FOR OVER 30 YEARS
AZBIGMEDIA
HAS BEEN BRINGING READERS
THE STATE’S MOST COMPPELLING
BUSINESS AND LIFESTYLE NEWS

You’ll find business and real estate news, lifestyle features, tools for business and information about our events that will get your business recognized. If you live or work in Arizona, AZ BIG Media is your platform to stay informed and have your voice heard.

MAGAZINE MEDIA ARE MORE TRUSTED, INSPIRING, AND INFLUENTIAL THAN OTHER MEDIA

READER PROFILE

2.6 MILLION
AVERAGE NET WORTH

1.6 MILLION
AVERAGE HOUSEHOLD VALUE

2X MORE LIKELY
TO BE A HIGH NET WORTH INDIVIDUAL

93%
HAVE BEEN SUBSCRIBERS FOR 5+ YEARS

2X MORE LIKELY
TO BE A C-LEVEL EXECUTIVE

55%  | 45%
MALE  |  FEMALE

65%  | 35%
MARRIED  |  SINGLE

87%
HAVE A COLLEGE DEGREE

91%
HAVE AN ACTIVE INVESTMENT PORTFOLIO

72,300
MONTHLY WEBSITE PAGE VIEWS

57%
OWN MULTIPLE HOMES
ANNUAL OUTLOOK
JANUARY/FEBRUARY
AZ Business looks ahead to the trends, issues and innovations that will shape Arizona’s economy in the year ahead.

Space reservation deadline: December 1, 2018

LEGAL ISSUE
MARCH/APRIL
The Top 100 Lawyers in Arizona are announced, based on how they’ve shaped the legal industry and impacted the community.

Space reservation deadline: February 2, 2019

HEALTH ISSUE
MAY/JUNE
Need to keep track of the top trends and challenges the healthcare industry is facing? This issue will keep you informed.

Space reservation deadline: April 6, 2019

WOMEN’S ISSUE
JULY/AUGUST
One of the year’s most popular issues, AZ Business unveils its annual list of the Most Influential Women in Arizona Business.

Space reservation deadline: June 1, 2019

BIO-TECH ISSUE
SEPTEMBER/OCTOBER
Ever-evolving innovations in technology and the life sciences are constantly changing the world. This issue spotlights those trends.

Space reservation deadline: August 3, 2019

MONEY ISSUE
NOVEMBER/DECEMBER
This issue focuses on your money: where you should invest it, who should manage it and how you can spend it.

Space reservation deadline: October 5, 2019
<table>
<thead>
<tr>
<th>Distribution &amp; Reader Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>88% HAVE A BACHELORS OR ADVANCED DEGREE</td>
</tr>
<tr>
<td>25,000 CIRCULATION</td>
</tr>
<tr>
<td>122,500 PRINT READERSHIP PER ISSUE</td>
</tr>
<tr>
<td>178,221 MOBILE SESSIONS/MONTH</td>
</tr>
<tr>
<td>79% UTILIZE AZ BUSINESS AS PRIMARY MEDIA SOURCE FOR BUSINESS NEWS</td>
</tr>
<tr>
<td>86% ARE BUSINESS OWNERS, SENIOR MANAGEMENT, C-LEVEL EXECUTIVES, AND DECISION MAKERS</td>
</tr>
<tr>
<td>35–55 READERSHIP AGE</td>
</tr>
</tbody>
</table>

Magazines show the highest return on advertising spend.

Adults 18–49 value and take inspiration from magazines over television.

Ads in magazines engage adults 18–49 more than ads in any other media.
## BI-MONTHLY

<table>
<thead>
<tr>
<th></th>
<th>6X</th>
<th>4X</th>
<th>3X</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$2,800</td>
<td>$3,045</td>
<td>$3,300</td>
<td>$6,010</td>
</tr>
<tr>
<td>1/2 PAGE*</td>
<td>$2,050</td>
<td>$2,230</td>
<td>$2,420</td>
<td>$4,255</td>
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</tbody>
</table>

*HORIZONTAL AND VERTICAL AVAILABLE. ALL RATES ARE NET.

## PREMIUM POSITION

<table>
<thead>
<tr>
<th></th>
<th>6X</th>
<th>3X</th>
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<tbody>
<tr>
<td>FRONT INSIDE COVER</td>
<td>$3,170</td>
<td>$3,895</td>
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<tr>
<td>TWO-PAGE SPREAD</td>
<td>$4,800</td>
<td>$6,075</td>
</tr>
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</table>

VALUE ADDED: ALL PRINT ADS WILL ALSO APPEAR IN THE DIGITAL ISSUE POSTED ON AZBIGMEDIA.COM. ALL RATES ARE NET.

## EVENTS TO CONNECT

- **JANUARY**: Arizona Corporate Counsel Awards
- **MAY**: Industry Leaders of Arizona
- **JUNE**: Healthcare Spotlight
- **AUGUST**: Most Influential Women in Arizona
- **SEPTEMBER**: Arizona’s Most Admired Companies
- **NOVEMBER**: CFO of the Year Awards
WEBSITE STATISTICS

723,000
AVERAGE PAGE VIEWS PER MONTH

5:48+
MINUTES PER SESSION

93,000
VISITORS PER MONTH

178,221
MOBILE SESSIONS PER MONTH

3.55
PAGE VISITS PER SESSION

85,000
AVERAGE ADVERTISING IMPRESSIONS MONTHLY

PRIMARY INTERESTS

Lifestyles & Hobbies/
Business Professionals

Banking & Finance/Avid Investors

News & Politics/Avid News Readers

Sports & Fitness/
Health & Fitness Buffs

Travel/Travel Buffs

Technology/Technophiles

Sports & Fitness/Sports Fans

Media & Entertainment/Movie Lovers

Shoppers/Luxury Shoppers

Print and digital integrated advertising increases sales and yields the highest ROI: 11–26%.

DAILY NEWSLETTER STATISTICS

100%
OPT IN

23,200+
WEEKLY SUBSCRIBERS

24–28%
AVERAGE OPEN RATE
DISPLAY ADS
Guaranteed Minimum 55,000 impressions monthly.

<table>
<thead>
<tr>
<th>Run of site ads</th>
<th>1 MONTH</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
<th>9 MONTHS</th>
<th>12 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250 Medium Rectangle</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$950</td>
<td>$900</td>
<td>$850</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Newsletter bundle</th>
<th>1 Daily News ad sent weekly to 15,000+ subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes 30 days 300x250 Medium Rectangle ad</td>
<td></td>
</tr>
<tr>
<td>$2,000</td>
<td>$1,700</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Homepage</th>
<th>728x90 leaderboard displayed on home page</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,100</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

SPONSORED CONTENT
Sponsored content mimics the look, feel, and function of azBIGmedia.com. Homepage placement and the non-disruptive format captures and engages the reader.

<table>
<thead>
<tr>
<th>1 MONTH</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,800</td>
<td>$1,500</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

- Sponsored post include a 300x250 run of site display advertisement
- Post appear on home page adjacent to editorial content
- Post remain on home page for 30 days and evergreen on site
- Post will be labeled at “Sponsored Post”
- Article is housed on azBIGmedia.com
- Post must contain embedded key words. Total word count for post is 300-500 words
- Post can include a slide show of up to 20 images. Provided images must be 750x500 at 300dpi
- All content is subject to Publisher approval

PRICES ARE PER MONTH, ALL RATES ARE NET