

Adventure Guide to the West

Issue: Dining Guide

From winter escapes in New Mexico to sky-high thrills in San Diego and hidden gems across the Valley, our Special Section spotlights the West's best experiences.

Tell your story in your own words or with our guided questions, professionally edited for this highly anticipated issue.

OUR READERS

- 430,000** Active, influential and engaged readers
- \$1.2 M** Average net worth
- \$179,737** Average household income
- 77%** Purchase products and services from ads seen in *PHOENIX* magazine

ACTIVE TRAVELERS

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

CONTACT

advertising@phgmag.com



SPREAD	FULL	HALF
\$8,500	\$6,000	\$4,000

Actual layout may vary

SPECIFICATIONS & RATES

Ad Size	Specs	Word Count
Spread	8"W x 10.875"H	235 total
Full Page	8"W x 10.875"H	235 total
Half Page	7"W x 4.4"H	145 total

Images: Provide up to three images, which may be edited or adjusted to fit template.

MATERIAL DEADLINES

Space Close	Materials Due	Delivery
12/1/25	12/8/25	12/23/25

Contact Info

Please include information as you want it to appear in print:

- Business name
- Website
- Phone number
- Social handles

Images

Minimum 300 dpi

Spread: one full page image, plus up to two smaller photos for the second page.

Full page: up to three photos included.

Half page: up to two photos included.

Copy

In Your Own Words

Provide a caption and copy to include in your ad. Our editorial team will edit to fit the special section template, while keeping the heart of your story at the forefront.

or

Have PHOENIX Magazine Tell Your Story

Use the highlights and questions below to provide us with details you would like included in your special ad, and our talented team will craft your profile.

Your final approval will be requested before going to print.

Brand Snapshot

- Signature experience or specialty.
- Ideal customer (age, interests, etc.)
- In one sentence, what do you want readers to remember about you?

Community & Values

- How do you support local culture, makers, or the environment?
- What do guests say they're most surprised or delighted by?

Proof & Credibility

- Quick stats: reviews, number of visitors.
- Include a short customer testimonial.
- Awards, press mentions, or partnerships?

Quick Picks

- "Top 3 can't-miss tips for first-timers".
- "Perfect 24 hours" itinerary highlight.
- "Best for..." (families, luxury, solo travelers).

The Experience

- Describe: from arrival to "wow."
- What makes your business unique?
- Seasonal angles.

Visuals & Voice

- Three words that define your brand.
- Images that best capture your story.
- Must-mention amenities.

Planning & Logistics

- Special price range or packages.
- Advance booking requirements.
- Location(s) and proximity to interests.

Offer & CTA

- Action you want readers to take.
- Offer or promo code.
- Where should we link (URL) and who is the best media contact (name/email)?

Combine your special section ad with digital for maximum exposure. See page 3.

Our digital audiences are exploding across *PHOENIX* magazine and *Phoenix Home & Garden* brands.

Website traffic has remained robust, with an average of **141,000** unique monthly visitors—year-over-year.

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

Social audiences are growing with a combined **51,000** Facebook fans and **110,000** Instagram followers.

Contact your rep for more information on marketing with both brands and making the most of your marketing dollars.

PHOENIX MAGAZINE DIGITAL

DEDICATED EMAILS

Includes	Rate
600px wide x custom height graphic, subject line, and links	\$1,500
+ <i>Phoenix Home and Garden</i> email	\$2,500 <i>total</i>

SOCIAL

Includes	Rate
1-5 images or :30 video, copy + headline, links, targets	\$500
+ <i>Phoenix Home & Garden</i> posts	\$1,000 <i>total</i>

WEB

Type	Size	Rate/Mo
Leaderboard	720 x 90px	\$500
Medium Rectangle	300 x 250px	\$500
Wide Skyscraper	300 x 600px	\$500
Splash Banner*	1300 x 307px	\$1,500

E-NEWSLETTERS

Type	Size	Rate/Issue
Leaderboard	720 x 90px	\$500
Medium Rectangle	300 x 250px	\$500
Wide Skyscraper	300 x 600px	\$500

**Not included in ROS*

SPONSORED ARTICLE PACKAGES

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

Add a digital trifecta to any special ad section print ad:

Dedicated Email + E-newsletter + Sponsored Article = \$3,000