

Greetings!

TukeeAZ Magazine is Ahwatukee's Lifestyle in print and the **ONLY TRULY LOCAL** magazine. As a unique geographic location with a beautiful South Mountain view and over 100,000* residents, we consider ourselves a **CITY WITHIN A CITY**.

We have always taken pride in our accomplishments as educated professionals who exhibit good manners daily. We are successful with the art of communication, are homeowners (even in a tough economy), we start families, partake in diverse hobbies, devote our time to helping others, find creative ways to entertain and are willing to **INVEST IN THEM ALL**.

We may have similar demographics when compared to Scottsdale (well, perhaps a little older with a median age of 35.4), but the majority of our residents and businesses have been established for more than 20 years, with strong loyalties to their neighbors and businesses. With new businesses and residents joining our community each day, we continue to *look local* before going up the freeway for a product or service.

Ahwatukee's need for its **OWN** magazine has been a hit and miss over the 20 years that we've lived and worked in this *cul de sac*. **TukeeAZ Magazine**, along with its growing web presence, is designed to be an avenue for our readers and advertisers to showcase *who they are*.

WE WILL CONTINUE TO PROVIDE:

- ◆ Journalism delivered with cultivated zeal by established, as well as up and coming writers
- ◆ Reviews that are NOT advertorials or done through trade
- ◆ Contributors that are knowledgeable in their field
- ◆ Laser targeted distribution throughout three zip codes
- ◆ High end retail locations such as: A.J.'s, Starbucks, Hillside Spot, professional offices, and all advertiser locations.

We hope to add you to our growing list of advertisers and readers and will make every effort to make it happen, even at the expense of our personal comfort, to make sure **YOU** have the best photographers (including award-winning Art Holeman), creative professionals, editors, staff, printers representing **OUR** community.

Isabel & Kevin

Office 480.656.0626 | Cell 480.789.2769 | Email isabel@tukeeaz.com



Our goal is to generate excitement for our advertisers through events, connections and professional ads while placing a premium on journalism by allowing writers to contribute on topics they find moving and relevant to our community.

VISION

TukeeAZ magazine is a lifestyle magazine, published locally, with a "welcome to my world" approach. We are committed to providing our readers and advertisers with a unique magazine that can be tailored monthly according to their needs and desires.

We present a **BEHIND THE CURTAIN** look at products, services and other really cool stuff, that enhance our lives and our loves. We invite you to **STEP IN** and take a **SECOND GLANCE** as we deliver interesting content contained in witty and informative articles. Before long, you'll want to jump into **THE DEEP END** with us and discover **THAT ONE THING** that becomes your **PASSION**.

DISTRIBUTION

10,000 COPIES DELIVERED targeting affluent, upscale consumers (in other words, smart people that will spend money on something they enjoy - if they know where to find it!) within the three zip codes, excluding vacant homes, and in **HIGH READER PASS ALONG VENUES** including professional offices, local retailers, spas and salons, specialty grocers and restaurants, as well as our advertisers, throughout the area.

READER PROFILE

FEMALE 56% | MALE 44%
AVG AGE 25+
MEDIAN AGE 34.6
AVG HOUSEHOLD INCOME: \$96,000
AVG NET WORTH: \$250,000



FEATURES & SECTIONS

Feature: What's Your Passion

Interesting stories containing some fact, some fiction, but always with a mixture of boldness, courtesy and an uncanny air of familiarity.

Stepping In

Step into our world where we escort you through various designing techniques and ideas, some old, some new and some yet to be named.

The Deep End

Dive into a section that will surprise, educate and possibly anger you with topics you wait for "the other guy" to bring up. Throw down the gauntlet and challenge us!

Behind the Curtain

Issues you don't always find the words for and along with ideas you'll want to uncover for yourself. This section will give you a peek and then you decide.

That One Thing

Finding and featuring the best of the best in our community.

Second Glance

What makes you stop, turn around and take a Second Glance...it's worth it!

Walkabout

Things and places to discover – old and new, near and far.

Parting Shot

Each issue ends with a closing photograph that showcases the beauty of our community.

DIGITAL SPECIFICATIONS

- TukeeAZ is happy to accept EPS or PDF/ X-1a compliant PDFs. Please submit files as high resolution, press-ready PDFs.
- Please be sure that all fonts are embedded in the PDF file. All images must also be embedded at a minimum size of 300 dpi and CMYK.
- Web ads should be submitted as flattened 72 dpi jpg, png or gif files.
- Files under 7MB may be e-mailed to artdirector@tukeeaz.com.
- Contact artdirector@tukeeaz.com for instructions on sending files over 7MB or submit on CD by mail to:
3145 E. Chandler Boulevard
Suite 110 Phoenix, AZ 85048

ADDITIONAL SERVICES

Exceptional **web design**, **print collateral** and **photography** you think you can't afford, at rates you can. **Marketing** consultation that is often free of charge with the right dose of **Social Media** strategy (without being too social!!)

Home and fashion design from a designer you'll ask to come live with you! **Cuisine consultation and catering** by a chef that is in demand.

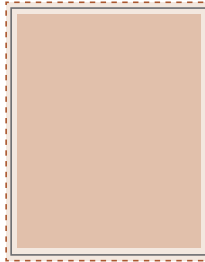
Contact us today for more information!

The Publisher can provide complete copy and art service for Advertisers who have the need. The Publisher is not responsible for the quality or the content of the files received from the Advertiser and reserves the right to reject any ad.

AD SIZES

(all sizes indicated are width x height)

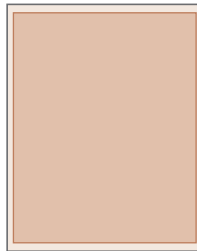
FULL PAGE BLEED



With Bleed 8.75" x 11.25"
 Trim Area 8.5" x 11"
 Live Area 8" x 10.5"

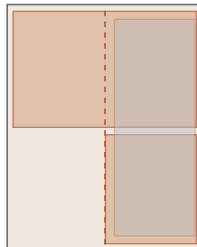
Email artdirector@tukeeaz.com for custom ad sizes, two-page spreads, fold-outs and inserts.

FULL PAGE



Trim Area 8" x 10.5"
 Live Area 7.5" x 10"

QUARTER & HALF PAGE



HORIZONTAL HALF
 Trim Area 8" x 5.125"
 Live Area 7.5" x 4.625"

VERTICAL HALF
 Trim Area 3.875" x 10.5"
 Live Area 3.375" x 10"

QUARTER
 Trim Area 3.875" x 5.125"
 Live Area 3.375" x 4.625"

WEB ADS



Email artdirector@tukeeaz.com for video rolls and other online advertising options.

WHY ADVERTISE IN TUKEE AZ?

- Create awareness of your company's products and services
- Motivate readers to seek more information
- Inform potential customers of specials, new products or capabilities
- Connect yourself with people who are interested in your products or services.
- Lead Generation
- Remind past and future customers about your products and services
- Support Ahwatukee and YOUR unique community magazine

SPRING 2011 DEADLINES

MARCH ISSUE

Reservation: February 15
Artwork: February 21

APRIL ISSUE

Reservation: March 17
Artwork: March 23

MAY ISSUE

Reservation: April 15
Artwork: April 20

JUNE ISSUE

Reservation: May 17
Artwork: May 23

2011 RATES | SINGLE ISSUE

QUARTER PAGE

- Includes link on web advertising page

HALF PAGE

- Includes link on web advertising page

FULL PAGE

- Includes logo and link on web advertising page

FULL PAGE – INSIDE FRONT

- Inside Front, Page 4
- Two available
- Includes 235 x 180 web ad on homepage

FULL PAGE – INSIDE BACK

- Inside Back
- One Available
- Includes 235 x 180 web ad on homepage

BACK COVER

- Includes 725 x 120 web ad on homepage

CENTERSPREAD

- Includes spotlight ad and dedicated blog post on website

Discounts available with 6 & 12 Month Commitments

ADDITIONAL OPTIONS

WEB ADVERTISING MAY BE PURCHASED SEPARATELY. Ad creation and photography also available. Email artdirector@tukeeaz.com for more information.

*Email publisher@tukeeaz.com
for latest advertising
rates and availability*

