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
IT’S TIME TO PLAY BALL

Boost your business with Play Ball magazine, the only complete spring training guide welcomed and distributed in Cactus League baseball stadiums across the Valley.

AD RATES

<table>
<thead>
<tr>
<th></th>
<th>1 YEAR</th>
<th>2 YEARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$7,875</td>
<td>$5,880</td>
</tr>
<tr>
<td>1/2 PAGE*</td>
<td>$4,200</td>
<td>$3,150</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$9,500</td>
<td>$7,000</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>$9,500</td>
<td>$7,000</td>
</tr>
<tr>
<td>BACK COVER</td>
<td>$9,500</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

*HORIZONTAL AND VERTICAL AVAILABLE. ALL RATES ARE NET.

READER PROFILE

1.9 MILLION FANS WATCH CACTUS LEAGUE GAMES

66% OF VISITORS STAY IN A HOTEL

37% OF VISITORS ENJOY AZ SIGHTSEEING

37% OF VISITORS ENJOY FINE DINING

36% OF VISITORS VISIT FAMILY AND FRIENDS
**TEAMS**

Arizona Diamondbacks, Salt River Fields  
Chicago Cubs, Sloan Park  
Chicago White Sox, Camelback Ranch  
Cincinnati Reds, Goodyear Ballpark  
Cleveland Indians, Goodyear Ballpark  
Colorado Rockies, Salt River Fields  
Kansas City Royals, Surprise Stadium  
Angels of Anaheim, Tempe Diablo Stadium  
LA Dodgers, Camelback Ranch  
Milwaukee Brewers, Maryvale Baseball Park  
Oakland A’s, Hohokam Stadium  
San Diego Padres, Peoria Sports Complex  
San Francisco Giants, Scottsdale Stadium  
Seattle Mariners, Peoria Sports Complex  
Texas Rangers, Surprise Stadium

**DISTRIBUTION**

- **100,000 Copies**
- All Cactus League Stadiums
- Phoenix Sky Harbor International Airport
- Various Fanfest Activities in Teams’ Home Cities
- Over 300 Valley Chambers, Visitors Bureaus, Valley Hotels, Restaurants and Retail Outlets Valleywide
- Old Town Scottsdale
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

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

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

DAILY NEWSLETTER STATISTICS

100%  
OPT IN

23,200+  
WEEEKLY SUBSCRIBERS

24–28%  
AVERAGE OPEN RATE
DISPLAY ADS

Guaranteed Minimum 55,000 impressions monthly.

<table>
<thead>
<tr>
<th></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>Run of site ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>300x250 Medium Rectangle</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$950</td>
<td>$900</td>
<td>$850</td>
</tr>
<tr>
<td>Newsletter bundle</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Daily News ad sent weekly to 15,000+ subscribers Includes 30 days 300x250 Medium Rectangle ad</td>
<td>$2,000</td>
<td>$1,700</td>
<td>$1,400</td>
<td>$1,300</td>
<td>$1,200</td>
</tr>
<tr>
<td>Homepage</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>728x90 leaderboard displayed on home page</td>
<td>$2,100</td>
<td>$1,800</td>
<td>$1,425</td>
<td>$1,350</td>
<td>$1,275</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></th>
<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>
<td></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