2020 MEDIA KIT

AZBIGMEDIA

RANKING ARIZONA
AzBusiness LEADERS
AzBusiness
AZRE
AzBusiness ANGELS
PEOPLE & PROJECTS TO KNOW
Experience AZ
PLAY BALL
We do it all & we do it BIG

FOR MORE THAN 30 YEARS

AZBIGMEDIA

HAS BEEN BRINGING READERS THE STATE’S MOST COMPELLING 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 IS MORE TRUSTED, INSPIRING, AND INFLUENTIAL THAN ANY OTHER MEDIA

READER PROFILE

93% HAVE BEEN SUBSCRIBERS FOR 5+ YEARS

54% MALE 46% FEMALE

54% 46%

87% HAVE A COLLEGE DEGREE

65% 35%

MADE  SINGLE

91% HAVE AN ACTIVE INVESTMENT PORTFOLIO

2X MORE LIKELY TO BE A C-LEVEL EXECUTIVE

87%

91%
ARIZONA’S
MOST RESPECTED LOCAL AND
STATEWIDE COMMERCIAL
REAL ESTATE AUDIENCE

READER PROFILE

25,000
CIRCULATION

122,500
READERSHIP

35–55
READERSHIP AGE

86%
OF READERS ARE BUSINESS OWNERS,
SENIOR MANAGEMENT, C-LEVEL
EXECUTIVES & DECISION MAKERS

90%
OF READERS LOOK TO AZRE FOR
BREAKING REAL ESTATE NEWS

5 or more exposures to print ads
yields largest gains in key metrics:

Brand purchase intent
Print ad awareness
Brand favorability
Brand awareness
WHAT’S IN EACH ISSUE?

ANNUAL OUTLOOK
JANUARY/FEBRUARY
Taking an in-depth look at where the commercial real estate industry will be headed in the new year and the Companies to Watch.

Space reservation deadline: December 2019

DEVELOPMENT + RED ISSUE
MARCH/APRIL
An overview of construction in the Valley with an in-depth analysis of Arizona's commercial development. Highlights include the 2018 RED Award finalists.

Space reservation deadline: February 2020

HEALTH + TOP BROKERS ISSUE
MAY/JUNE
A check-up on the commercial healthcare sector along with a look at the top commercial real estate law firms.

Space reservation deadline: April 2020

WOMEN + TECHNOLOGY ISSUE
JULY/AUGUST
A spotlight on Arizona's landscape and the newest technologies in commercial real estate. This issue features the Most Influential Women in commercial real estate.

Space reservation deadline: June 2020

OFFICE + INDUSTRIAL ISSUE
SEPTEMBER/OCTOBER
An analysis of industry demands surrounding the industrial and office markets. This issue also spotlights multifamily housing and building management.

Space reservation deadline: August 2020

LAND + TRANSPORTATION ISSUE
NOVEMBER/DECEMBER
An analysis of economic development in Arizona cities, plus the land and infrastructure needed to keep moving forward.

Space reservation deadline: October 2020
Ads in AZRE magazine reach a readership of more than 120,000 executives per issue!

### BI-MONTHLY

<table>
<thead>
<tr>
<th>Format</th>
<th>6X</th>
<th>4X</th>
<th>3X</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$2,884</td>
<td>$3,136</td>
<td>$3,399</td>
<td>$6,190</td>
</tr>
<tr>
<td>1/2 PAGE*</td>
<td>$2,111</td>
<td>$2,296</td>
<td>$2,492</td>
<td>$4,382</td>
</tr>
</tbody>
</table>

*HORIZONTAL AND VERTICAL AVAILABLE. ALL RATES ARE NET.

### PREMIUM POSITION

<table>
<thead>
<tr>
<th>Format</th>
<th>6X</th>
<th>3X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRONT INSIDE COVER</td>
<td>$3,265</td>
<td>$4,011</td>
</tr>
<tr>
<td>TWO-PAGE SPREAD</td>
<td>$4,944</td>
<td>$6,257</td>
</tr>
</tbody>
</table>

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

### EVENTS TO CONNECT

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RED Awards</td>
<td>MARCH</td>
</tr>
<tr>
<td>AZRE Forum</td>
<td>AUGUST</td>
</tr>
<tr>
<td>MOST INFLUENTIAL WOMEN IN ARIZONA</td>
<td>AUGUST</td>
</tr>
<tr>
<td>PTK Pop Up Party</td>
<td>NOVEMBER</td>
</tr>
</tbody>
</table>

azBigmedia.com | 602.277.6045
AZBIGMedia.com is one of the most-respected and well-visited websites in Arizona. With strong editorial content online and targeted daily digital newsletters, we provide unparalleled access to the most important corporate decision-makers.

WEBSITE STATISTICS

1,170,000+
AVERAGE MONTHLY PAGE VIEWS

65% MOBILE | 31% DESKTOP | 4% TABLET

25-44
AVERAGE AGE RANGE
OF WEBSITE VISITORS

54% MALE | 46% FEMALE

PRIMARY INTERESTS

• Commercial real estate
• Business, jobs and economy
• Travel, tourism and resorts
• Lifestyle and entertainment
• Residential real estate
• Shopping and consumer news
• Banking and wealth management
• Technology and innovation
• Health and fitness

DAILY NEWSLETTER STATISTICS

12,000+
AVERAGE WEEKDAY SUBSCRIBERS

28–32%
AVERAGE OPEN RATE
DIGITAL SITE SPONSORSHIPS

Section sponsorships utilize the site’s most visible marketing space. Sponsorships include “Business News Sponsor”, “Real Estate Sponsor” (or other section) recognition at the top of the page, company logo, and the most coveted ad position – the top banner (728 x 90) / mobile (345x58). 100% share-of-voice.

Sponsorships are available for each major section of the site. From business professionals seeking information on what’s happening in the market and real estate leaders looking for the newest transactions and development plans – to Ranking Arizona votes and staycation plans – AZBIGMedia.com attracts it all. Our new digital platform allows you to target your brand, image and message to your customers and your prospects more effectively than ever.

MONTHLY SPONSORSHIP RATES

<table>
<thead>
<tr>
<th>Section</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS</td>
<td>$3,600</td>
</tr>
<tr>
<td>REAL ESTATE</td>
<td>$3,600</td>
</tr>
<tr>
<td>RANKING ARIZONA</td>
<td>$2,000</td>
</tr>
<tr>
<td>HOME PAGE</td>
<td>$1,125</td>
</tr>
<tr>
<td>LIFESTYLE</td>
<td>$1,000</td>
</tr>
<tr>
<td>AWARDS &amp; EVENTS</td>
<td>$750</td>
</tr>
</tbody>
</table>
DIGITAL FIXED PREMIUM PLACEMENT

Each section of the website provides two different ways to advertise; guaranteed positioning, or rotating positions.

**POSITION 1** is a fixed placement in the first 300 x 250 premium position on the site. Ads here receive 100% share-of-voice.

**MONTHLY ADVERTISING RATES**

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>1 MO.</th>
<th>3+ MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS</td>
<td>$3,200</td>
<td>$2,240</td>
</tr>
<tr>
<td>REAL ESTATE</td>
<td>$3,200</td>
<td>$2,240</td>
</tr>
<tr>
<td>HOME PAGE</td>
<td>$1,000</td>
<td>$700</td>
</tr>
<tr>
<td>LIFESTYLE</td>
<td>$750</td>
<td>$600</td>
</tr>
<tr>
<td>AWARDS &amp; EVENTS</td>
<td>$400</td>
<td>$300</td>
</tr>
</tbody>
</table>

**ROTATING PLACEMENT**

**POSITIONS 2, 3 AND 4** rotate throughout the three positions. Ads here receive 33% share-of-voice of each position with 100% visibility maintained at any given time.

**MONTHLY ADVERTISING RATES**

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>1 MO.</th>
<th>3+ MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS</td>
<td>$2,400</td>
<td>$1,600</td>
</tr>
<tr>
<td>REAL ESTATE</td>
<td>$2,400</td>
<td>$1,600</td>
</tr>
<tr>
<td>HOME PAGE</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td>LIFESTYLE</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>AWARDS &amp; EVENTS</td>
<td>$300</td>
<td>$250</td>
</tr>
</tbody>
</table>
NEWSLETTER ADS

AZ BIG Media’s Daily News digital newsletter is subscribed to by more than 8,000 of the region’s most engaged professionals who are hungry for news, updates, company rankings, event gatherings and upcoming opportunities to educate, inspire and connect.

Our editors have created one of the most thorough, well-read, and well-designed content-rich emails in the state. Each day, we focus on providing breaking news, timely stories and behind-the-scenes interviews with the who’s who of Arizona. Each Wednesday, our editors provide an in-depth weekly update on the commercial real estate industry.

Advertising within this opt-in platform allows you to reach thousands of influencers, clients, and prospects every day of the week. With links back to your homepage, information pages or custom landing pages, capturing our sought-after audience is as easy as a click.

THREE WAYS TO REACH OUR DIGITAL NEWSLETTER AUDIENCE:

- DAY OF THE WEEK - Every Tuesday (etc.) for a month
- ONE WEEK STRAIGHT - Monday through Friday of same week
- MONTHLY TAKEOVER - Every weekday for a month

MONTHLY ADVERTISING RATES

<table>
<thead>
<tr>
<th>POSITION</th>
<th>DAY OF WEEK</th>
<th>WEEK</th>
<th>TAKEOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE BANNER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>616x110</td>
<td>$1,200</td>
<td>$1,200</td>
<td>$3,800</td>
</tr>
<tr>
<td>TOP BANNER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>616x110</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$3,600</td>
</tr>
<tr>
<td>STANDARD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>300X250</td>
<td>$750</td>
<td>$750</td>
<td>$2,700</td>
</tr>
</tbody>
</table>
CUSTOM DEDICATED EMAILS

PARTNER CONTENT

By partnering with AZ Big Media, this new platform allows marketers the opportunity to create customized, sponsored content to those who subscribe to our Daily News digital newsletter.

CUSTOM EMAILS INCLUDE:
- Opportunity to submit written content for inclusion in email
- Photo submission
- Headline of choice
- Company Logo
- Contact information
- Link to company webpage
- Advertisement in body of email (in place of written content)

DISTRIBUTION AND REQUIREMENTS:
- Will send up to 7,500 emails
- Partner content tag will always be included at the top of the email to identify that it is not coming from our editors
- AZ Big Media publisher must approve all content

CUSTOM DEDICATED EMAIL RATES

1x  $3,000
2x  $2,600 each
3x  $2,500 each