2020 MEDIA KIT
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
2x more likely to be a C-level executive

54% | 46%
Male | Female

87% have a college degree
91% have an active investment portfolio

65% | 35%
Married | Single
**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  
- 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
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
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>$1,200</td>
<td>$1,200</td>
<td>$3,800</td>
</tr>
<tr>
<td>616x110</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOP BANNER</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$3,600</td>
</tr>
<tr>
<td>616x110</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STANDARD</td>
<td>$750</td>
<td>$750</td>
<td>$2,700</td>
</tr>
<tr>
<td>300X250</td>
<td></td>
<td></td>
<td></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