

PHOENIX  
HOME+GARDEN

2026  
MEDIA KIT



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*Phoenix Home & Garden* has led the industry with exclusive content from our editors and contributors and extraordinary design and photography from award-winning art directors. Every issue is a celebration of unparalleled dedication and commitment to the community and design professionals, premier shops and showrooms, decorative and fine art, and an abundance of unique cultural events that define the best of Arizona.

# INSPIRATION

For over four decades, *Phoenix Home & Garden* has been the essential voice for the region's most discerning homeowners. We don't just cover design trends; we curate the very essence of the Sonoran lifestyle, celebrating the exceptional architecture, inspired interior design, and stunning landscapes that define Arizona living.

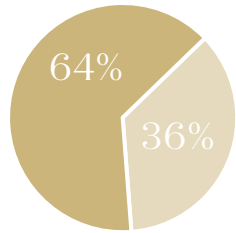
Our media partners gain exclusive access to a powerful and affluent readership of over 322,000 active, engaged individuals who trust our editorial authority implicitly. These are homeowners and tastemakers who invest in quality and are actively seeking the very best products and services for their homes and outdoor spaces.

**From breathtaking residential spaces**  
TO GARDEN CHECKLISTS AND SOLUTIONS

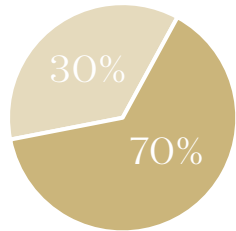
**From dream homes that inspire**  
TO MEMORABLE DESIGNS THAT COMFORT

**From a sense of place**  
TO INTERVIEWS WITH LEADING PROFESSIONALS





■ female ■ male



■ married ■ single

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

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



## OUR AUDIENCE

Our audience is not just reading a magazine; they are actively curating a lifestyle. The readers of *Phoenix Home & Garden* are passionate, creative, and highly motivated individuals who value quality craftsmanship and impeccable design. They come to us for the stories behind Arizona's most stunning architecture, the secrets to a thriving desert garden, and the inspiration to turn their house into a true Southwest masterpiece. Partner with us to connect with an audience that sees their home as their ultimate canvas.

**322,000+**

Active, influential and engaged readers

**\$197,518**

Average household  
income [HHI]

**\$1.3 M**

Average net worth

# ALIGN YOUR BRAND



## 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.

## IN EVERY ISSUE

- GARDEN CHECKLIST, ADVICE AND Q&A
- ARIZONA PLANT PROFILES
- ART + ARTISTS
- ARIZONA HISTORY
- 3 QUESTIONS: REAL ADVICE FROM TOP PROS
- PRODUCT ROUNDUPS
- WINDOW SHOPPING: LOCAL RETAIL SPOTLIGHTS
- VALLEY EVENTS + GALLERY HAPPENINGS
- EXCLUSIVE-ACCESS FEATURES: THE BEST IN VALLEY INTERIOR DESIGN, ARCHITECTURE AND LANDSCAPES



# SPOTLIGHT YOUR BUSINESS



**Print Ads:** Phoenix Home & Garden magazine is the ideal print partner for connecting with affluent, quality-conscious consumers in the home and design market.



**Special Advertising Sections:** Tell a cohesive story about your brand and showcase your specific expertise.



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



**E-blast Campaign:** Reach your audience directly with exclusive offers and brand information directly to subscribers' inboxes.



**Social Media Campaign:** Amplify your brand's reach with 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 on phgmag.com.



**Events:** As a valued partner of one of our high-end events, you'll create an elevated brand experience that connects you with customers.



**Sponsored Article:** Exclusive access to an affluent and qualified audience, increased brand awareness and credibility, and a multi-platform marketing opportunity

# 2026 EDITORIAL CALENDAR

| ISSUE     | EDITORIAL THEME                                                                               | SPECIAL AD SECTIONS                                                                             | SPACE | MATERIALS | MAILED | NEWS STANDS |
|-----------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------|-----------|--------|-------------|
| FEB   MAR | <b>Masters Of The Southwest</b><br><i>Design influence: Santa Fe</i>                          | Architects & Builders<br>Masters Alumni<br>Southwest Art Scene                                  | 1/5   | 1/12      | 1/27   | 2/5         |
| APR   MAY | <b>The Garden Issue</b><br><i>Design influence: Contemporary</i>                              | Faces of Phoenix<br>Family Day Out<br>Southwest Destinations                                    | 3/2   | 3/9       | 3/24   | 4/2         |
|           | Annual Garden Tour Guide                                                                      |                                                                                                 | 3/16  | 3/23      | 4/7    |             |
| JUN   JUL | <b>Remodels &amp; Renovations</b><br><i>Design influence: Palm Springs/ Midcentury Modern</i> | Champions & Changemakers<br>Destination Santa Fe<br>Real Estate Profiles<br>Southern California | 5/4   | 5/11      | 5/26   | 6/24        |
| AUG   SEP | <b>Kitchen &amp; Bath</b><br><i>Design influence: Farmhouse</i>                               | Celebrating Women<br>Outdoor Oasis<br>Staycations & Golf Courses                                | 7/6   | 7/13      | 7/28   | 8/6         |
| OCT   NOV | <b>Dream Homes</b><br><i>Desert Modern</i>                                                    | Architects & Builder<br>Hidden in the Hills<br>Cosmetic Procedures                              | 8/31  | 9/7       | 9/22   | 10/1        |
|           | Annual Home Tour Guide                                                                        |                                                                                                 | 10/19 | 10/26     | 11/10  |             |
| DEC   JAN | <b>Art &amp; Artists</b><br><i>Design influence: Santa Barbara</i>                            | Charitable Champions<br>Collector's Corner                                                      | 11/2  | 11/9      | 11/24  | 12/3        |

## SPOTLIGHT YOUR BUSINESS



Multimedia  
Content



Local  
Appeal



Interactive  
Engagement

## OUR CAMPAIGNS

Partner with *Phoenix Home & Garden* 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.

**FEB | MAR**

Architects & Builders  
Masters Alumni  
Southwest Art Scene

**AUG | SEP**

Celebrating Women  
Outdoor Oasis  
Staycations & Golf Courses

**APR | APR**

Faces of Phoenix  
Family Day Out  
Southwest Destinations

**OCT | NOV**

Architects & Builder  
Hidden in the Hills  
Cosmetic Procedures

**JUN | JUL**

Champions & Changemakers  
Destination Santa Fe  
Real Estate Profiles  
Southern California

**DEC | JAN**

Charitable Champions  
Collector's Corner

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

Print & digital advertising

Events & Promotions

Brand agency

Content creation

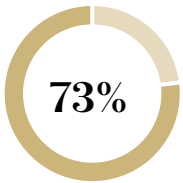
Sponsorship & partner  
opportunities

**Phoenix Home & Garden Magazine** is the undisputed leader of Arizona's home and garden magazines, with unmatched entrée into our state's most breathtaking and inspiring residences.

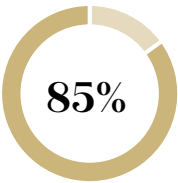
**RETAILERS**

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

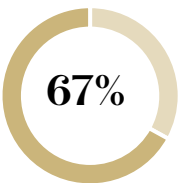
\*Listed largest to smallest by total sales



Frequently purchase from ads seen in *Phoenix Home & Garden*



Subscriber for more than two years



Keep issues for at least one month

**7,000+**  
Newsstands

**10,000+**  
Hotels, waiting rooms, events & partner venues

**50,000+**  
Published bi-monthly

**33,000+**  
Mailed

**IN-ROOM DISTRIBUTION**

- |                             |                    |
|-----------------------------|--------------------|
| Hotel Valley Ho             | Terra Farm & Manor |
| JW Marriott Camelback Inn   | Hassayampa Inn     |
| Kenect Phoenix Apartments   | Red Agave Resort   |
| Mountain Shadows            | Canopy by Hilton   |
| The Scottsdale Resort & Spa | DoubleTree Suites  |
| W Hotel & Residences        |                    |

SOURCE: Circulation audit

# DIGITAL ENGAGEMENT

## E-NEWSLETTERS

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

### Southwest Living

Monthly overview of the people, places and things featured in the latest edition

### The Main Events

Monthly round-up of the valley's most anticipated home and design events.

### From Our Partners

Special magazine partner offers and announcements.

19,400+

Opt-Ins

22%

Open Rate

## DEDICATED EMAILS

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

Opt-Ins: 6,700+

Open Rate: 31%+



## SOCIAL

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



12,000+



17,000+



4,800+

## BLOG

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



## WEB BANNERS

Position your brand prominently with Run of Site (ROS) leaderboard and splash banner ads.

### Home Page Banner

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

### Page Takeover

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

### Contextual Content

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

# AMPLIFY YOUR BRAND

## SPONSORED ARTICLES

Custom content goes beyond traditional advertising—it's crafting compelling narratives that resonate with our audience. Tailored to reflect the essence of your brand, our online sponsored articles blend seamlessly into our editorial framework, offering an authentic and engaging experience through native articles, and targeted direct social media campaigns.

### Gold + Print

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

### Gold

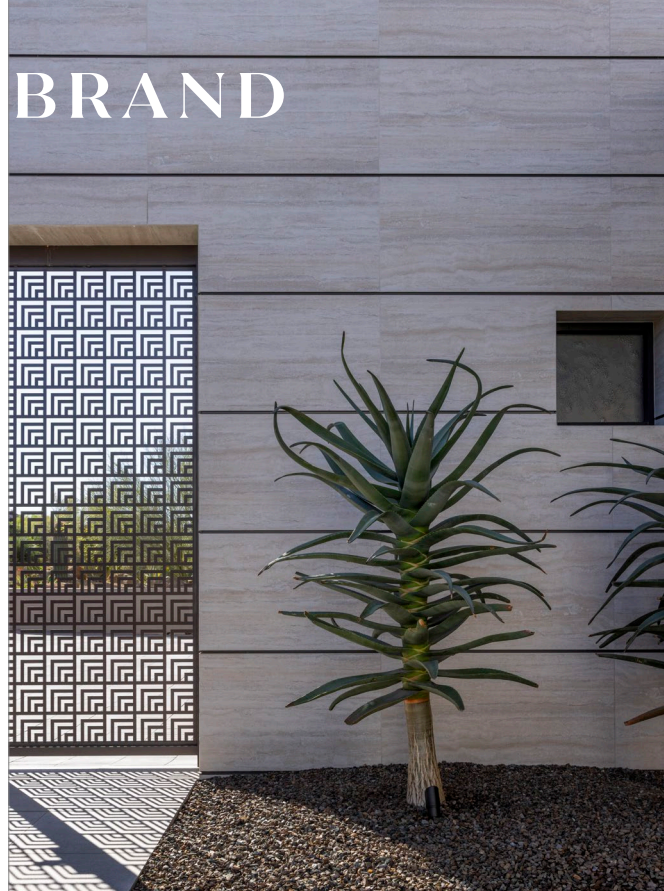
Sponsored Article, E-newsletter Inclusion, Facebook, Instagram

### Silver

Sponsored Article, Facebook, Instagram

### Bronze

Sponsored Article, E-newsletter Inclusion



## PRINT IS ALIVE AND WELL

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 Readers

Trusted & Credible Content  
In-Depth Coverage:  
Curated Experience  
Tangible & Immersive Experience

### For Advertisers

Targeted Audiences  
High-Impact Advertising  
Brand Building

\*SOURCE: mediamax



## EVENTS

*Phoenix Home & Garden* produces a variety of diverse, high-end events and brand experiences. From signature consumer events to brokered sponsorship potentials, we connect you with customers.

### **GARDEN TOUR | April**

Exclusive tour that opens the gates to the Valley's most exquisite private gardens and outdoor spaces.

### **SCOTTSDALE ART WEEK | March**

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

### **HOME TOUR | November**

Immerse yourself in this exclusive event showcasing some of the Valley's most breathtaking homes and landscapes.

## PROMOTIONS

Engage with the thousands of people who participate in our promotions on [phgmag.com](http://phgmag.com) by sponsoring one, or all, of our popular votes.

### **Honors**

**Submissions:** 1/15 – 3/6

**Issue:** Jun | Jul

### **Top Agents | Producers**

**Voting:** 2/1 – 2/28

**Issue:** Jun | Jul

### **Readers' Choice**

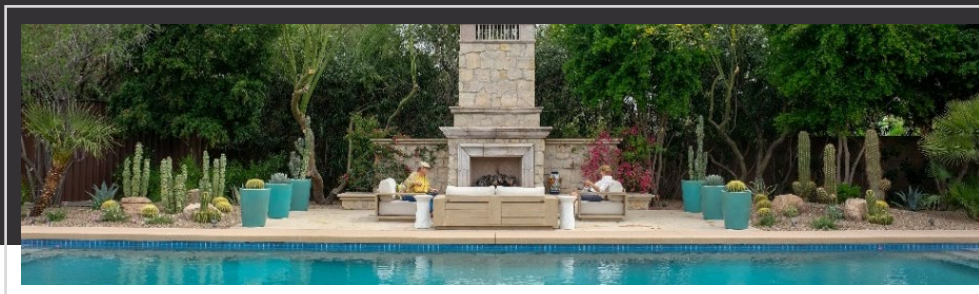
**Nominations:** 10/1 – 10/24

**Voting:** 11/1 – 11-26

**Issue:** Feb | Mar



# AUDIENCE ACTIVITIES & INTERESTS



## Home & Garden

- 97% Find home ideas in *Phoenix Home & Garden*
- 97% Interest in home improvement
- 93% Find gardening information
- 81% Willing to pay more for products that reflects their style and sense of design
- 63% Intent to purchase lawn & garden supplies
- 68% Plan to redecorate any room
- 41% Lawn care service
- 44% Intent to purchase home improvement or home improvement supplies
- 56% Plan on remodeling current home in the next two years

## Desired Service

- 48% Will engage medical services in the year
- 60% Will engage in healthcare/medicine in the year
- 39% Tax advisor/tax service
- 41% Financial planner/money manager
- 31% Veterinarian
- 16% Education/classes

## Culturally Engaged

- 86% Interested in the arts
- 81% Attend theater productions at least 4x/year
- 71% Support the arts/theatre
- 32% Active in charity and community organizations

## Shoppers

- 94% Frequently buy electronics
- 75% Women's apparel
- 73% Shopped at a store not known about previously until read about in *Phoenix Home & Garden*
- 56% Frequently or occasionally buy jewelry and watches
- 53% Florist/gift shop
- 47% Men's apparel
- 37% Plan on buying an automobile in next two years
- 26% Intend to purchase a major home appliance
- 21% Antiques/auctions
- 32% Television or electronics
- 31% Pet supplies
- 19% Carpet or flooring
- 19% Athletic and sports equipment

## Active

- 90% Use *Phoenix Home & Garden* calendar of events to plan outings
- 89% Plan on at least one vacation in the year
- 86% Active gardeners
- 79% Frequent dining out and entertainment
- 79% Health-conscious
- 72% Plan on domestic travel
- 59% Members of fitness club/exercise class
- 28% Plan on international travel

# PRINT SPECS

**Spread**    **Two 9" w x 10.875" h**

*(add bleed)*

**Full**    **9" w x 10.875" h**

*(add bleed)*

**1/4**    **3.5" w x 4.875" h**

*(non-bleed only)*

**1/2 H**    **8.25" w x 5" h**

**1/3 H**    **4.875" w x 4.875" h**

*(all non-bleed only)*

**1/3 V**    **2.375" w x 9.875" h**

**2/3 V**    **4.875" w x 9.875" h**

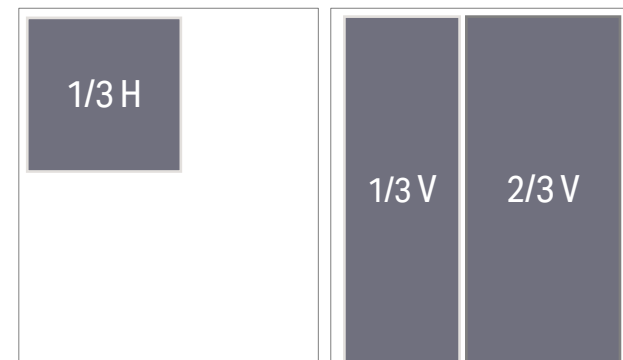
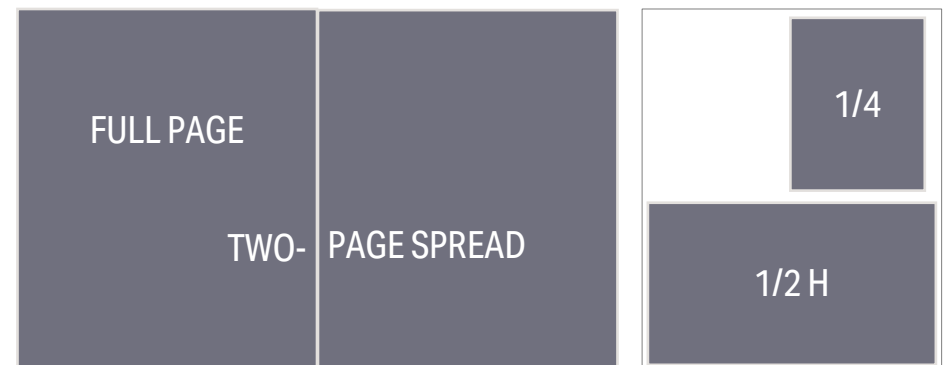
*(all non-bleed only)*

## 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](mailto:production@citieswestmedia.com).



# Let's talk...

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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:

**[advertising@citieswestmedia.com](mailto:advertising@citieswestmedia.com)**



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