There are many important factors to consider when planning the editorial calendar for Phoenix Home & Garden: Trademark themes that our readers love; story requests made by subscribers via our groundbreaking survey; trends we’re following in the marketplace; and ideas from our network of experts, influencers and community leaders.

Our 2018 calendar reflects all of these factors, so we’re particularly thrilled to share it with you. You’ll find a mix of familiar themes, plus some new ones peppered in—all in all, a lively, relevant and unique lineup that we hope piques your interest in learning more.

We kick January off with a favorite theme of editors and readers alike: Before-and-After, which includes architecture, interior design, gardens and outdoor living. February celebrates our state’s design heritage and vitality with an Authentic Arizona focus. One of the most respected trademark programs in the country, the Phoenix Home & Garden Masters of the Southwest awards once again appear in March. Our successful, much-loved annual Garden Tour provides the natural focus in April. With a twist on our perennial coverage of art and artisans, we focus on Collections in May. Then in June, we take a sojourn to California in our Travel edition. With great anticipation we will share our inclusive, exclusive look at the Future of the Southwest Home in July. Repeating a hit from 2017, we focus on Jewel-Box Homes in August. A direct tie to our subscriber survey, we are planning a new theme, Entertaining at Home for September. An inaugural introduction, Home & Fashion, hits in October. Our long-running, always anticipated Home Tour is the annual focus for November. Completing the year, we will be Celebrating the Holidays Southwest Style in December.

If past is precedent, our 2018 issues will come and go almost as fast as you’ve read this letter. Don’t miss out on being part of this incredible year.

Karol DeWulf Nickell
Editor
CIRCULATION & DISTRIBUTION

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

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.

Phoenix Home & Garden magazine voluntarily subjects its circulation figures to independent verification by the world’s premier auditing organization – the Circulation Verification Council.

Phoenix Home & Garden is the exclusive magazine media partner of the ASID Arizona North Chapter, 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.

AUDIENCE AT A GLANCE

DISTRIBUTION
344,000+

ESTIMATED MONTHLY TOTAL READERSHIP/ AVERAGE MONTHLY GROSS DISTRIBUTION
90,000+

81% HAVE SUBSCRIBED 3 YEARS OR MORE

84% female
16% male
77% MARRIED

AVERAGE AGE
35-65 YEARS OLD

AVG HHI
$197,518

AVG NET WORTH
$1.3 MILLION
Phoenix Home & Garden magazine extends beyond print and connects advertising partners with its readers through numerous, dynamic multimedia platforms. Whether you’re interested in print, digital, web, events, social media or special issues — Phoenix Home & Garden gives advertisers the potential to reach our readers across all platforms.

**PRINT**
- Total average monthly gross distribution: 90,000
- Estimated monthly total readership: 344,000+

**SOCIAL**
- Facebook: 10,130 LIKES
- Pinterest: 3,952 FOLLOWERS
- Instagram: 5,123 FOLLOWERS
- Twitter: 5,162 FOLLOWERS
- Total social reach: 24,367

**DIGITAL**
- A total of 40,332 app launches since Oct. 2014

**E-NEWSLETTER**
- A combined total of 50,337 opt-in subscribers to our 3 monthly e-newsletters

DEDICATED E-BLASTS

Deliver special offers and targeted messages to highly engaged Phoenix Home & Garden readers and industry professionals who seek valuable information on products, services and offers that suit their lifestyles.

SPECIAL OFFERS OPT-IN E-DATABASE

10,989 SUBSCRIBERS

E-BLAST

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<td>Dedicated E-blast</td>
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REQUIREMENTS

- Subject Line: 30 characters or less recommended
- Target Link(s): Website link(s)
- Creative Files: .jpeg, .pdf, or HTML (.htm or .html) format
THINGS TO DO
A bi-weekly glimpse of the area’s hottest events, from culinary tastings and arts festivals, to Broadway plays and top-name entertainment.

16,878 OPT-IN SUBSCRIBERS

E-NEWSLETTER BANNER AD RATES

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<td>$250</td>
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<td>Half Page</td>
<td>300 px</td>
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<td>$350</td>
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<td>Bottom Banner</td>
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<td>Takeover</td>
<td>A,B,C</td>
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19.3% OPEN RATE
BANNER ADS
Increase the exposure of your brand to our Phoenix Home & Garden magazine viewers each month. Web banner 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.

POP-UP AD
Immediately capture the attention of our website visitors with a customized pop-up message on the Phoenix Home & Garden home page.

WEB BANNER AD SPECS

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<td>250 px</td>
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<tr>
<td>Side Bar 2</td>
<td>C 300 px</td>
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</tr>
<tr>
<td>Splash Banner</td>
<td>D 1300 px</td>
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</table>
EVENTS

SIGNATURE EVENTS

PHOENIX HOME & GARDEN
GARDEN TOUR

April 7th
Visit beautiful garden landscapes, meet magazine editors & gain expertise from the Valley’s top botany experts & enthusiasts.

Select Arizona design professionals and artisans are celebrated for using their talent to beautify homes and gardens of the Southwest.

November 12th
Tour amazing homes, meet magazine editors & gain expertise from the Valley’s top design professionals.

PHOENIX HOME & GARDEN
HOME TOUR

SCOTTSDALE DESIGN CENTER
NEW AD SPECIFICATIONS

2 PAGE SPREAD**
TRIM (W X H) 18” x 10.875”
LIVE AREA 17.25” x 10.125”

FULL PAGE*
TRIM (W X H) 9” x 10.875”
LIVE AREA 8.25” x 10.125”

2/3 PAGE VERT. NON BLEED
TRIM (W X H) 4.875” x 9.875”
LIVE AREA 4.875” x 9.875”

2/3 PAGE VERT. BLEED
TRIM (W X H) 5.5” x 10.875”
LIVE AREA 4.75” x 10.125”

1/2 PAGE VERTICAL
(Gallery Row Only)
TRIM (W X H) 4.875” x 7.25”
LIVE AREA 4.875” x 7.25”

1/2 PAGE HORZ. NON BLEED
TRIM (W X H) 8.25” x 5”
LIVE AREA 8.25” x 5”

1/2 PAGE HORZ. BLEED
TRIM (W X H) 9” x 5.5”
LIVE AREA 8.25” x 4.75”

1/3 PAGE VERT. NON BLEED
TRIM (W X H) 2.375” x 9.875”
LIVE AREA 2.375” x 9.875”

1/3 PAGE HORZ.
TRIM (W X H) 4.875” x 4.875”
LIVE AREA 4.875” x 4.875”

1/4 PAGE
TRIM (W X H) 3.5” x 4.875”
LIVE AREA 3.5” x 4.875”

1/6 PAGE HORZ.
TRIM (W X H) 4.875” x 2.25”
LIVE AREA 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

New ad sizes applicable beginning with the May 2018 issue.

PRODUCTION CONTACTS:
CITIES WEST MEDIA
(480) 664-3960

SCHEDULES, SPECIAL INSERTS
Director of Production ext: 143

TECHNICAL QUESTIONS
Pre-Press Technician ext: 106