PHOENIX
HOME & GARDEN
2015 Media Kit
Luxury Demo | Longevity | Audited & Paid
As the new editor of this highly esteemed and well-loved icon, I am excited to share special themes in our upcoming issues.

The majority of our readers are women, so they'll be thrilled with our inclusion of A Woman's Perspective in the May issue. We interview influential women in design, fashion and the arts in our area, sharing their viewpoints on a myriad of topics, including the future of Southwest style, what they love about their homes and what inspires them in work and life.

As the expert on fine living in the Southwest, Phoenix Home & Garden brings a unique understanding to what a richly comfortable life looks and feels like. In our June issue, we celebrate The Good Life as it is defined and demonstrated in the Southwest. Quality—whether it's the time you spend with family and friends, the materials and craftsmanship in a home, or your commitment to community—is key and will be a core message throughout.

We have summer fun in July, taking creative license to express Cool Style in lots of different ways. Homes and gardens that are “cool” and hip, pools, products and foods that literally cool, and colors that psychologically cool are all part of the unexpected, but perfectly-timed mix. A dive-in movie night for adults and kids on our pages will soon be repeated Valley-wide.

The desert colors fade in August, but our Color issue is alive with idea-filled ways to use tones, tints and hues to enhance, enrich and personalize the home, both inside and out. Our highly motivated and design-aware audience will appreciate and use this issue, as color is the most impactful tool in interior design, cuisine, gardening, architecture and fashion.

Our Design Innovation theme in September includes the introduction of up-and-coming talents in design, fashion and food in the Valley. This recognition, a trademark of Phoenix Home & Garden, connects our 80,000 readers with young professionals who are committed to forwarding Southwest style into the future.

Our October issue marks our 35th Anniversary, bringing great joy and anticipation as we toast the past, but most importantly look to the years ahead. We provide a thoughtful balance, mixing the historical influences that have helped create the life and design styles unique to this region with today's important, relevant and far-reaching trends, like sustainable design and smart homes.

A cornerstone of Phoenix Home & Garden is our Dream Homes issue, which hits every November. A favorite of readers and business partners alike, this issue delights with over-the-top homes, gardens, pools and innovations from the Valley's best design firms and individuals. This very special issue is typically kept by our loyal and passionate audience for years after publication.

Holiday Entertaining is a sparkling focal point in our December issue. A Hanukkah gathering with Old World and New World expressions, a Christmas tree decorating party and a New Year's Eve to remember are three, pivotal features that move readers to make their holidays events better than ever.

Welcome to Phoenix Home & Garden!

Karol DeWulf Nickell
Editor
## 2015 Editorial Calendar

*Cover themes are subject to change.*

<table>
<thead>
<tr>
<th>MONTH</th>
<th>THEME</th>
<th>AD CLOSE</th>
<th>ON SALE</th>
<th>SPECIAL ADVERTISING SECTIONS</th>
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<tbody>
<tr>
<td>JANUARY</td>
<td>Tucson Style</td>
<td>11/17</td>
<td>12/29</td>
<td>Destination: Tucson</td>
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<tr>
<td>FEBRUARY</td>
<td>Best Homes for Guests</td>
<td>12/15</td>
<td>1/22</td>
<td>Essential Elements</td>
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<tr>
<td>MARCH</td>
<td>Masters of the Southwest + Emerging Artists</td>
<td>1/15</td>
<td>2/19</td>
<td>Architects &amp; Builders</td>
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<td>APRIL</td>
<td>Garden Living</td>
<td>2/16</td>
<td>3/26</td>
<td>Essential Elements</td>
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<tr>
<td>MAY</td>
<td>A Woman’s Perspective</td>
<td>3/16</td>
<td>4/23</td>
<td>Essential Elements Celebrating Women</td>
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### 2015 ANNUAL SPECIAL EDITION
**CONTEMPORARY SOUTHWEST STYLE**

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<td>The Good Life</td>
<td>4/15</td>
<td>5/12</td>
<td>StyleMakers</td>
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<td>JULY</td>
<td>Cool Style</td>
<td>5/15</td>
<td>6/25</td>
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<td>Color</td>
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### 2015 ANNUAL GARDEN GUIDE

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<td>Design Innovation</td>
<td>7/15</td>
<td>8/20</td>
<td>Essential Elements ASID Designer Profiles</td>
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<td>OCTOBER</td>
<td>35th Anniversary Issue</td>
<td>8/17</td>
<td>9/24</td>
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<td>NOVEMBER</td>
<td>Dream Homes</td>
<td>9/15</td>
<td>10/22</td>
<td>Architects &amp; Builders</td>
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<td>DECEMBER</td>
<td>Holiday Entertaining</td>
<td>10/15</td>
<td>11/19</td>
<td>Holiday Gift Guide Essential Elements</td>
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<tr>
<th>MONTH</th>
<th>TOP DESIGN SOURCES</th>
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Audience
At a Glance

READER PROFILE:
Like the homeowners we feature, our readers are invested in their homes and their personal lives. Their home is a reflection of their values, interests and life experiences. Most are not Arizona natives, but all have chosen the Southwest lifestyle because of its unique mix of natural beauty, cultural richness, American ease and authentic charm. They love Phoenix Home & garden because it reminds them of how good life is here in the Valley.

13,992
E-Newsletter
Subscribers

15,003
Social Media
Followers

349,462*
Estimated Monthly
Total Readership

81%
HAVE BEEN A SUBSCRIBER FOR
3 YEARS OR MORE

35 - 65 YEARS OLD
Core Age Range:

$197,518
Average Household Income:

$1.3 MILLION
Average Net Worth:

83% ♂
17% ♀
68% ∅
76%
Affluent Readership
Demographics & Lifestyle

**AGE**
- Average age 55
- Core age range 45-65

**GENDER**
- Female 83%
- Male 17%

**MARITAL AND FAMILY STATUS**
- Married 76%

**EDUCATION**
- College educated 68%

**ECOeconomic Profile**
- Net worth $1.3 million
- Average HHI $197,518

**HOME PURCHASING HABITS**
- Purchases a product or service based on an ad in Phoenix Home & Garden magazine 85%
- Propensity for spending 65%
- Presence of a Platinum credit card 51%

**HOME**
- Consult an interior designer, builder or remodeler 76%
- Plan to remodel their current home 52%
- Plan to re-landscape their yard 48%
- Own a second home 35%

**PURCHASING PLANS**
*Within the next year, planning or strongly considering the following:*

**READERS THAT PLAN TO REMODEL THEIR HOME WITHIN THE NEXT TWO YEARS:**
- 15% Kitchen
- 19% Bathroom
- 2% Room Addition
- 6% Bedrooms
- 2% Guest House
- 16% Patio Area
- 3% Street Side
- 20% Landscaping
- 5% Pool/Spa
- 7% Hardscape

**READERS THAT PLAN TO REDECORATE A ROOM IN THEIR HOME INCLUDE:**
- 19% Purchase new furniture
- 29% Paint
- 18% New Flooring
- 14% New Fixtures
- 16% New lighting

**LIFESTYLE INTERESTS**
- 79% Travel Frequently
- 89% Enjoy cooking

**PHOENIX HOME & GARDEN READERS ARE LOYAL AND ENGAGED. OUR SUBSCRIBERS:**
- 77% Have shopped at a store they had not known about previously
- 97% Find ideas in Phoenix Home & Garden they can use in their home
- 90% Made a purchase at a store they had not known about
- 84% Frequently or occasionally Use the ads in Phoenix Home & Garden magazine to make decisions about businesses to visit, items to shop for, services to use, etc.

**PHOENIX HOME & GARDEN SUBSCRIBERS ARE INTERESTED IN COVERAGE OF THE FOLLOWING TOPICS:**
- Kitchen and bath remodeling 97%
- New furnishings introduced by manufacturers 93%
- Types of stone used for countertops, flooring and more 92%
- Outdoor kitchens 86%
- DIY gardening 82%
- Entertainment furniture 85%
- Well-known celebrity homes in the Southwest 83%
- Mediterranean and spa cuisine 77%
- Southwest art 76%
QUALITY MULTI-MEDIA AUDIENCE

MULTI-MEDIA ADVERTISING OPPORTUNITIES

Our vested, brand-loyal readers seek out *Phoenix Home & Garden* content in multiple media formats. These dynamic channels allow *Phoenix Home & Garden* to offer loyal, print advertisers high-value, multi-platform opportunities for exposure. You have the potential to connect with our quality readers, subscribers, followers and fans via interactive promotions!

DIGITAL PUBLICATIONS

Digital editions allow our readers to access us anytime and any place. They are easy to read, search, share and save. Furthermore, ads are clickable to an advertiser’s website, and in many cases slide shows and videos can be added to enhance exposure. Issues are available on the iPad, Kindle, and Google Play.

E-NEWSLETTERS + E-BLASTS

*Phoenix Home & Garden* reaches our 13,000+ opt-in electronic subscribers with three pre-scheduled blasts per month featuring the latest news, exclusive updates, discounts, event announcements and much more! Client event summaries and/or clickable banners may be accommodated.

EVENTS & EVENT SPONSORSHIP

Special events and event sponsorships are great ways to entice new customers into your business. *Phoenix Home & Garden* magazine’s experienced sales, marketing and editorial staff can help loyal, core advertisers brand through events via print, electronic and on-site promotion. The benefit of co-branding with *Phoenix Home & Garden* magazine is the outstanding loyalty of our readers. Signature consumer events include: Masters of the Southwest Awards Ceremony, Grand Tour of Gardens and the Grand Tour of Homes. Plus, we feature private client events, industry/trade mixers, and events.

NEW CONSTRUCTION MARKETPLACE

We encourage advertisers to join the New Construction Marketplace forum. This marketplace is an exchange where industry professionals share information, contacts, and an alignment of mutual interests.

BENEFITS INCLUDE:
- New business opportunities
- Hosted networking function
- Retail and consumer events
- & much more! Visit buildphoenix.com to find out more and become a member!

ONLINE AT PHGMAG.COM

Pageviews/month: 41,175
Visits: **22,191**
Average time on site **1:30**

- Facebook.com/phoenixhomegarden
  - 8,021 LIKES
- @phxhomegarden
  - 4,218 FOLLOWERS
- Pinterest.com/phxhomegarden
  - 2,533 FOLLOWERS
- Youtube.com/phgmag
  - 8,314 VIEWS
- @phoenixhomeandgarden
  - 229 FOLLOWERS

Facebook.com/Phoenixhomegarden | Twitter: @Phxhomegarden | Pinterest.com/Phxhomegarden | Youtube.com/Phgmag
Where does PHOENIX HOME & GARDEN rank among national monthly titles?

1. PHOENIX
2. Cosmopolitan
3. Phoenix Home & Garden
4. AZ Highways
5. Fine Cooking
6. Real Simple
7. Food Network
8. In Style
9. Oprah
10. Men’s Health

SUBSCRIPTION AND NEWSSTAND DENSITY MAP. PERCENTAGE OF METRO PHOENIX SUBSCRIBERS BY REGION, SEPTEMBER 2014.

FIND PHOENIX HOME & GARDEN MAGAZINE IN CHECK-OUT POCKETS AT THE FOLLOWING RETAILERS:

Albertson’s
A.J.’s Fine Foods
Basha’s
Barnes & Noble
Costco
CVS
Fresh & Easy
Fry’s
Fry’s Marketplace
Fry’s Electronics
Home Depot
La Grande Orange
Safeway
Sam’s Club
Sky Harbor Airport
Smart and Final
Sprouts
Target
Wal-Mart
Walgreens
Whole Foods
Winco

WE ALSO SELL AT:
Banner Health
Berridge Nursery
Southwest Gardener
Hillside Spot
On the Veranda

PAID CIRCULATION

Phoenix Home & Garden magazine delivers the most sought-after magazine audience: active, engaged readers who month after month pay for a subscription or single copy at the newsstand.

Smart marketers know that a publication that reaches vested consumers provides the best opportunity to maximize return on their advertising investment.

AUDITED PUBLICATION

Phoenix Home & Garden magazine voluntarily subjects its circulation figures to independent verification by the world’s premier auditing organization – the Alliance for Audited Media. Ask your account executive for a copy of our AAM Publisher’s Statement.

AMERICAN SOCIETY OF INTERIOR DESIGNERS

Phoenix Home & Garden is the exclusive magazine media partner of the ASID Arizona North Chapter, and more than 600 members receive Phoenix Home & Garden monthly. These influential designers resource our publication for inspiring ideas and innovative products for their broad range of residential and commercial clients.
Testimonials

“Whether I have placed an advertisement in Phoenix Home & Garden or have been a part of an editorial [piece], the results often lead to architectural commissions which have formed a major part of my business.

I think the results are due to Phoenix Home & Garden’s three decades of leadership in representing regional design. Phoenix Home & Garden consistently presents the design community and industry partners effectively to its readership. To get the most from my advertising dollars, I choose Phoenix Home & Garden.”

– CLINT MILLER, AIA, ARCHITECT

“95% of my new clients come from my ad in Phoenix Home & Garden.”

– CESAR MAZIER, CESAR MAZIER LANDSCAPING & CONSULTING

“My last two ads in Phoenix Home & Garden brought me nine proposals. The magazine is one of our best sources for new clients.”

– THOMAS PARK, XEROPHYTIC DESIGN INC.

“We were looking for a publication to complement our other marketing initiatives, while continuing to communicate the brand and increase awareness for Talking Rock. Phoenix Home & Garden and PHOENIX magazine delivered on all fronts, and we saw an increase in traffic to our website and our community.”

– EVA VOORHEES, TINY ADVERTISING & DESIGN

“The ads we place in Phoenix Home & Garden result in calls and visits from potential clients not only in Arizona but also from buyers across the U.S. and Canada. The greatest measurable results for our high-end advertising dollars have come from Phoenix Home & Garden.”

– SHANNON ROSS, MANAGER/PRODUCT DESIGNER, HINKLEY’S CUSTOM LIGHTING

“You all at Phoenix Home & Garden have been so very good to me; I deeply appreciate all that you do. We have had several new clients pop up since the Home Tour. So much business has come to my company from Phoenix Home & Garden that I don’t know how we are going to manage it all. What a great problem to have...”

– LINDA ROBINSON, LINDA ROBINSON DESIGN ASSOCIATES LLC
Production Requirements & Ad Specifications

**AD SIZES AVAILABLE:**

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<td>16 x 10.125</td>
<td>17 x 11.125</td>
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* Two-Page spreads must be provided in single page format (two page files)

**MATERIAL DUE DATES:**

Dates are the same for print, digital, web and e-blast ads. If the 15th of the month falls on a weekend or holiday, the due date will become the following work day.

- JAN: Nov 15
- FEB: Dec 15
- MAR: Jan 15
- APR: Feb 15
- MAY: Mar 15
- JUN: Apr 15
- CONTEMPORARY
  - SOUTHWEST STYLE: Apr 15
- JUL: May 15
- AUG: Jun 15
- GARDEN GUIDE: Jul 15
- SEP: Jul 15
- OCT: Aug 15
- NOV: Sep 15
- DEC: Oct 15
- DESIGN ARIZONA: Nov 15

**SUBMISSION OPTIONS:**

Cities West Publishing has transitioned to a new ad management system, MagHub, that will help make your ad submission process even easier! We are no longer using SendMyAd for uploading ads and creative.

**TO UPLOAD YOUR AD/CREATIVE:**

1. Email your account executive with any materials for your advertisement.

2. Your account executive will upload your materials into our new ad management system, MagHub.

3. If your file is too large to email, please use one of the following: Dropbox, Google Drive, SkyDrive etc. Please contact your account executive with any questions.

In the coming months, you will receive more information regarding your own, personal MagHub client portal for uploading your ads, viewing proofs and creative, and viewing ads from previous months.

**PRODUCTION CONTACTS:**

**SCHEDULES, SPECIAL INSERTS:**

Director of Production ext: 143

**TECHNICAL QUESTIONS:**

Pre-Press Technician ext: 106

**CITIES WEST PUBLISHING, INC.**


Facebook.com/Phoenixhomegarden | Twitter: @Phxhomegarden | Pinterest.com/Phxhomegarden | Youtube.com/Phgmag