experience that can boost brand credibility and ROI.

Brand Building: The high journalistic quality and trusted environment of a magazine can help brands establish themselves as thought leaders and build long-term brand equity and customer loyalty.

Changing Perceptions Among Younger Generations

Millennials and Gen Z are turning towards print media for various reasons, including a desire for credible, well-researched content in an era of digital misinformation. The tactile experience of print, combined with a sense of nostalgia and a break from screen fatigue, contributes to its appeal among these younger demographics*.

*SOURCE: mediamax



READERS' ACTIVITIES & INTERESTS

Desired Service

- 54% Medical services/physicians
- 42% Financial planner/money manager
- 56% Dental work in next two years
- 29% Laser/skin specialist
- 29% Veterinarian
- 26% Invest in real estate
- 13% Education/classes

Dedicated Foodies

- 89% Dine out on a regular basis
- 82% Use dining guide to decide where to eat
- 78% Interest in cooking
- 63% Plan on visiting an Arizona winery
- 50% Support local craft breweries
- 38% Dine out at least once a week

Shoppers

- 98% Tech trends and users
- 71% Shopping interest
- 55% Frequent local: Scottsdale Fashion Square, Biltmore Fashion Park, Scottsdale Quarter, Kierland Commons
- 54% Interested in fashion and clothing
- 48% Purchase jewelry and watches

Plan to Buy

- 48% Home improvements/supplies
- 30% Dare/beauty
- 29% Pet supplies
- 68% furniture/home furnishings
- 79% Women's apparel
- 55% Men's apparel
- 34% Plan to buy lawn/garden supplies

Active

- 95% Looking for things to do
- 86% Health-conscious lifestyle
- 80% Healthcare/medicine
- 79% Fitness lifestyle
- 73% Visited a casino
- 57% Outdoor enthusiasts
- 46% Members of a fitness club
- 82% Use calendar to find local events

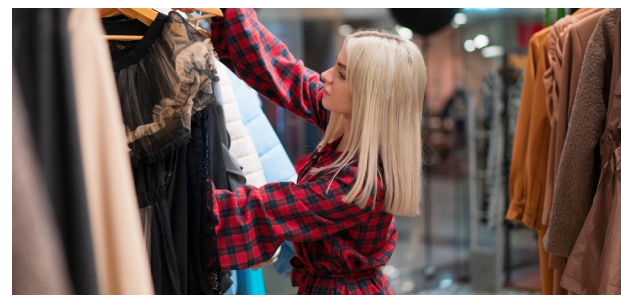
Culturally Engaged

- 87% Local history interests
- 86% Interested in the arts
- 77% Attend theater productions 2+ times/year
- 61% Attend a concert 2+ times/year
- 35% Have donor propensity
- 34% Old town Scottsdale favorite area to visit
- 25% North Scottsdale favorite area to visit
- 21% Downtown Phoenix favorite area to visit

Active Travelers

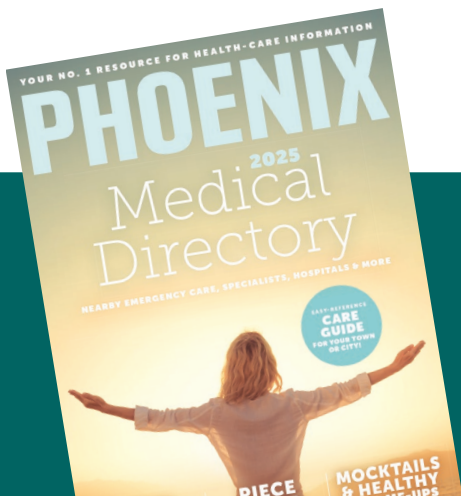
- 86% Domestic travel
- 86% Northern Arizona
- 65% Southern Arizona
- 60% Southern California
- 49% San Diego
- 47% Las Vegas
- 45% Staycation
- 35% Northern California
- 24% International travel

Circulation Verification Council audit; Questionpro survey



EDITORIAL CALENDAR

ISSUE	EDITORIAL THEME	SPECIAL AD SECTIONS	PROMOTIONS
Jan Feb	Dining Guide	Adventure Guide to the West Concierge Medicine Real Estate Profiles	
Mar Apr	Top Docs	AZ Gives Guide Champions & Changemakers Physician Profiles	Top Docs
May Jun	Summer Getaways	Celebrating Women Dentist Profiles San Diego Summer Camps Summer Gaming Guide Cosmetic Procedures	Health-Care Heroes Top Dentists
Jul Aug	Best of the Valley	Faces of Phoenix Innovations in Education Summer Sips	Best of the Valley
Sep Oct	Outdoor/Family Friendly	Fall Arts Preview Lawyer Profiles Pain Management Southern California Southwest Destinations	Cutest Pet Readers' Photo Top Lawyers
Nov Dec	The Valley After Dark	Active Adult Cancer Awareness Gaming Guide Senior Care Profiles	Great 48 Top Chiropractor



Annual Publications

WM Phoenix Open | City Guides: polybag with Jan | Feb issue

Medical Directory: polybag with Sep | Oct issue

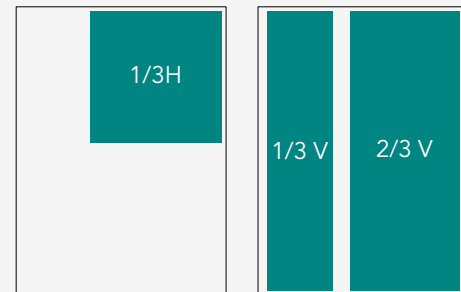
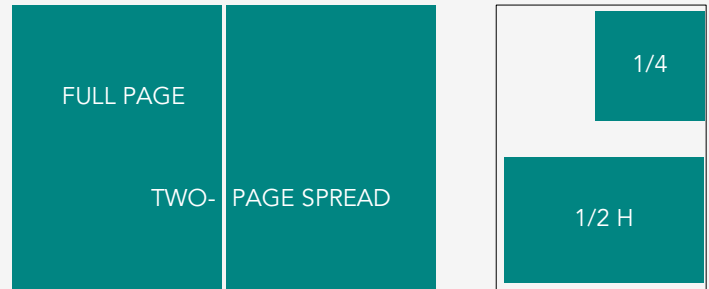
SPECS & DEADLINES

AD/MATERIALS ONLINE SUBMISSION

1. **Ad type:** Refer to email reminder or Ad Orbit ticket.
2. **Ticket link:** Refer to email reminder or Ad Orbit dashboard.
3. Upload final PDF or ALL design request materials to your ticket *at the same time*.

For ads we're designing, a proof and instructions will be emailed to you for your review/approval.

For questions or troubleshooting upload issues, email: production@citieswestmedia.com



Spread Two 8" W x 10.875" H
(bleed & non-bleed)

Full 8" W x 10.875" H
(bleed & non-bleed)

1/2 H 7" W x 4.4" H
(non-bleed only)

1/4 3.375" W x 4.4" H

1/3 4.4" W x 4.4" H
(all non-bleed only)

2/3 V 4.4" W x 9.75" H

1/3 V 2" W x 9.75" H
(all non-bleed only)

ISSUE	SPACE	MATERIALS	MAILED	NEWSSTANDS
Jan Feb	12/1/2025	12/8/2025	12/23/2025	1/1
Mar Apr	2/2	2/9	2/24	3/5
May Jun	4/6	4/13	4/28	5/7
Jul Aug	6/1	6/8	6/23	7/2
Sep Oct	8/3	8/10	8/25	9/3
Nov Dec	10/5	10/12	10/27	11/5

LET'S CONNECT

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.

Connect with a marketing consultant today:

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Our publication is audited by Circulation Verification Council, a third party auditing and verification firm that specializes in city and regional magazines and newspapers. As an advertiser this data helps you see the true picture of the market.