

PHOENIX

HOME+GARDEN



2024 Media Kit



***From breathtaking
residential spaces***

TO INTERVIEWS WITH LEADING
ARCHITECTS AND DESIGNERS



From the traditional

TO ULTRA-MODERN



***From dream homes
that inspire***

TO MEMORABLE DESIGNS
THAT COMFORT



From landscaping tips

TO GARDEN CHECKLISTS
AND SOLUTIONS



From a sense of place

TO ASPIRING TO THE FINER
THINGS IN LIFE

Phoenix Home & Garden magazine celebrates the architecture, furnishings, art, and home and landscape design of the Valley and Arizona like no other bi-monthly publication.

With an affluent, active readership of more than 322,000+, *Phoenix Home & Garden* is the single-most desired media resource in cultivating the Sonoran lifestyle. No other home and garden magazine can match the unprecedented access and knowledge of our local editors and contributors; extraordinary design and photography of award-winning art directors; and an unparalleled dedication and commitment to the community of design professionals, premier shops and showrooms, decorative and fine arts, and abundance of unique cultural events that define the best of Arizona.

And Phoenix Home & Garden means business.

Proven by the independent Circulation Verification Council audit, 76% of our readers frequently purchase products or services from ads seen in *Phoenix Home & Garden*.

Plus 97% of readers find ideas in *Phoenix Home & Garden* to use in their own home.

\$1.3 Million

AVERAGE NET WORTH

\$197,518

AVERAGE HOUSEHOLD INCOME

48%

OF OUR READERS SPEND
OVER AN HOUR READING
PHOENIX HOME & GARDEN

41%

KEEP EACH ISSUE OF
PHOENIX HOME & GARDEN
MORE THAN ONE MONTH

75%
FEMALE

25%
MALE

75%
BETWEEN AGES
35-64

77%
MARRIED

23%
SINGLE

48%

HAVE TWO OR
MORE CHILDREN

71%

OF OUR READERS
HAVE A COLLEGE DEGREE

322,000+

AVERAGE READERSHIP PER MONTH

76,049+

AUDITED AND
VERIFIED COPIES

76%

OF READERS FREQUENTLY PURCHASE
PRODUCTS SEEN IN PHOENIX HOME
& GARDEN

89%

HAVE SUBSCRIBED
3 YEARS OR MORE

76%

COMBINED ANNUAL
HOUSEHOLD INCOME OF
\$100,000 OR MORE

30%

COMBINED ANNUAL
HOUSEHOLD INCOME OF
\$200,000 OR MORE

36%

OWN A SECOND
HOME

29%

PLAN TO INVEST
IN REAL ESTATE

Phoenix Home & Garden magazine ranks as the #2 seller on local newsstands, outselling all other titles save for #1 *PHOENIX* magazine.

As the second best-selling magazine on Valley newsstands, *Phoenix Home & Garden* commands premium positions at established retailers* including:

Safeway
Sprouts
Fry's
Basha's
Walgreens
Albertsons

Barnes & Noble
AJ's Fine Foods
Phoenix Sky Harbor Airport
Whole Foods
Natural Grocers
La Grande Orange

Amazon Bookstore
As well as at:
Banner Health
Sheraton Desert Oasis
Hillside Spot

*Listed largest to
smallest by total sales



Unique to a home and garden publication, *Phoenix Home & Garden* boasts coveted in-room distribution at distinguished resorts such as:

Canopy Tempe Downtown
Fairmont Scottsdale Princess
Hassayampa Inn
HC Royal Palms Resort and Spa

Hermosa Inn
Hotel Valley Ho
JW Marriott Camelback Inn
Mountain Shadows Resort

Red Agave Resort
We-Ko-Pa Resort (Ft McDowell)

51,964+
ANNUAL PAID SUBSCRIPTIONS

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

14,414+
ISSUES SOLD MONTHLY
ON NEWSSTANDS

3,685+
COPIES IN INDIVIDUAL
HOTEL ROOMS

5,748+
COPIES IN
RECEPTIONS, SHOWROOMS
AND WAITING ROOMS

238+
EVENTS, TRADE SHOWS
AND OFFICE SERVICES

Total:
76,049+
AUDITED AND
VERIFIED COPIES



Circulation Verification Council (CVC) is an independent, third-party reporting audit company. CVC audits thousands of editions nationwide with a combined circulation of more than 55 million. CVC audits cover printing, distribution, circulation, websites, digital editions, mobile, email, social media and readership studies to give an accurate picture of a publication's reach and market penetration

Phoenix Home & Garden subscribers participate and are interested in coverage of:

Home and Garden

97%	FIND IDEAS IN PHOENIX HOME & GARDEN TO USE IN OWN HOME
97%	INTEREST IN HOME IMPROVEMENT
93%	FIND PRACTICAL GARDENING INFORMATION IN PHOENIX HOME & GARDEN
81%	WILLING TO PAY MORE FOR PRODUCTS THAT REFLECT 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 NEXT TWO YEARS

Shopping

94%	FREQUENTLY BUY ELECTRONICS
75%	WOMEN'S APPAREL
73%	SHOPPED 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 AUTOMOBILE IN NEXT TWO YEARS
26%	INTENT TO PURCHASE MAJOR HOME APPLIANCE
21%	ANTIQUES/AUCTIONS
32%	TELEVISION OR ELECTRONICS
31%	PET SUPPLIES
19%	CARPET OR FLOORING
19%	ATHLETIC AND SPORTS EQUIPMENT

Service Needs

48%	WILL ENGAGE MEDICAL SERVICES/PHYSICIANS IN THE YEAR
60%	WILL ENGAGE HEALTHCARE/MEDICINE IN THE YEAR
39%	TAX ADVISOR/TAX SERVICE
41%	FINANCIAL PLANNER/MONEY MANAGER
31%	VETERINARIAN
16%	EDUCATION/CLASSES

Active & Healthy

90%	USE PHOENIX HOME & GARDEN CALENDAR OF EVENTS TO PLAN OUTINGS
89%	PLAN ON TAKING 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

Culturally Engaged

86%	INTERESTED IN THE ARTS
81%	ATTEND THEATER PRODUCTIONS AT LEAST FOUR TIMES A YEAR
71%	SUPPORT THE ARTS/THEATRE
32%	ACTIVE IN CHARITY AND COMMUNITY ORGANIZATIONS

The *Phoenix Home & Garden* magazine bi-monthly print publication is extended with *phgmag.com*, enhanced with the latest news in architecture, interior design and artists; local new ideas trending in 'Fresh'; searchable directories; highlights of authentic SW style; daily event selections; and Sonoran Scout blogs and About Town event coverage.

Amplify your brand and achieve measurable goals with digital advertising campaigns that can be hyper-targeted and fully customized to your specific needs.

phgmag.com

51,143+ AVERAGE MONTHLY
PAGE VIEWS

1.31
AVERAGE PAGES
VIEWED PER VISIT

0:48
AVERAGE
TIME ON SITE

Let's Get Social



12,160+
FACEBOOK FOLLOWERS
@PHOENIXHOMEGARDEN



4,500+
PINTEREST FOLLOWERS
@PHXHOMEGARDEN

34,715+
TOTAL SOCIAL
FOLLOWERS



13,100+
INSTAGRAM FOLLOWERS
@PHOENIXHOMEANDGARDEN



4,955+
TWITTER FOLLOWERS
@PHXHOMEGARDEN

1,743+
TOTAL APP USERS

Phoenix Home & Garden Magazine's 100% opt-in e-newsletters provide a powerful opportunity to reach smart, affluent, influential taste-makers. Deliver your message directly to the inboxes of our email subscribers.

e-newsletters **24,375**

COMBINED TOTAL OPT-IN
SUBSCRIBERS TO
3 MONTHLY E-NEWSLETTERS

Southwest Living

Monthly overview of the people, places and things featured in the latest edition of **Phoenix Home & Garden**, with editor's behind-the-scenes notes and reading recommendations.
8,050+ Opt-in subscribers

The Main Events

Monthly round-up of the valley's most-anticipated home and design events.
8,275+ Opt-in subscribers

From Our Partners

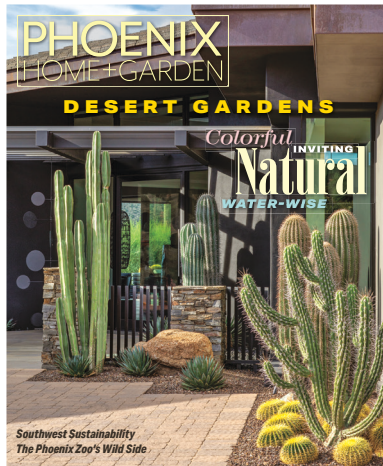
Dedicated e-newsletter with special **Phoenix Home & Garden** magazine partner offers and announcements.
8,050+ Opt-in subscribers



IN EVERY ISSUE

- * Exclusive-access Features: The best in Valley interior design, architecture and landscapes – from small projects to large estates
- * Garden Checklist, Gardening Advice + Q&A
- * Arizona Plant Profiles
- * Art + Artists
- * Arizona History
- * Ask the Experts – Real advice from architects, builders, contractors, interior designers and landscape professionals
- * Product Roundups
- * "The 101" – Design pros on single subject (i.e., wallcoverings; flooring; window treatments)
- * Valley Events + Gallery Happenings
- * Window Shopping: Local Retail Spotlights





	SPECIAL FEATURES	SPECIAL ADVERTISING SECTIONS	SPACE CLOSE	DELIVERY
DEC/JAN '24	- Find Your Style - Holidays at Home - Holiday Shopping Guide	- Charitable Giving - Give Guide - Tucson Marketplace	10/30/23	11/21/23
FEB/MAR	- Masters of the Southwest - Closets/Organization - Readers' Choice Awards	- Masters Alumni - Collector's Corner - Architects & Builders - Tucson Marketplace	1/02/24	1/23/24
APR/MAY	- Gardens/Outdoor Living - Home Libraries	- Golf Communities - Faces of Phoenix - Tucson Marketplace	3/04/24	3/26/24
JUN/JUL	- Smaller Spaces - Kitchens & Baths - Summer Getaways/Vacation Homes	- Tucson Marketplace	4/29/24	5/21/24
AUG/SEP	- Remodels & Renovations (Before/After) - Creatives' Own Homes	- Outdoor Oasis - Tucson Marketplace	7/01/24	7/23/24
OCT/NOV	- Dream Homes + Home of the Year	- Architects & Builders - Arizona Automotives - Tucson Marketplace	9/02/24	9/24/24
DEC/JAN '25	- Holidays at Home - Sustainability	- Charitable Giving - Give Guide - Tucson Marketplace	11/04/24	11/26/24

Promotions

Reach thousands of online visitors by sponsoring one of our promotions on phg.com



30 DAYS OF GIVEAWAYS

phgmag.com/30daysofgiveaways

10/01/23 – 11/30/23

TITLE SPONSORSHIP

\$2,500



READERS' CHOICE AWARDS

phgmag.com/readerschoice

11/01/23 – 11/30/23

TITLE SPONSORSHIP

\$2,500

For more information on Promotion Sponsorships contact advertising@phgmag.com



Events

Get in person exposure by sponsoring one of our upcoming events.

JANUARY LIVE WELL

A health and wellness expo in the heart of Downtown Phoenix at Events on Jackson. Featuring information and activities for all ages.

01/12/23

APRIL GARDEN TOUR

Some of the Valley's most breathtaking landscapes are featured in this tour of private home gardens.

04/15/23

NOVEMBER HOME TOUR

The pages of the magazine come to life as a carefully curated roster of exquisite private homes open their doors for this tour.

11/11/23

For more information on Event Sponsorship Opportunities contact events@citieswestmedia.com

DISPLAY ADS

SIZE	1X	3 X	6 X
SPREAD	\$13,500	\$12,500	\$11,500
FULL	\$8,500	\$7,500	\$6,500
2/3	\$6,500	\$6,000	\$5,500
1/2	\$5,500	\$5,000	\$4,500
1/3	\$3,500	\$3,000	\$2,500
1/4	\$2,000	\$1,750	\$1,500

PRINT SPECIAL AD SECTIONS

Special Advertising Section rates vary depending on issue and ad style. Please contact an Account Executive for more details on each Special Ad Section.

advertising@phgmag.com | 480.478.8838

SPECIAL AD SECTIONS ARE EITHER A FORMATTED AD, A DISPLAY AD PLUS EDITORIAL, OR AN AD PLUS PROVIDED PHOTO SHOOT

DIGITAL

	1-4 MO.	5-8 MO.	9-12 MO.
WEBSITE ADS	\$750	\$625	\$500
DEDICATED E-BLAST	\$1,500	\$1,250	\$1,000
E-NEWSLETTER BANNER AD	\$350	\$300	\$250

PRICE PER
MONTH

DIGITAL & PRINT

	1-4 MO.	5-8 MO.	9-12 MO.
WEBSITE ADS	\$600	\$500	\$400
DEDICATED E-BLAST	\$1,200	\$1,000	\$800
E-NEWSLETTER BANNER AD	\$280	\$240	\$200

PRICE PER MONTH
PER PRINT PURCHASE

**DOES NOT INCLUDE CITY OF SCOTTSDALE ADVERTISING TAX OF 1.75%*

Sponsored Content is an advertorial advertisement containing editorial-like content written and designed by our Phoenix Home & Garden team so as to blend in with actual editorial.

This form of advertising offers an optimal win-win situation as readers/followers are offered valuable, editorially-crafted information while advertisers gain exposure in an organic way.

Advertisers not only get access to *Phoenix Home & Garden's* expansive and affluent audience, but benefit from the magazine's award-winning creative and editorial teams working to deliver sponsored content that is accessible, eye-catching and effective.

Gold + Print.....\$7,500

Sponsored Content advertorial appears in print, online, is posted to our Facebook and Instagram profiles, and is included in an eblast

Gold\$2,500

Sponsored Content advertorial appears online, is posted to our Facebook and Instagram profiles, and is included in an eblast

Silver\$1,500

Sponsored Content advertorial appears online and is posted to our Facebook and Instagram profiles

Bronze\$1,000

Sponsored Content advertorial appears online and is included in an eblast

Three basic options to choose from:

Behind-the-Scenes

THE PROCESS BEHIND YOUR PRODUCTS AND SERVICES. OUR EDITORIAL STAFF WILL CONDUCT INTERVIEWS WITH UP TO TWO KEY INDIVIDUALS WHO CAN EXPLAIN THE BEHIND-THE-SCENES PRODUCTION OR EXECUTION OF THIS PRODUCT OR SERVICE, GIVING OUR READERS AN INSIDE GLIMPSE AT THE INTRICATE PROCESSES THAT CREATE THE PRODUCTS OR SERVICES THEY LOVE.

Profile

THE PEOPLE BEHIND YOUR BRAND. OUR EDITORIAL STAFF WILL CREATE A "Q&A" STYLE SPONSORED CONTENT ADVERTORIAL BASED ON INTERVIEWS CONDUCTED WITH AN INDIVIDUAL WHO CAN SPEAK TO YOUR BRAND, YOUR MISSION, AND YOUR PRODUCTS AND SERVICES FROM AN INFORMED, PASSIONATE STANCE, GIVING OUR READERS AN INSIDE GLIMPSE AT THE HEART, STORIES AND REAL PEOPLE BEHIND YOUR BRAND.

Listicle

THE PRODUCTS THAT MAKE YOUR BRAND EXCEPTIONAL. OUR EDITORIAL STAFF WILL WORK WITH YOU TO COMPILE A LIST OF PRODUCTS OR INFORMATION THAT HIGHLIGHTS YOUR COMPANY'S OFFERINGS IN A CREATIVE MANNER. USING IMAGERY, PRODUCT/SERVICE NAMES AND DESCRIPTIONS, AND PRICES (IF DESIRED). OUR READERS GET A UNIQUE, INFORMATIVE, AND WEB-FRIENDLY WAY TO RECEIVE USEFUL CONTENT AND EXPERIENCE THE PRODUCTS, SERVICES AND PROFESSIONAL KNOWLEDGE THAT YOUR COMPANY OFFERS.

PRINT SPECS

	TRIM (W X H)	LIVE AREA
2 PAGE SPREAD**	18" x 10.875"	17.25" x 10.125"
FULL PAGE*	9" x 10.875"	8.25" x 10.125"
2/3 PAGE VERT. NON BLEED	4.875" x 9.875"	4.875" x 9.875"
2/3 PAGE VERT. BLEED	5.5" x 10.875"	4.75" x 10.125"
1/2 PAGE VERTICAL (Gallery Row Only)	4.875" x 7.25"	4.875" x 7.25"
1/2 PAGE HORZ. NON BLEED	8.25" x 5"	8.25" x 5"
1/2 PAGE HORZ. BLEED	9" x 5.5"	8.25" x 4.75"
1/3 PAGE VERT. NON BLEED	2.375" x 9.875"	2.375" x 9.875"
1/3 PAGE HORZ.	4.875" x 4.875"	4.875" x 4.875"
1/4 PAGE	3.5" x 4.875"	3.5" x 4.875"
1/6 PAGE HORZ.	4.875" x 2.25"	4.875" x 2.25"

*For ads with bleed, add
.125" on all sides*

**** Two-Page spreads must be
provided in single page format
(two page files)**

TO SUBMIT YOUR AD/CREATIVE:

1. Email your print, digital and web ad materials to your account executive.
2. If your file is too large to email, please upload your artwork to one of the following: Dropbox, Google Drive, a SkyDrive etc. and provide the link to your account executive.

If you have any questions, contact our advertising department at 480-664-3960 or advertising@phgmag.com

**ALL PRINT, DIGITAL, WEB &
EBLAST MATERIALS DUE:**
The 15th of the month, 2 months prior
to issue date

DEDICATED E-BLAST

WEBSITE & E-NEWSLETTER BANNER ADS

LEADERBOARD	728x90px
SIDE BAR 1	300x250px
SIDE BAR 2	300x600px
SPLASH BANNER	1300x307px
TARGET LINK(S): WEBSITE LINK(S)	
CREATIVE FILES: .JPEG, .PDF, OR HTML (.HTM OR .HTML) FORMAT	

DEDICATED E-BLAST

600PX WIDE
SUBJECT LINE: 30 CHARACTERS OR LESS RECOMMENDED
TARGET LINK(S): WEBSITE LINK(S)
CREATIVE FILES: .JPEG, .PDF, OR HTML (.HTM OR .HTML) FORMAT

APP BANNER ADS

2048x450px
CREATIVE FILES: 72DPI, .JPEG
(RECOMMENDED TO KEEP IMPORTANT MESSAGING INSIDE THE MIDDLE 1200 PIXELS OF THE BANNER)

BANNER ADS

Increase the exposure of your brand to our Phoenix Home & Garden viewers each month. Website ads are run of site (ROS) and run per month in correspondence with Phoenix Home & Garden's monthly print schedule

PAGE TAKEOVER

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

PRODUCTION CONTACTS:

SCHEDULES, SPECIAL INSERTS
Director of Production 480-478-8828

TECHNICAL QUESTIONS
Technical Operations Manager 480-478-8832