

Ad Size + Deadlines



2 page "Ad spread"
Includes: One featured photo in category listings



Trends Sponsorship (3 pages)
Includes: One page "Top 5 Industry Trends" + 2 page ad spread + One featured photo in category listings



Section Sponsorship (5 pages)
Includes: One page introduction to section + 2 page showcase of current project work + 2 page ad spread + One featured photo in category listings



Home & Design "Showcase Sponsorship" (8 pages)
Includes: 2 page ad spread "opening" the fold-out section, showcasing Arizona's best Architectural & Interior projects. Also includes advertiser's name leading into section on page 1, + One featured photo in category listings

August 4, 2017 | August 25, 2017
Space Reservation | Ad materials deadline
Publication date: October 2017

February 3, 2018 | February 24, 2018
Space Reservation | Ad materials deadline
Publication date: April 2018



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Home & Design

Arizona's Resource for
Inspired Living



Media Kit 2017

Who is the Home & Design reader?

- Average household income: \$473,000
- Average home value: \$1,445,000
- Average net worth: \$2,468,000
- 40% of our readers own two or more homes

THE READER

Female 59% / Male 41%

Median Age: 50

Married: 64%

College Degree: 75%

Post Graduate Degree: 33%

Design Trade Professionals: 30%

63% turn to Home & Design for designs they aspire to emulate

62% turn to Home & Design for product ideas

TRUSTS OUR BRAND AND THE BRANDS THAT ADVERTISE

85% take action as a result of reading Home & Design

41% saved an advertisement

78% are more likely to trust the advertising in print publications

79% read Home & Design to find the best local products and services

SPENDS BIG

83% plan to remodel in the coming year

Total average amount spent on any remodeling project \$91,000

Remodel Kitchen \$84,000

Remodel Bathroom \$36,000

Amount spent on an architect/contractor/home builder \$234,000

Circulation/Distribution

30,000 Distribution Readership 135,000

DISTRIBUTION

- Homes valued at \$2 million + in Scottsdale, Arcadia, Paradise Valley, Fountain Hills, Northeast Phoenix, Carefree/Cave Creek
- New home sales of \$500,000 + mailed throughout the year within 60 days of escrow.
- Select retail and showroom locations in the Valley.

DIGITAL:

- Over 4.3M page views annually
- 920,000 unique visitors
- More than 5:13 minutes per site visit
- Home & Design is available digitally at azBIGmedia.com

- 85018 - Arcadia
- 85054 - Northeast Phoenix
- 85253 - Paradise Valley
- 85254 - North Scottsdale
- 85255 - Northeast Scottsdale
- 85258 - Scottsdale
- 85259 - Northeast Scottsdale
- 85260 - North Scottsdale
- 85262 - Northeast Scottsdale
- 85263 - Rio Verde
- 85264 - Northeast Scottsdale
- 85266 - North Scottsdale
- 85268 - Fountain Hills
- 85331 - Cave Creek
- 85377 - Carefree
- 85251 - Scottsdale
- 85028 - Paradise Valley
- 85050 - North Phoenix

