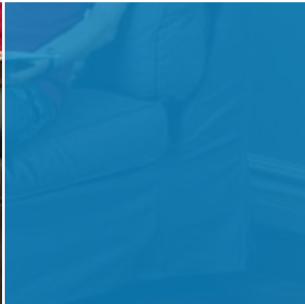
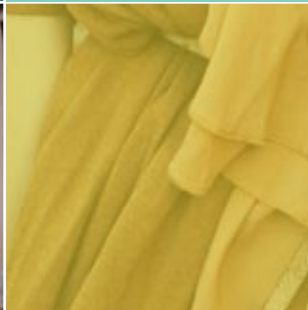


# az

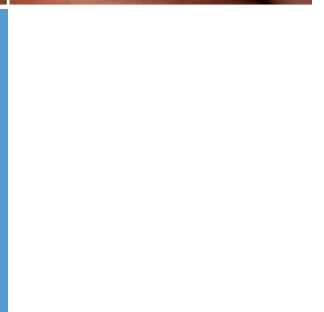
magazine



az magazine celebrates the joys of *Valley living* with a fresh look at people, style and culture.



A product of  
**REPUBLIC** MEDIA



Rates effective 2012



# az

## Letter from the Editor

Welcome to *az magazine*, a magazine that captures all the things we love about living in the Valley -- and celebrates those things for our readers every month.

Arizona changes with the seasons, and so does *az magazine*. When it's cooler, we unveil our favorite patio restaurants or outdoor shopping centers; when it's way too hot, we drop secrets to our readers about mountain getaways and family water parks. And in December, we celebrate luminarias, holiday festivals and local food products for gifts.

Our *Buzz* section is a mini-treasure hunt; our writers highlight the best of what's special now -- an upscale restaurant, an artsy new boutique, a diner that's getting national attention. We also list the don't-miss things to do that month -- maybe a peach festival, a gallery opening, a wine tasting. We want readers to keep *az magazine* around and use it all month long.

The *Life* section introduces readers to people they want to meet -- entrepreneurs, shop owners, artists, chefs and winemakers, plus local personalities like former Miss USA and news anchor Jineane Ford Ross and Food Network star Robin Miller.

In *Thrive*, we try to help busy readers create the perfect intersection between work and home, with simple, fresh recipes; favorite gadgets; tips for managing stress; and stories about people who will inspire them.

We also create our exclusive *az list* each month, an authoritative review of something that matters to our readers -- from the 100 best places to visit in the state to the 30 tastemakers who are changing the way we eat.

As a fifth-generation Arizonan, I care about our state and our Valley. Arizona is my home. It is where I am raising my four children, teaching them to delight in the joys of spring training or cabins in Flagstaff, from America's Taco Shop to Smeeks candy store. I hope the magazine reflects those joys.

And we hope you'll join us each month in finding them, too.

Laura Trujillo



*az magazine*  
and Republic  
Media

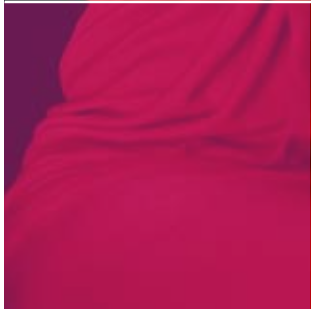
Delivering targeted audiences ideal for advertisers, *az magazine* gets results. The Valley's most innovative, multi-platform media company, Republic Media reaches 1.8 million Phoenix residents each week with products including *az*, *The Arizona Republic* and *azcentral.com*.

Source: Phoenix CBSA Scarborough R1 (Feb 10-Jan 11)



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The Arizona Republic // 200 East Van Buren Street // Phoenix, Az 85004



## Readership & Demographics

az magazine is distributed to households that are ideal targets for our advertisers.

Reaching a dynamic, desirable audience, az magazine embodies the spirit of its readers. Influential, highly connected to their local communities and passionate about all that Arizona has to offer, our subscribers are the everyday woman, the neighbor, the businesswoman, mom, wife and leader you encounter every day. They are physically active, career-minded and highly educated, and enjoy traveling, shopping, dining and entertaining. Affluent, but still mindful of a good deal, our audience has high discretionary incomes, is predominantly married, and resides in the higher-income ZIP codes in the East Valley and beyond.

### Demographics

39% are 35-44  
41% are 45-54  
89% have household incomes over \$100,000  
84% have a college or advanced degree  
Source: CVC Audit

58% of AZ readers have children  
87% are employed (79% full time)  
Source: AZ Reader Panel (November 2010)

### Purchasing Plans

70% of AZ readers say that they frequently purchase products or services from ads seen in az Magazine.

Within the next year, az readers plan to purchase the following:

- Women's Apparel – 92%
- Dining & Entertainment – 91%
- Men's Apparel – 86%
- Vacations / Travel – 64%
- Furniture / Home Furnishings – 59%
- Lawn & Garden – 55%
- Education / Classes – 49%
- Home Improvements – 47%
- Television / Electronics – 45%
- Financial Planner (Retirement, Investing) – 43%
- Gaming/Entertainment – 43%
- New/Used Automobile – 37%
- Jewelry – 27%
- Major Home Appliance – 25%

Source: 2009 CVC Audit  
(April 1 - December 31 2009)

### Readership

- az magazine has approximately 200,200 readers in an average month.
- With distribution of 40,000 copies, az magazine reaches approximately 5 readers with each issue.
- Since 2008, past month readership of az magazine has grown 26%.

Source: 2011 Phoenix Market Study, Simmons/Experian Consumer Research



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# az



## Circulation & Promotion

az magazine's targeted distribution and home delivery, combined with strategic marketing support drives results.

### Distribution

<b>Total Circulation</b> .....	<b>40,000</b>
Direct Household Delivery .....	35,000
Market Presence .....	2,000
(upscale retailers, salons, spas, doctors' offices and other professional locations)	
Local Newsstand .....	2,000
(AJ's, Albertson's, Barnes & Noble, Bashas', Borders Books, CVS Pharmacy, Fry's Food & Drug, Safeway & Walgreens stores)	
Local Events .....	1,000
Girls' Night Out	Greater Phoenix Chamber of Commerce
ywca Tribute to Women	Arthritis Foundation
Arizona Alumni	Devoured Phx Culinary Classic
American Heart Association	Uncorked & Unplugged

az magazine is audited by the Circulation Verification Council (CVC), known as the premier source among city and regional magazines of audit, circulation and readership. Since 1998, CVC has maintained its reputation as the only auditor to be awarded significant group and association contracts.



### Promotion

In 2012 az will be supported by more than \$500,000 of promotional space within various Republic Media products (including *The Arizona Republic*, Community Newspapers and azcentral.com).



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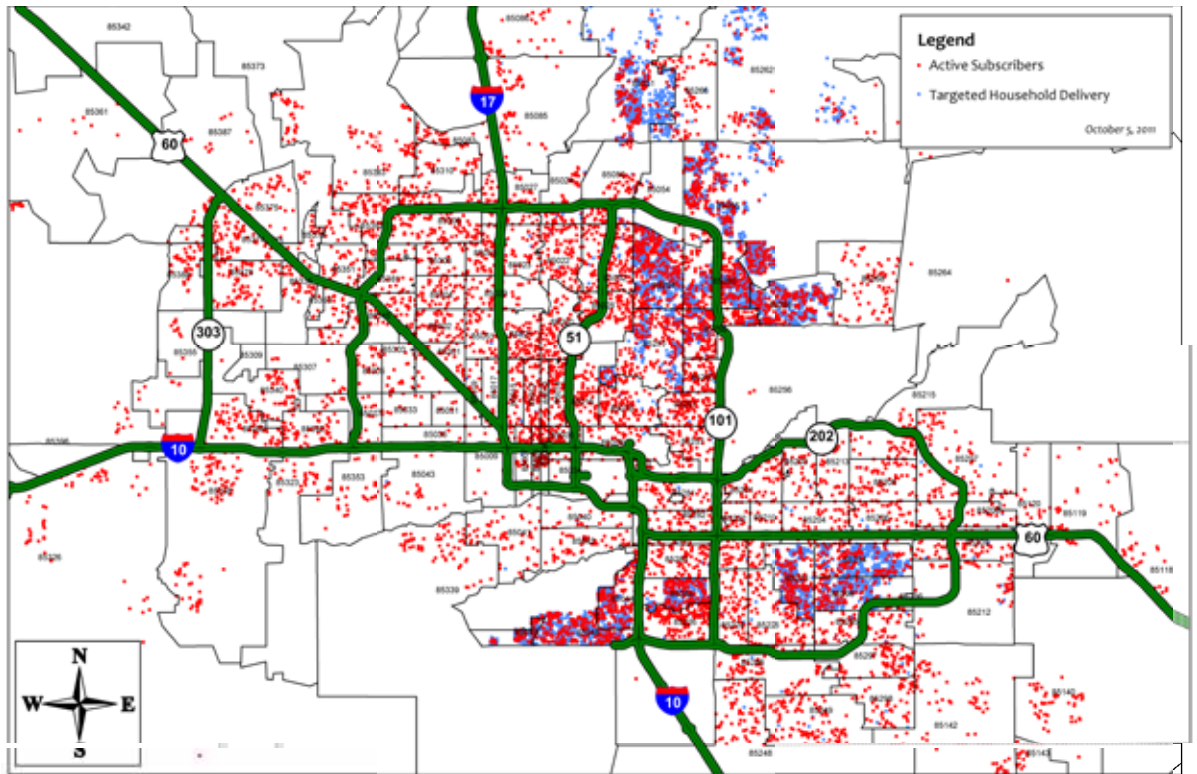


## Household Distribution

az magazine is delivered to affluent Valley households.

### Phoenix Metropolitan Area

### az magazine Household Delivery



**NE Valley: 40%**  
Cave Creek, Fountain Hills, Scottsdale

**West Valley: 9%**  
Surprise, Peoria, Glendale, NW Valley

**Central Valley: 8%**  
Paradise Valley, Phoenix

**Other Cities: 3%**

**SE Valley: 40%**  
Ahwatukee, Chandler, Gilbert, Mesa, Queen Creek, Tempe



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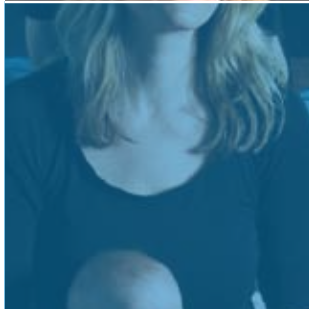
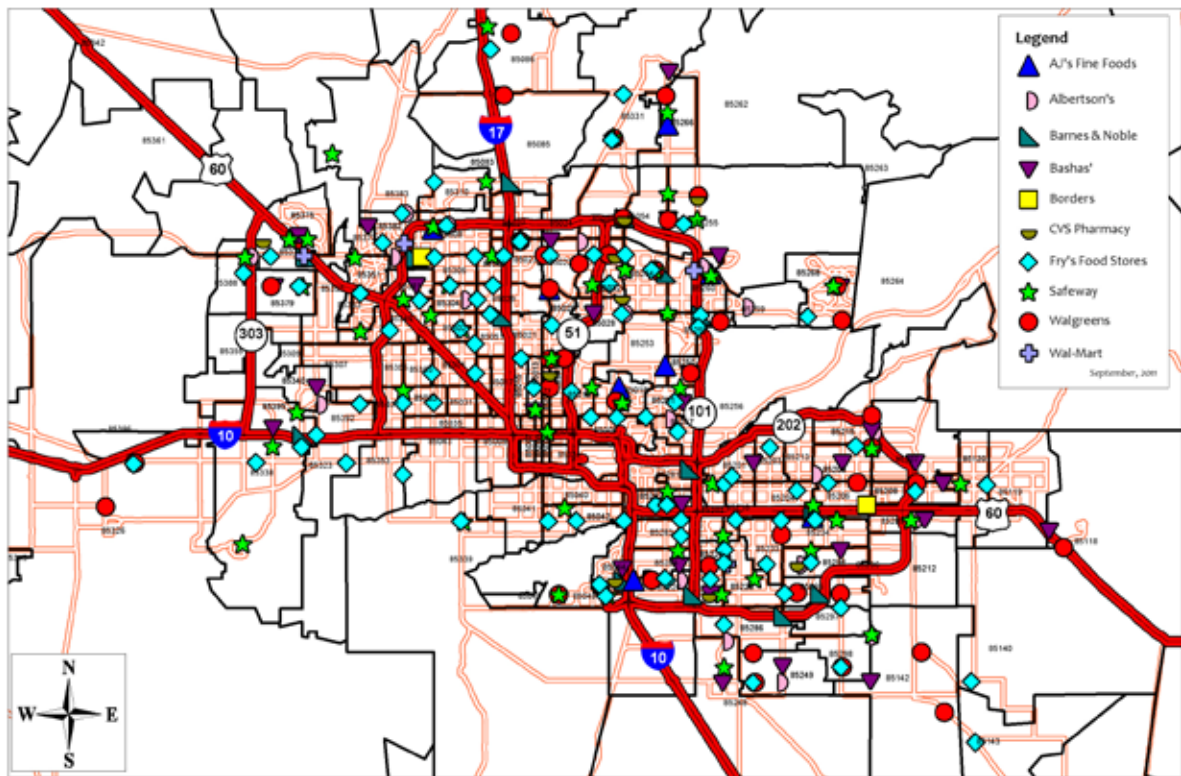


## Paid Newsstand Distribution

az magazine can be found at these fine newsstand locations around the Valley.

### Phoenix Metropolitan Area

### az magazine Paid Newsstand



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## 2012 Editorial Calendar & Deadlines

### January // Get Outdoors Issue

- The best hiking, biking and things to do in the Valley

#### *Advertising Special Sections*

- Super Doctors

Space Reservation: Fri., Nov. 11 // Material Deadline: Tues., Nov. 15 // Camera Ready Deadline: Fri., Nov. 25

### February // Commemorative Centennial Issue

- 100 things we LOVE about Arizona and Readers do too!

#### *Advertising Special Sections*

- Centennial Company Profiles

Space Reservation: Fri., Dec. 16 // Material Deadline: Tues., Dec. 20 // Camera Ready Deadline: Fri., Dec. 30

### March // Food Issue

- The best recipes, farmers markets and Valley entertainment

#### *Advertising Special Sections*

- Best Workplaces
- AZ Spaces–Inspiration for your Home

Space Reservation: Fri., Jan. 13 // Material Deadline: Tues., Jan. 17 // Camera Ready Deadline: Fri., Jan. 27

### April // Health & Leadership Issue

- Focus on Women's Health
- Valley Leaders and Woman of the Year

#### *Advertising Special Sections*

- Healthy Cooking
- American Heart Assn–Go Red for Women
- Livingwell Health Guide
- Who's Who Leadership Profiles
- AZ Spaces–Inspiration for your Home

Space Reservation: Fri., Feb. 10 // Material Deadline: Tues., Feb. 14 // Camera Ready Deadline: Fri., Feb. 24

### May // AZ's Best Issue

- AZ's Best Annual Critics Choice Awards and Readers Poll

#### *Advertising Special Sections*

- AZ's Best
- Livingwell Ask the Expert
- Super Lawyers
- AZ Spaces–Inspiration for your Home

Space Reservation: Fri., Mar. 16 // Material Deadline: Tues., Mar. 20 // Camera Ready Deadline: Fri., Mar. 30

### Summer // Travel Issue

- Cool Escapes in Arizona
- Adventure Passport

#### *Advertising Special Sections*

- Adventure Passport
- Regional Travel Destinations

Space Reservation: Fri., Apr. 13 // Material Deadline: Tues., Apr. 17 // Camera Ready Deadline: Fri., Apr. 27

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## 2012 Editorial Calendar & Deadlines



### September // Style/Home–Fashion & Arts Issue

- The Hottest Home Improvement Trends
- Fall Fashions

### Advertising Special Sections

- Little Book of Arts & Culture
- AZ Spaces–Inspiration for your Home

Space Reservation: Fri., July 13 // Material Deadline: Tues., July 17 // Camera Ready Deadline: Fri., July 27

### October // Health

- Focus on Family Health

### Advertising Special Sections

- Livingwell Ask the Expert
- AZ Spaces–Inspiration for your Home

Space Reservation: Fri., Aug. 10 // Material Deadline: Tues., Aug. 14 // Camera Ready Deadline: Fri., Aug. 24

### November // Dining/Wine Issue

- The best new restaurants and hottest dining trends in the Valley
- Tour AZ Wineries

### Advertising Special Sections

- Simple Entertaining
- Million Dollar Club
- AZ Spaces–Inspiration for your Home

Space Reservation: Fri., Sept. 14 // Material Deadline: Tues., Sept. 18 // Camera Ready Deadline: Fri., Sept. 28

### December // Inspiring Women Issue

- Top inspiring Valley women of 2012
- Your local shopping guide for the best local shops for gift-giving

### Advertising Special Sections

- Shop Local

Space Reservation: Fri., Oct. 5 // Material Deadline: Tues., Oct. 9 // Camera Ready Deadline: Fri., Oct. 19

az magazine Rates		Open	3x	6x	10x
	Full Page	\$4,640	\$3,958	\$3,591	\$3,201
	2/3rd Page	\$4,077	\$3,342	\$2,779	\$2,477
	Half Page	\$3,569	\$3,007	\$2,498	\$2,228
	1/3rd Page	\$2,877	\$2,563	\$1,968	\$1,644
	Marketplace (1/4 page)	\$1,428	\$1,103	\$998	\$893
	<b>Guaranteed positions – 15% premium</b>				
	<b>Premium Positions:</b>				
	Back Cover	\$5,732	\$5,343	\$4,640	\$4,142
	Inside Covers	\$5,451	\$4,942	\$4,488	\$4,002

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## Specifications



### Ad Dimensions

**Full Page**  
 Bleed Page  
 8.5" x 11.125"  
 Trim Area  
 8" x 10.625"  
 Live Area  
 7.25" x 9.875"

**2/3 Page**  
 4.75" x 9.875"

**1/2 Page**  
 7.25" x 4.8125"

Bleed Size 5.625" x 11.125"  
 Trim Area 5.125" x 10.625"  
 Live Area 4.375" x 9.875"

Bleed Size 8.5" x 5.6875"  
 Trim Area 8" x 5.1875"  
 Live Area 7.25" x 4.4375"

**1/3 Page Square**  
 4.75" x 4.8125"

**1/3 Page Vertical**  
 2.25" x 9.875"

**Marketplace**  
 3.5" x 4.6875"

Bleed Size 3.125" x 11.125"  
 Trim Area 2.625" x 10.625"  
 Live Area 1.875" x 9.875"

### MATERIALS

300 dpi/CMYK, PDF preferred, without crop marks for final artwork. We also accept:

- InDesign CS3, Illustrator CS3 and/or Photoshop CS3 with all graphics and fonts included and/or embedded and QuarkXPress 4.1 to 8. Graphics must be CMYK and saved in TIFF, EPS, or PDF format at 300 DPI resolution or higher.

### MEDIA

- CDs/DVDs accepted.
- Log on to: [addrop.azcentral.com](http://addrop.azcentral.com). Click on *The Arizona Republic* logo to access the e-transfer form. Team code: 101

Republic Magazines reserves the right to add "Advertisement" to any ad.

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