



MEDIA KIT 2017

Circulation
30,000
statewide

Readership
105,000
per issue

42.1
Million overnight
hotel stays

Distributed at
Phoenix Sky Harbor International Airport &
120+ major hotels and resorts

3-4 night average stay

Tourist average
25-64 years of age

Convention and visitors bureaus, chambers
of commerce and other visitors centers
throughout the state

83% Visit
Arizona for
leisure



#1 Tourism activity in Arizona:
SHOPPING

\$21.0 Billion direct spending
2015

#2 Tourism activity in Arizona:
FINE DINING



#3 Tourism activity in Arizona:
SWIMMING

Fall/Winter issue includes sports section highlighting:

NCAA Final Four • College Football Bowl games • Phoenix International Raceway
The Rock 'N'Roll Arizona Marathon • Waste Management Phoenix Open & much more



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