

# PROFILE



#### ABOUT IMAGESAZ:

*ImagesAZ* reflects the North Phoenix lifestyle in an informative and responsible manner through **outstanding, uplifting journalism, leading-edge design, and beautiful imagery.** The publication has grown in tandem with the community it serves, and has risen to meet its needs every step of the way. There are now two ways to enjoy *ImagesAZ*, and they complement one another.

#### THE MAGAZINE:

*ImagesAZ* magazine was established in January 2000, and grew right alongside the community it serves. Because of its **quality, longevity, and consistency,** the magazine has come to be seen as a **staple of the region and a trusted source of information.** Month after month our pages are filled with **stunning images, engaging features, and informative articles.** Our readers are sophisticated, discerning, and enjoy a variety of pastimes that are reflected within each issue.

#### THE WEBSITE:

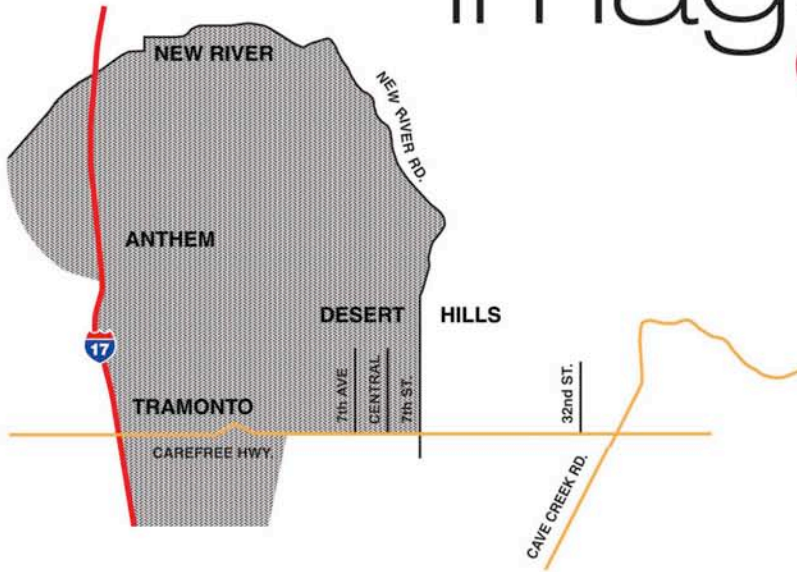
The *ImagesAZ* website transports the magazine's local information and resources to the next level ...**an unprecedented virtual playground.** Would you like to know a bit more about your favorite "Mr. BC" contestant? Have you always wondered what happened to the impressive youths we feature on our pages month after month? Visit the website for updates, video interviews, and much more.

The website is a forum for the people, and in large part, by the people. "Group Galleries" provides a forum for not-for-profit organizations to post their events, pictures, and profiles. Themed blogs include all of the latest information on food, wine, fashion trends, and more. The website allows people in the community to keep up-to-date on all that affects their lives, and the lives of those they care about, and have fun doing it!

# DISTRIBUTION & READERSHIP



imagesAZ  
623.341.8221



*ImagesAZ* reaches a highly desirable demographic on a monthly basis. Our readers are sophisticated, discerning, and enjoy a variety of pastimes and leisure activities. There are approximately 208,000 residents in the immediate region, with a median household income higher than that of the average. Distribution is regional through direct mail to 15,000 homes, with approximately 700-1000 extra magazines displayed in high-traffic offices, libraries, salons, waiting rooms, and coffee shops.

Advertisers can be confident about the many benefits of advertising with a magazine as unique as *ImagesAZ*...a magazine that balances regional human-interest stories with articles focusing on the visual arts, culinary arts, and other matters of taste and style, all with a positive perspective. The result is a winning, rewarding experience for everyone.

2008 ANTHEM DAY SURVEY RESULTS

74% of the readers keep *ImagesAZ* for one month or longer

94% have bought products or used services after seeing an advertisement

99% say the advertisers in *ImagesAZ* are respected and trusted

26% say the advertisements are their favorite part of the magazine!

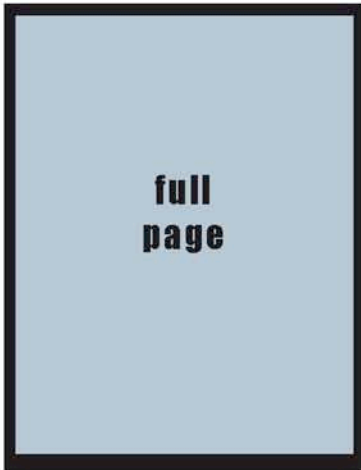
Binkley's Restaurant  
photo by Michele Celentano

imagesAZ  
.COM

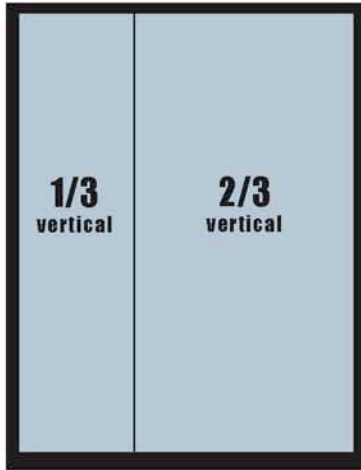
AD SPECIFICATIONS



*extraordinary value*

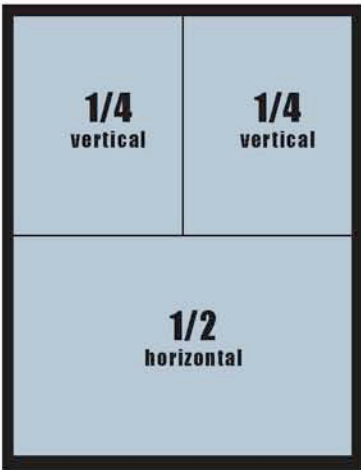


**full  
page**



**1/3  
vertical**

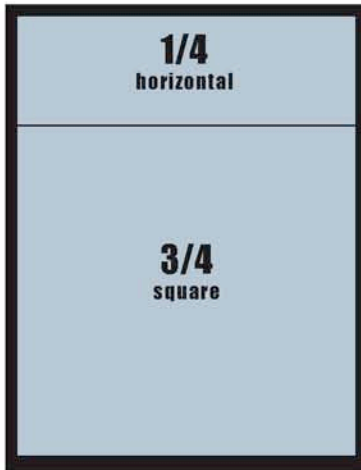
**2/3  
vertical**



**1/4  
vertical**

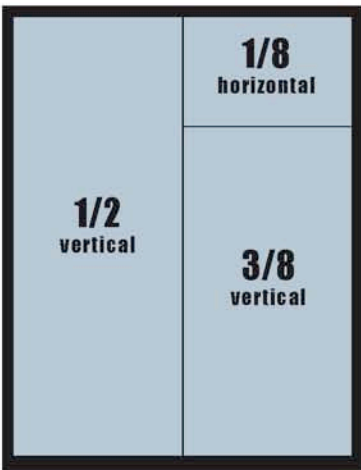
**1/4  
vertical**

**1/2  
horizontal**



**1/4  
horizontal**

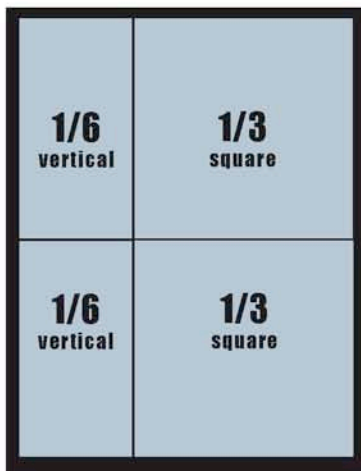
**3/4  
square**



**1/2  
vertical**

**1/8  
horizontal**

**3/8  
vertical**



**1/6  
vertical**

**1/3  
square**

**1/6  
vertical**

**1/3  
square**

## ad sizes width by height

1/8 Horizontal	3.917" x 2.5"
1/6 Vertical	2.5" x 5"
1/3 Vertical	2.5" x 10.3"
1/3 Horizontal	7.95" X 3.3"
1/3 Square	5" x 5"
1/4 Vertical	3.917" x 5.083"
1/4 Horizontal	7.95" X 2.5"
3/8 Vertical	3.917" x 7.6"
1/2 Vertical	3.917" x 10.25"
1/2 Horizontal	7.875" x 5.083"
2/3 Vertical	5" x 10.3"
3/4 Square	7.875" x 7.875"
Full page no bleed	7.875" x 10.25"
Full page bleed	8.75" x 11.25"

We accept electronic delivery of ads in JPEG/TIFF/PDF format.  
Minimum requirement of 300 dpi in cmyk color.

## ad design

Pricing is based off expected design time.  
You will be notified if more time is anticipated.

1/8 & 1/6 Page	\$40.00
1/4 & 1/3 Page	\$60.00
3/8 Page	\$80.00
1/2 Page	\$100.00
3/4 & 2/3 Page	\$130.00
Full Page	\$160.00