

PHOENIX  
HOME & GARDEN  
THE PUBLISHERS OF PROUDLY PRESENT



PHOENIX  
HOME & GARDEN  
**design**  
ARIZONA

The Resource for Consumers  
and Trade Professionals

2012 MEDIA KIT



For more than three decades, *Phoenix Home & Garden* has served as the authoritative voice on Southwest design, engaging our 227,770\* readers and providing them with inspiring ideas for the affluent Southwest lifestyle.

Along with our 12 monthly issues, *Phoenix Home & Garden* is proud to offer you an additional opportunity to reach our valuable readers in *DesignArizona 2012*, a comprehensive, easy-to-use design source. With its dynamic layout, large format and heavy paper stock, this issue is used and referenced by readers and design professionals year-round. In addition, *DesignArizona* is published as an interactive digital edition found at [phgmag/DesignArizona](http://phgmag/DesignArizona)

### Editorial Insight

*Phoenix Home & Garden's DesignArizona* begins with editorial content and then features formatted profiles and display advertising highlighting furniture, materials, and experts that reflect the Southwest lifestyle. Readers are captivated by the categorically-themed chapters which spotlight industry professionals, their dedication and their experience.

Chapters are organized into seven major categories:

- Architects & Builders
- Art, Artisans & Antiques
- Design Materials & Services
- Garden, Landscape Design & Outdoor Amenities
- Interior Designers
- Kitchen & Bath
- Retail & Designer Showrooms



### Print Edition

*Phoenix Home & Garden* delivers the most sought-after magazine audience available: active, engaged readers who pay for a subscription or single copy. *DesignArizona* is mailed to *Phoenix Home & Garden*'s in-state subscribers, Canadian subscribers, distributed to Valley bookstores, and sent monthly to highest-dollar new Valley homeowners.

### Digital Edition

In addition to *DesignArizona*'s print edition, *Phoenix Home & Garden* produces a digital version that contains all the useful information from the printed issue, as well as an extensive alphabetical directory of resources available ONLY in the digital version. The digital edition also accommodates embedded slide shows and video. In 2010, our digital edition, found at [phgmag.com/DesignArizona](http://phgmag.com/DesignArizona), has enjoyed an average of 1,000 visitors per month, who stay at least 10 minutes and visit at least 25 pages!



Consumers interested in home-improvement mostly use magazines and the Web when making decisions about purchases\*; so what could be better than an issue that combines the print product with a digital version like *DesignArizona*?

### Audience

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

#### Consider the affluent, sophisticated audience you will reach:

Average net worth .....\$1.3 million

Average HHI .....\$197,518

Own a second home .....31%

96% have shopped at a store they had not known about previously

93% Find ideas in *Phoenix Home & Garden* they can use in their own home

90% made a purchase at a store they had not known about

85% use the ads in *Phoenix Home & Garden* when deciding about businesses to visit and items to shop for

#### Within the next two years, our readers are planning or strongly considering the following:

55% consult an interior designer, builder or remodeler

52% remodel their current home

### Testimonials

*I'm writing to let you know that we landed a huge project as a result from advertising in DesignArizona! Count us in for next year!*

*Thomas Park  
Principal  
Xerophytic Design, Inc.*

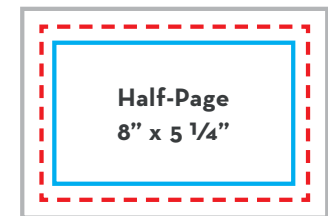
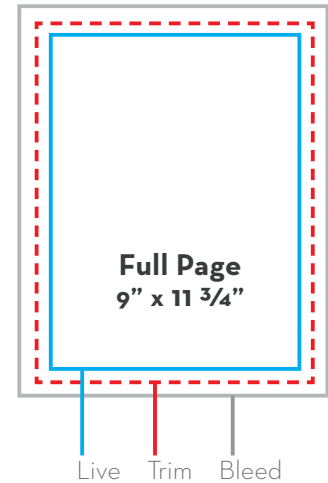
*We are swamped, partly due to the fact that we advertised in your 13th product, DesignArizona. We are getting TONS of great feedback from the ad. We are very thrilled about the response that we are receiving and have booked two jobs from it already. Thanks again.*

*Lorrie Hochuli  
Owner  
Hochuli Construction Team*

## PRODUCTION REQUIREMENTS

### Special Ad Sizes

Issue Trim Sizes	Width x Height
Two-Page Spread (set up as two page files)	9" x 11.75" (Add 1/8 to all sides for bleed)
Full Page	9" x 11.75" (Add 1/8 to all sides for bleed)
Half-page Special Sections (non-bleed)	8" x 5.25"
Portfolio	3.75"w x 2"h



### How To Send Your Ad Materials To Us:

- PREFERRED METHOD:**

**UPLOAD THROUGH OUR ONLINE DELIVERY SYSTEM**

This method is fast, secure and even sends you an e-mail to confirm receipt.

1. Log on to [CWP.sendmyad.com](http://CWP.sendmyad.com)
2. Under the "first time user" header, hit "click here"
3. The registration screen will appear
4. Fill in the fields as prompted
5. Click the "I accept, create my account" button
6. You will then be logged into SendMyAd

- MAIL A CD/DVD AND PROOF:**

Ad Coordinator

Cities West Publishing

15169 N. Scottsdale Road, Suite 310

Scottsdale, AZ 85254

BE SURE TO INDICATE THE AD IS FOR *PHOENIX HOME & GARDEN'S DesignArizona*.

*NOTE: Cities West Publishing Inc. cannot guarantee receipt, accuracy or reproductive/quality of ads sent via e-mail. Please use one of the delivery options described above.*

**CONTACT: (480) 664-3960**

Questions regarding ad status: Ad Coordinator: [hbaker@citieswestpub.com](mailto:hbaker@citieswestpub.com)

Technical questions: Pre-Press Coordinator: [mmeyer@citieswestpub.com](mailto:mmeyer@citieswestpub.com)

Advertising space closes Oct. 14, 2011. Issue reaches readers Mid-Dec 2011