

BEHIND *the* PHOENIX SUNS
POWER STRUGGLE

THE SECRET DRAMA of AN
A Z A R T I C O N

PHOENIX

WEEKEND
ADVENTURES
152
PG. 140

The 101 Best Dishes *in the* Valley

SUREFIRE
CLASSICS

EXCITING
UPSTARTS

PLUS:
OUR
NO. 1
PICK!

2023 MEDIA KIT



With an affluent readership of more than 326,000+, *PHOENIX* magazine is the single-most influential media resource in Arizona.

Dedicated local editors. Compelling features. Engaging profiles. Enlightening service pieces. Respected reporting. Influencers in lifestyle. Coveted guides and directories. Bold photography and dynamic design.

And *PHOENIX* magazine means business.

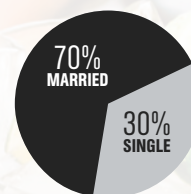
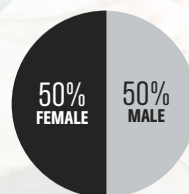
Proven by the independent Circulation Verification Council audit, 80% of our readers frequently purchase products or services from ads seen in *PHOENIX* magazine.

326,000+
AVERAGE READERSHIP PER MONTH

72,214+
AUDITED AND VERIFIED COPIES

78%
OF READERS FREQUENTLY PURCHASE PRODUCTS SEEN IN *PHOENIX* MAGAZINE.

WHO ARE OUR READERS?



\$179,737
AVERAGE HOUSEHOLD INCOME

70% OF OUR READERS HAVE A COLLEGE DEGREE

\$1.2M AVERAGE NET WORTH

72%
BETWEEN AGES
35-64

66%
HAVE ONE OR MORE CHILDREN

72%
KEEP THEIR COPY OF *PHOENIX* MAGAZINE MORE THAN ONE MONTH

85%
HAVE BEEN A SUBSCRIBER FOR TWO OR MORE YEARS

29%
OWN A SECOND HOME

76%
COMBINED ANNUAL HOUSEHOLD INCOME OF \$100,000 OR MORE

30%
COMBINED ANNUAL HOUSEHOLD INCOME OF \$200,000 OR MORE

26%
PLAN TO INVEST IN REAL ESTATE

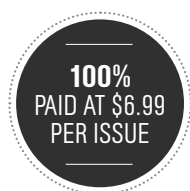
SOURCE: Circulation Verification Council 2020

PHOENIX magazine is the **#1 seller** on local newsstands, outselling all other national and local magazines. *PHOENIX* commands premium positions at established retailers* including:

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

*Listed largest to smallest by total sales



WE ALSO SELL AT:

Banner Health
Sheraton Desert Oasis
Hillside Spot

RESORT DISTRIBUTION

The Valley's distinguished resorts attract affluent tourists who seek out the best Arizona has to offer. With *PHOENIX* magazine's coveted in-room distribution, you can reach these potential customers at the following destinations:

Canopy Tempe Downtown
Fairmont Scottsdale Princess
HC Royal Palms Resort and Spa
Hermosa Inn
Hotel Valley Ho
JW Marriott Camelback Inn

Mountain Shadows Resort
Red Agave Resort
The Phoenician
The W
We-Ko-Pa Resort (Ft McDowell)



MARKET LEADER

PHOENIX magazine is the market leader. **AND WE CAN PROVE IT.**

50,360+
ANNUAL PAID
SUBSCRIPTIONS

14,754 +
ISSUES SOLD MONTHLY
ON NEWSSTANDS

5,100+
COPIES IN INDIVIDUAL
HOTEL ROOMS

2,000+
COPIES IN WAITING ROOMS OF SPECIALTY
MEDICAL AND DENTAL CLINICS

total: **72,214+**
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* magazine subscribers participate and are interested in coverage of:**

ACTIVE

95%		THINGS TO DO
86%		HEALTH-CONSCIOUS LIFESTYLE
82%		USE PHOENIX MAGAZINE'S CALENDAR TO HELP DECIDE EVENTS TO ATTEND
80%		HEALTHCARE/MEDICINE
79%		FITNESS LIFESTYLE
73%		VISITED A CASINO
57%		OUTDOOR ENTHUSIASTS
46%		MEMBERS OF A FITNESS CLUB

CULTURALLY ENGAGED

87%		LOCAL HISTORY INTERESTS
86%		INTERESTED IN THE ARTS
77%		ATTEND THEATER PRODUCTIONS AT LEAST TWICE A YEAR
61%		ATTEND A CONCERT AT LEAST TWICE A 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

DEDICATED FOODIES

89%		DINE OUT ON A REGULAR BASIS
82%		USE PHOENIX MAGAZINE'S 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

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

SERVICE NEEDS

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

SHOPPERS

98%		TECH TRENDS AND USERS
71%		SHOPPING INTEREST
68%		PLAN TO BUY FURNITURE/HOME FURNISHINGS
79%		PLAN TO BUY WOMEN'S APPAREL
55%		PLAN TO BUY MEN'S APPAREL
55%		REGULARLY SHOP SCOTTSDALE FASHION SQUARE, BILTMORE FASHION PARK, SCOTTSDALE QUARTER, KIERLAND COMMONS
34%		PLAN TO BUY LAWN/GARDEN SUPPLIES
54%		INTERESTED IN FASHION AND CLOTHING
48%		FREQUENTLY/OCCASIONALLY PURCHASE JEWELRY AND WATCHES
48%		PLAN TO BUY HOME IMPROVEMENTS/SUPPLIES
30%		PERSONAL CARE/BEAUTY
29%		PLAN TO BUY PET SUPPLIES



PHOENIX magazine's bi-monthly print publication is extended with phoenixmag.com, enhanced with daily updates; trending features; searchable directories from food and drink to top doctors and dentists; blog features; and anchor categories in travel and adventure, valley lifestyles and news and people. Also included are podcasts, video stories like Hiking Guides, and daily social media content.

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

PHOENIXMAG.COM

193,693+

 AVERAGE MONTHLY PAGE VIEWS

0:53

AVERAGE
TIME ON SITE

1.45

AVERAGE PAGES
VIEWED PER VISIT

COVETED 176,680+ E-NEWSLETTER CONSUMERS

PHOENIX 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.

THINGS TO DO

Monthly round-up of the Valley's most-anticipated events.

28,708+ OPT-IN SUBSCRIBERS



EXPLORE

Monthly tips and insights on destinations both near and far.

26,457+ OPT-IN SUBSCRIBERS



EAT BEAT

Monthly news on the Valley's dining scene for insatiable foodies.

27,296+ OPT-IN SUBSCRIBERS



BIRTHDAY CLUB

Personalized messages to Birthday Club members on their special day!

9,968+ OPT-IN SUBSCRIBERS



FROM OUR PARTNERS

Dedicated e-newsletter with special PHOENIX magazine partner offers and announcements.

26,556+ OPT-IN SUBSCRIBERS

EDITOR'S NOTE

Monthly overview of the people, places and things featured in the latest edition of PHOENIX magazine, with editor's behind-the-scenes notes and reading recommendations.

30,760+ OPT-IN SUBSCRIBERS

LET'S GET SOCIAL

190,969+

TOTAL FOLLOWERS ON OUR
THREE MAIN SOCIAL CHANNELS



74,500+

INSTAGRAM FOLLOWERS
@PHXMAGAZINE



27,569+

FACEBOOK FOLLOWERS
@PHOENIXMAGAZINE



88,900+

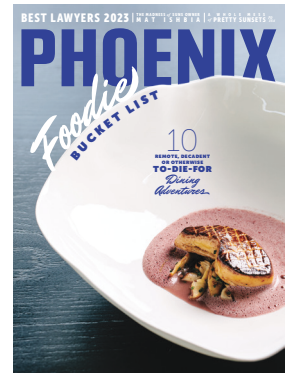
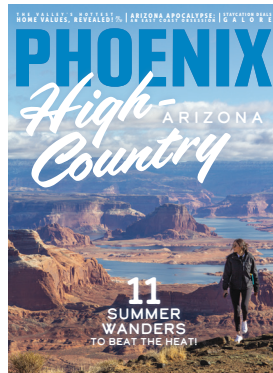
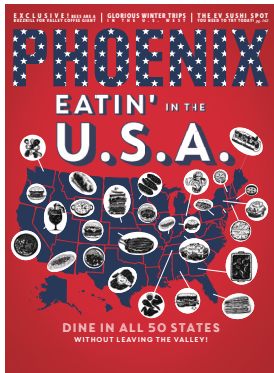
TWITTER FOLLOWERS
@PHOENIXMAGAZINE

PHX

MAGAZINE

2,903+

TOTAL APP
USERS



	FEATURES	SPECIAL ADVERTISING SECTIONS	SPACE CLOSE	DELIVERY
JAN/FEB	- Dining Around the World	- Adventure Guide - Live Well: Fitness/Nutrition	12/04/23	12/27/23
MAR/APR	- Top Docs	- Physician Profiles - Arizona Gives - Live Well: Addiction Recovery	2/05/24	2/27/24
MAY/JUNE	- Summer Getaways - Top Agents & Producers - Reader's Photo Contest	- Realtor Profiles - Explore: San Diego - Live Well: Relationships and Sexual Health - Live Well: Cosmetic Surgery - Healthcare Heroes	4/01/24	4/23/24
JUL/AUG	- Best of the Valley - Top Dentists	- Dentist Profiles - Innovations in Education - Education Profiles - Faces of Phoenix - Live Well: Sleep Hygiene	6/03/24	6/25/24
SEP/OCT	- Hidden Arizona - Top Lawyers	- Lawyer Profiles - Fall Arts Preview - Explore: San Diego - Live Well: Mental Health - Live Well: Cannabis - Get Out of Town - It's a Pet's Life	8/05/24	8/27/24
NOV/DEC	- Go to the Snow	- Arizona Gaming Guide - Active Adult Living - Live Well: Cancer Care - Senior Care Profiles	9/30/24	10/22/24



ANNUAL ISSUES

SPACE CLOSE

DELIVERY

JAN

- 2024 WM Phoenix Open

11/20/23

12/27/23

JAN

- 2024 Medical Directory

11/27/23

12/27/23

OCT

- 2025 City Guide

9/23/24

10/22/24



BRING YOUR BRAND TO THE POWER OF FACE-TO-FACE MARKETING

PHOENIX magazine produces a variety of diverse, high-end events and brand experiences. From signature consumer events, brokered sponsorship potentials and business networking opportunities, *PHOENIX* magazine connects you with customers. And we couple that with our extensive multimedia promotion to always deliver enthusiastic and receptive audiences.

FACE-TO-FACE

Bring your brand face-to-face with customers as an event sponsor.



SHOWCASE

Showcase your venue as a *PHOENIX* magazine event host.



CUSTOM

Create a custom event with the power of *PHOENIX* magazine.



EVENTS

GET IN PERSON EXPOSURE BY SPONSORING ONE OF OUR UPCOMING EVENTS

JANUARY

Live Well
Health and Wellness Expo

01/12/23



MARCH

Dish Fest

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

03/05/23



AUGUST

Best Fest

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.

08/05/23



OCTOBER

AZ Craft Beer Awards

Celebrating the best of Arizona beer.

10/14/23



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.

PHOENIX BEST OF THE VALLEY CITY GUIDE NEWCOMERS' GUIDE THINGS TO DO FOOD & DRINK TRAVEL & ADVENTURE VALLEY LIFESTYLE

2022 Best of the Valley Readers' Choice Voting

SHARE THIS

Thank you to all our PHOENIX magazine readers and online users for a record vote turnout on Best of the Valley 2022. Here are the winning entrants in each category (note: the craft beer winners will be announced in our next September/October issue)

Make sure to read the [Best of the Valley picks](#) from our editorial team on our [revamped BOV page](#).

Readers' Choice Ballot
 Nominations: April 1-21
 Voting: May 1-21
 How to Vote: Visit phoenixmag.com/VoteBOV

Presented by: **CAMELBACK MOVING** Your Arizona Moving Company | CamelbackMoving.com

Nominations: Top 10 vote-getters in each category will be seeded to the ballot for voting.
 Winners: Revealed in the JUL/AUG '22 issue of PHOENIX magazine and phoenixmag.com.
 Prizes: Multiple voters will be selected to win a prize provided by local businesses.
 Questions/Comments/Advertising: matthew.johnson@citywestmedia.com

Already Entered?

Food & Drink People Lifestyle Services

PROMOTION	TITLE SPONSOR	START DATE	END DATE
Cutest Pet Photo Contest	\$2,500	1/1/2023	1/31/2023
Top Agent Nominations	\$2,500	2/1/2023	3/10/2023
Top Producer Nominations	\$2,500	2/1/2023	3/10/2023
Readers' Photo Contest	\$2,500	3/1/2023	3/31/2023
Best of the Valley	SOLD	4/1/2023	5/31/2023
Top Dentist Voting	\$2,500	4/10/2023	5/8/2023
Top Lawyer Voting	\$2,500	3/20/23	5/3/2023
Great 48 Nominations	\$2,500	8/15/2023	9/15/2023
Top Docs Voting	\$2,500	11/25/2023	1/3/2024

INCREASE THE EXPOSURE

of your brand to our growing audience of *PHOENIX* magazine website visitors each month. Web banner ads are run of site (ROS) and run per month in correspondence with *PHOENIX* magazine's monthly print schedule. Dedicated e-blasts reach more than 32,000 subscribers.

PRINT ADS			
SIZE	1X	3X	6X
SPREAD	\$13,500	\$12,500	\$11,500
FULL	\$7,500	\$6,500	\$5,500
2/3	\$5,500	\$5,500	\$4,500
1/2	\$4,500	\$4,000	\$3,500
1/3	\$3,500	\$3,000	\$2,500
1/4	\$2,000	\$1,750	\$1,500
1/6	\$1,500	\$1,250	\$1,000

SPECIAL ADVERTISING 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.
FOR MORE INFORMATION: ADVERTISE@PHOENIXMAG.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	\$500	\$450	\$400

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	\$400	\$360	\$320

PRICE PER MONTH
WITH PRINT PURCHASE

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

Instagram

Search

Log In

facebook

Email or phone

Password

Log In

Forgot



phxmazine

Follow

7,318 posts 72.3k followers 5,059 following

PHOENIX magazine

Discover PHOENIX like never before. 🌟

linktr.ee/phoenixmagazine



LiquidAZ



Podcasts



BOV21



Contests



TBTcovers

POSTS

REELS

IGTV

TAGGED

RATES
STARTING AT
\$1,000



PHOENIX magazine

@PhoenixMagazine · Magazine

Sign Up

phoenixmag.com

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About

Phoenix dining, Arizona travel, Arizona history, Valley shopping, things to do, hiking, Phoenix restaurants, weekend adventures, summer getaways, fall... See more

For more than a half-century, PHOENIX magazine has captured all sides of the Valley with award-winning and insightful writing, and groundbreaking reports... See more

21,668 people like this

27,774 people follow this

<http://www.phoenixmag.com/>

PHOENIX magazine

In · @

In our continuing series about Valley nonprofit organizations, we recently caught up with Lost Our Home Pet Rescue founder and executive director Joel Polanski to learn more about her organization.



Sponsored Content is an advertorial advertisement containing editorial-like content written and designed by our Cities West Media 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* magazine'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.

WHICH CITIES WEST MEDIA BRAND IS YOUR SPONSORED CONTENT GOING TO BE PROMOTED THROUGH?

PHOENIX | Phoenix Home & Garden

WHICH SPONSORED CONTENT PACKAGE HAVE YOU CHOSEN?

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.

WE HAVE THREE BASIC OPTIONS FOR YOU 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:



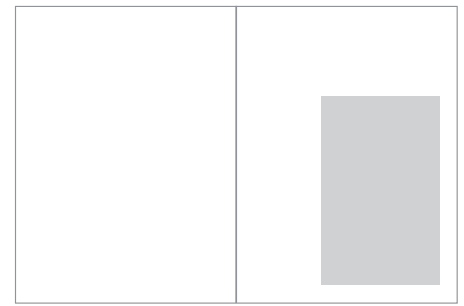
SPREAD

TWO FULL PAGES 8"W x 10.875" H (ADD .125" BLEED, SAFETY FROM ALL TRIMS: 3/8" MINIMUM)



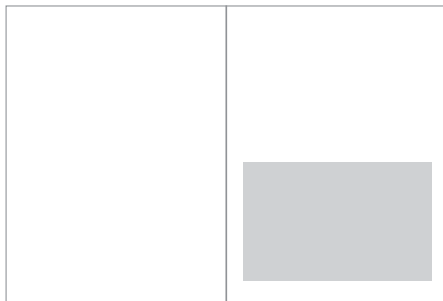
FULL PAGE

8"W x 10.875" H (ADD .125" BLEED, SAFETY FROM ALL TRIMS: 3/8" MINIMUM)



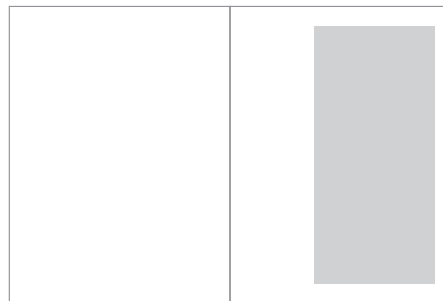
1/2 V

4.4"W x 7" H (NON-BLEED ONLY)



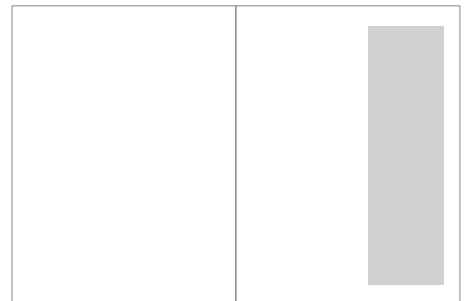
1/2 H

7"W x 4.4" H (NON-BLEED ONLY)



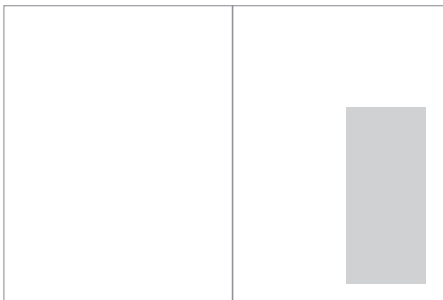
2/3 V

4.4"W x 9.75" H (NON-BLEED ONLY)



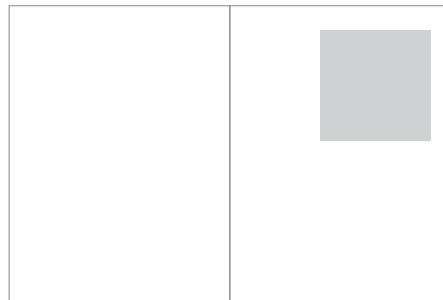
1/3 V

2"W x 9.75" H (NON-BLEED ONLY)



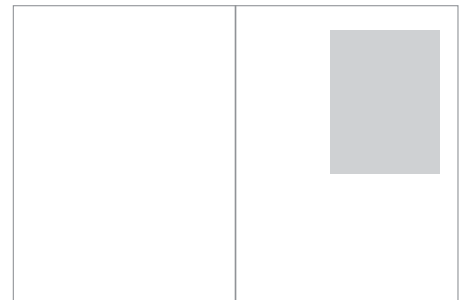
1/6 V

2"W x 4.4" H (NON-BLEED ONLY)



1/3 H

4.4"W x 4.4" H (NON-BLEED ONLY)



1/4

3.375"W x 4.4" H (NON-BLEED ONLY)



1/6 H

4.4"W x 2" H (NON-BLEED ONLY)

TO UPLOAD 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 480-478-8838 or advertise@phoenixmag.com

Best of the Valley 2022

601 of the Most Marvelous People, Places and Things in the Valley

BEST THEATRE

CELEBRITY TASTE TESTS! PG. 166

BACKS RACE SATURDAY, OCTOBER 15 DBACKS.COM RACE

Editor's Note: What We've Done with the Place

September/October 2022 Editor's Note

PHIX

Get your daily dose of culture with our curated picks of the best events and experiences in the Valley. From art and music to sports and the outdoors. Culture culture can take up for me! Things to Do and VIP. Let [read more](#) for even more hip happenings.

5 Concerts to Check Out This Week (September 26-October 2)

Things To Do in the Valley This Week

8 Restaurant Events, People and Places to Visit This Week

DESERT DIGEST

Get and drink your way through the Valley with our delicious daily dispatches on everything from craft cocktails to music and pop neighborhood spots. To get the best and best news delivered to your inbox, sign up for our [Email Newsletter](#).

Talking Craft Beer with Matt Johnson of Stone Brewing

Don't Get Caught in the Valley's Worst Living with Beer, Bourbon, BBQ & a Band

Talking Craft Beer with Peppery at PDX Beer Co.

Where to Celebrate Fall in Arizona

HIKER

Arizona residents share their trail adventures. Submit your photos here and come back daily to see if you made the cut. You may submit photos as often as you like. Our photos will be selected to appear in our print and digital editions each month.

hike of the Week: Sunset March at Desert Horse Ranch State Park

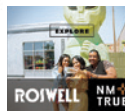
hike of the Week: Sunset March at Desert Horse Ranch State Park

hike of the Week: Sunset March at Desert Horse Ranch State Park

hike of the Week: Sunset March at Desert Horse Ranch State Park



— SIDE BAR



DEDICATED E-BLAST

FROM OUR PARTNERS

SUBSCRIBE

RENEW

DIGITAL SPECS:

WEBSITE AND 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

APP BANNER ADS

2048X450PX

CREATIVE FILES: 72DPI, .JPEG (RECOMMENDED TO KEEP

IMPORTANT MESSAGING INSIDE THE MIDDLE 1200 PIXELS

OF THE BANNER)

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