Tucson Lifestyle
REACHING AN AFFLUENT AUDIENCE

2018 MEDIA KIT

*Tucson Lifestyle Magazine* can connect your business with over 135,000 loyal, engaged and influential readers across multimedia platforms each month. We are proud to be Southern Arizona’s only glossy, city/regional magazine that provides exceptional coverage and content only *Tucson Lifestyle Magazine* can deliver.
Reader Profile

*Tucson Lifestyle* continues to deliver quality content that engages readers.

77%

of readers keep each issue of *Tucson Lifestyle* for more than one month or more.

3.75

Average readers per issue

105,832

Average readership per month

Spending Power

60.5%

of readers frequently purchase products or services from ads seen in *Tucson Lifestyle*!

Percentage of readers who plan on purchasing the following products or services:*  

- Antiques/Auctions .................................................. 21%  
- Athletic & Sports Equipment ........................................ 33%  
- Attorney ................................................................. 6%  
- Automobile Accessories (tires, brakes & service) .................. 47%  
- Carpet/Flooring ....................................................... 21%  
- Cell Phone or Smart Phone (New or Updated Service) ....... 26%  
- Childcare ................................................................. 15%  
- Children's Apparel ................................................... 41%  
- Chiropractor ............................................................. 19%  
- Cleaning Services ................................................... 42%  
- Dining & Entertainment ........................................... 92%  
- Education/Classes .................................................. 27%  
- Financial Planner (Retirement, Investing) ......................... 35%  
- Florists/Gift Shops ................................................... 32%  
- Furniture/Home Furnishings ...................................... 56%  
- Health Club/Exercise Class ........................................ 53%  
- Home Computers/Tablets/Laptops ............................... 36%  
- Home Heating/Air Conditioning ................................... 19%  
- Home Improvements/Supplies ..................................... 36%  
- Jewelry ................................................................. 35%  
- Lawn Care Service (Maintenance & Landscaping) ............ 36%  
- Lawn & Garden ....................................................... 39%  
- Legal Gambling Entertainment ..................................... 31%  
- Major Home Appliance ............................................ 25%  
- Men's Apparel ......................................................... 61%  
- New Automobile ..................................................... 19%  
- Pharmacist/Prescription Service ................................. 54%  
- Real Estate .............................................................. 12%  
- Tax Advisor/Services .............................................. 50%  
- Television/Electronics .............................................. 32%  
- Used Automobile .................................................... 18%  
- Vacations/Travel ..................................................... 61%  
- Veterinarian ............................................................ 28%  
- Wedding Supplies ................................................... 6%  
- Women's Apparel ..................................................... 75%
Circulation

29,622
Reaching affluent and loyal subscribers

15,810+
Upscale Pima County paid & requested subscriber homes. Plus, Tucson Lifestyle Magazine targets new home purchases valued at $300K+ every month by sending a free three-year subscription offer.

7,258
Distribution through city & retail outlets, advertisers, homes, local businesses, dental & medical offices.

1,003
Newsstand sales at Tucson International Airport, Barnes & Noble, and Supermarkets including:
- Whole Foods
- Natural Grocers
- Safeway
- AJ’s Fine Foods
- Sprouts
- Fry’s Food And Drug

5,551
Hotels:
- Aloft Tucson University
- Arizona Inn
- Canyon Ranch
- Casino Del Sol Resort Spa & Conference Center
- Doubletree Guest Suites
- Embassy Suites Paloma Village
- Esplendor
- Hacienda Del Sol Guest Ranch Resort & Spa
- Hilton Tucson El Conquistador Golf & Tennis Resort
- Homewood Suites by Hilton Tucson
- Lodge On The Desert, Loews Ventana Canyon
- Miraval Resort & Spa, Mission Hills Casitas
- Omni Tucson National Resort
- Radisson Suites Hotel
- Sheraton Guest Suites
- Tanque Verde Ranch
- The Lodge at Ventana Canyon
- The Westin La Paloma Resort & Spa
- Tucson Hilton East
- Tucson Resort Accommodations
- Varsity Clubs of Arizona, Viscount Suites
- Vistoso Resort & Spa

Special Sections

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Guide</td>
<td>Inside 29,622 copies of Tucson Lifestyle plus 2,000 bonus copies of the Newcomer’s Edition Bonus distribution of 5,000 copies</td>
</tr>
<tr>
<td>Performing Arts Preview</td>
<td>Inside 29,000 copies of Tucson Lifestyle (no overruns)</td>
</tr>
<tr>
<td>Charity Register</td>
<td>Inside 29,000 copies of Tucson Lifestyle (no overruns)</td>
</tr>
</tbody>
</table>

*2017 CVC Circulation & Readership Study Data*
TucsonLifestyle.com - Digital Footprint*

**Social Media**
- Instagram: 1,500 followers
- Twitter: 11K followers
- Facebook: 4,200 likes

**Digital Edition**
- Total Page Views: 90,000
- Unique Page Views: 42,007
- Total Issue Views: 8,924
- Unique Issue Visits: 4,000
- Time On Site: 1:23

3,673 average of unique visitors per month who read the magazine online via the FREE Digital Edition at TucsonLifestyle.com.

**Time On Site**
- Average: 1:30

**Gender**
- Female Readers: 69%
- Male Readers: 31%

**Age**
- Age 25-34: 17%
- Age 35-44: 15%
- Age 45-54: 17%
- Age 55-64: 16%
- Age 65+: 20%

**Homepage Visitors**
- 30,037

**Visitors**
- 7,571

**Unique Visitors**
- 6,242

**Page Views Per Visit**
- 3.97

*Over 30 days (April)*

Sources *2017 CVC circulation and readership study data*
2018 Planning Calendar

JANUARY
Special Advertising Section: New Year, New You!
Close: Nov Art: Nov To Subscribers: Dec

FEBRUARY
Editorial: Gem and Mineral Show, In Health - Sports Medicine, Restaurants from Sun Link route
Close: Dec Art: Dec To Subscribers: Jan

MARCH
Editorial: Project Makeover, In Health - Nutrition, Cheap Eats, Golf Tournament
Close: Jan Art: Jan To Subscribers: Feb

APRIL
Editorial: MIX fm Anniversary, In Health - That Healthy Glow - Skin care and how to prevent or repair skin damage, Top 10 Best Eats in Tucson
Special Advertising Section: FACES OF TUCSON
Close: Feb Art: Feb To Subscribers: March

MAY
Editorial: Cover Dog, Pet Stories, In Health - Osteoporosis, Mother’s Day Brunch - Restaurants and Resorts
Special Advertising Section: BEST LAWYERS
Close: March Art: March To Subscribers: April

JUNE
Editorial: Travel Fashions, Travel - Trips from Williams to Grand Canyon, Greer, Scottsdale and San Diego, Summer Pleasures - Phoenix, Dining Contest
Special Advertising Section: TOP DOCS
Close: April Art: April To Subscribers: May

JULY
Editorial: Brewing and Distilleries, Food and Drink, Summer Pleasures - Phoenix - Scottsdale, In Health - Hearing
Close: May Art: May To Subscribers: June

AUGUST
Editorial: Newcomers Guide, Hiking and Biking, New Restaurants
Special Advertising Section: Medical Guide
Close: June Art: June To Subscribers: July

SEPTEMBER
Editorial: Performing Arts, In Health - A day in the life of an E.M.T., Dining near UA
Close: July Art: July To Subscribers: Aug

OCTOBER
Editorial: Modernism Week, AZ Insect Festival, In Health - Selfie Ready - Body Contouring, Tailgating Food
Special Advertising Section: Cosmetic Procedures - Surgeons
Close: Aug Art: Aug To Subscribers: Sept

NOVEMBER
Editorial: Charity Register, In Health - Eyewear and Exams, Let them eat bread
Special Advertising Section: Financial Profiles
Close: Sept Art: Sept To Subscribers: Oct

DECEMBER
Editorial: NOVA Home Loans Arizona Bowl, Food for the Holidays
Special Advertising Section: TOP DENTISTS

*Dates subject to change
# Tucson Lifestyle Advertising Rates

## Standard Rates

<table>
<thead>
<tr>
<th>Sizes</th>
<th>1 X</th>
<th>4 X</th>
<th>8 X</th>
<th>12 X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3687</td>
<td>$3039</td>
<td>$2821</td>
<td>$2441</td>
</tr>
<tr>
<td>2/3 Vert.</td>
<td>$2967</td>
<td>$2456</td>
<td>$2293</td>
<td>$1965</td>
</tr>
<tr>
<td>1/2 Horiz./Vert.</td>
<td>$2461</td>
<td>$2043</td>
<td>$1912</td>
<td>$1629</td>
</tr>
<tr>
<td>1/4 Vert.</td>
<td>$1611</td>
<td>$1343</td>
<td>$1263</td>
<td>$1068</td>
</tr>
</tbody>
</table>

## Premium Positions

<table>
<thead>
<tr>
<th>Sizes</th>
<th>1 X</th>
<th>4 X</th>
<th>8 X</th>
<th>12 X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Cover*</td>
<td>$4239</td>
<td>$3498</td>
<td>$3247</td>
<td>$2808</td>
</tr>
<tr>
<td>Two-page Spread*</td>
<td>$6637</td>
<td>$5470</td>
<td>$5078</td>
<td>$4394</td>
</tr>
</tbody>
</table>

## Special Section Rates

<table>
<thead>
<tr>
<th>Sizes</th>
<th>1 X</th>
<th>4 X</th>
<th>8 X</th>
<th>12 X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$5484</td>
<td>$4489</td>
<td>$4166</td>
<td>$3605</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>$5046</td>
<td>$4129</td>
<td>$3836</td>
<td>$3298</td>
</tr>
<tr>
<td>Two-page Spread</td>
<td>$7835</td>
<td>$6463</td>
<td>$5999</td>
<td>$5188</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4353</td>
<td>$3591</td>
<td>$3333</td>
<td>$2882</td>
</tr>
<tr>
<td>2/3 Vert.</td>
<td>$3505</td>
<td>$2899</td>
<td>$2708</td>
<td>$2321</td>
</tr>
<tr>
<td>1/2 Horiz./Vert.</td>
<td>$2905</td>
<td>$2413</td>
<td>$2257</td>
<td>$1923</td>
</tr>
<tr>
<td>1/4 Vert.</td>
<td>$1904</td>
<td>$1585</td>
<td>$1490</td>
<td>$1260</td>
</tr>
</tbody>
</table>

*Rates are commissionable*
Ad Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width x Height (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>dimensions same as bleed</td>
</tr>
<tr>
<td>Full Page Bleed</td>
<td>8.63&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4.833&quot; x 9.875&quot;</td>
</tr>
<tr>
<td>2/3 Vertical Bleed</td>
<td>5.458&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.375&quot; x 4.813&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal Bleed</td>
<td>8.63&quot; x 5.438&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.833&quot; x 6.5&quot;</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>3.563&quot; x 4.813&quot;</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>2.292&quot; x 4.813&quot;</td>
</tr>
</tbody>
</table>

**Important Information**

Publication Trim Size: 8.375" x 10.875"
Live Area: .5" from trim on all sides
Bleed: .125" beyond trim on all sides
Image Resolution: 266 dpi
Line Screen: 133 dpi
Color Space: CMYK only; no spot color or RGB
4-Color Black: If using, we recommend 30C, 30M, 30Y, 100K

**Printing Process:** Heatset Web Offset

- All full page ads must be set up with bleeds even if they do not bleed. Document size must be 8.63 X 11.125”.
- Do not include crop or registration marks.
- Ads that bleed, keep essential matter (ex: text, logos, graphics) 1/2” from all sides of bleed edge.
- Publisher reserves the right to trim 1/16” from either side of bleed ads to compensate for trim variations.

**PDF File Requirements**

A specific job option is required when converting the file to a PDF. Please visit TucsonLifestyle.com to download the job option settings.

PDF files must:
- Be exact ad size reserved
- Be CMYK
- Have fonts embedded.
- Minimum dpi of 300

If you plan to have Tucson Lifestyle convert your ad to PDF, there will be a $20 charge.

**E-Mail Requirements**

Files more than 7mb should be submitted via an ad transfer site such as Dropbox, WeTransfer or Hightail.

7mb or less can be emailed to: ads@tucsonlifestyle.com

**Color**

If color is a concern, please supply a SWOP standard color proof representing the color expected on final printed job. Publisher does not assume responsibility for color ads unaccompanied by an acceptable commercial quality color proof.

Due to the nature of heatset web offset publications, exact color matching on 4-color ads is not always possible. Tucson Lifestyle does not guarantee consistent color matching throughout the print run.

**Common Ad Problems To Avoid:**

Please check your ad for these errors before sending.
- Incorrect dimensions
- Text outside the safety area
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Make sure no crop or registration marks are included
Production Fees

AD Design Fees*

<table>
<thead>
<tr>
<th>Size</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$315</td>
</tr>
<tr>
<td>2/3 Vert.</td>
<td>$250</td>
</tr>
<tr>
<td>1/2 Horiz./Vert.</td>
<td>$220</td>
</tr>
<tr>
<td>1/4 Vert.</td>
<td>$125</td>
</tr>
<tr>
<td>1/6 Vert.</td>
<td>$85</td>
</tr>
</tbody>
</table>

*Does not include copy writing, photography, stock art, image scans, image manipulation, logo manipulation.

Supplying ad materials

When supplying materials for our art department to build your ad please follow these specifications.
- Photos* for fractional ads must be cmyk and at least 5” x 7” at 300 dpi.
- Photos* for full page ads must be cmyk and at least 8” x 10” at 300 dpi.
- Logos*: Adobe Illustrator eps file preferred as they allow the most flexibility sizing either up or down. Files must be CMYK. Tif files are accepted as well but cannot be sized up.
- Ad copy can be emailed either as a Word document or typed directly in the email.
- Any photos or logos supplied that are RGB or have a spot color will be converted to CMYK. Tucson Lifestyle is not responsible for color swings caused by this conversion.

Miscellaneous fees:

Stock Art Image
- Prices starting at $65

Original Logo Design
- $375 (minimum)

Computer Time/Manipulation
- $85/hour (1 hour minimum)

Miscellaneous Line Items
- Type changes (additional)
  - $20 min. (1 line)
  - $40 (>2 lines)

Digital Photography
- $85 per photo used in ad

Photo Replacement
- $20 min. (1 Photo)
- $40 (2 or more)

PDF Files
- $20 fee for converting files into PDF’s*
- *PDF’s are required for prepress

Ad Resizing
- $35 (From one ad size to