



Media Kit 2021

TucsonLifestyle



A GREAT CITY DESERVES A GREAT CITY MAGAZINE

At *Tucson Lifestyle*, the health and well-being of our advertisers, associates, and community is our top priority. We understand the anxiety and uncertainty you may be experiencing. As we all continue to emerge from the darkest days of the pandemic interruptions, we want you to know that *Tucson Lifestyle* is here for you. We believe that the service we provide as **your city magazine** is an essential one, and we are committed to continuing to serve our community. We will survive and thrive together.

A handwritten signature in black ink, appearing to read 'J. Hudak'.

John Hudak
Publisher

Tucson Lifestyle core values are to be...

AUTHENTIC

HIGH QUALITY

VALUE DRIVEN

COMPASSIONATE

TRUSTWORTHY

PHILANTHROPIC



Tucson Lifestyle defines why we love where we live.

The mission of *Tucson Lifestyle* is to: "celebrate the people, cultural and nonprofit organizations, events, homes, gardens, landscapes, activities, food, and businesses that make living in Tucson unique and fulfilling. With lush photography, compelling stories, informative listings and departments, plus targeted special-interest sections, we present a monthly dive into all things great about living in Tucson."

With more than 35 years of publishing experience, no other publication in the region makes the aspirational Tucson and Southern Arizona accessible and real for all our readers to enjoy and share why we love where we live.

Brand Footprint

Tucson Lifestyle connects you to the community you desire!

Customize your annual media plan with multiple touch points. *Tucson Lifestyle* connects your business with more than 163,000 loyal, engaged and influential readers across multimedia platforms each month.



Print

135,000

Average Monthly Readership

30,000

Total Circulation

3.5

Average Readers Per Issue

Newsletters/ E-blasts

14,165

Average Subscribers

22.5%

Average Open Rate

Social

20,000+

Twitter, Instagram, Facebook

Website

127,055

Total Pageviews

58,209

Total Unique Visitors

Digital Issue

764,131

Total Pageviews

90,744

Total Unique Visitors

Sources: Google Analytics, BlueToad.com Analytics, MailChimp, Hootsuite and Tucson Lifestyle.

Our Readers

60%

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

65%

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

Age *Median Age is 56*

25-35	9%
35-44	16%
45-54	27%
55-64	27%
65-74	19%

Education

Graduate College	38%
Master's Degree	18%

Household Income

\$200,000+	19%
\$150,000-\$199,999	15%
\$100,000-\$149,999	29%

Gender

Female	64%
Male	36%



Audit Period: July 1, 2019 - June 30, 2020

What our readers plan to purchase in the next 12 months:

HOME & GARDEN

Home Furnishing	58%
Lawn & Garden Supplies	57%
Home Improvements	44%
Cleaning Services	41%
Landscaping Services	32%
Major Home Appliance	31%
HVAC Services	26%
Carpet/Flooring	24%
Real Estate	11%

PERSONAL SERVICE

Medical Services/Physicians	55%
Pharmacy Services	50%
Health Club/Exercise Class	46%
Tax Advisor/Services	37%
Veterinarian	35%
Financial Planner	31%
Education/Classes	16%
Chiropractor	15%
Weight Loss	10%
Attorney	10%
Childcare	9%

RETAIL

Women's Apparel	81%
Men's Apparel	59%
Florists/Gift Shops	38%
Television/Electronics	36%
Pet Supplies	34%
Jewelry	32%
Art & Craft Supplies	31%
Computers/Tablets/Laptop	27%
Cell Phone/Smart Phone	25%
Children's Apparel	22%
Antiques/Auctions	11%

AUTOMOTIVE

Automobile Services	41%
New/Used Automobile	28%

TRAVEL/ENTERTAINMENT

Dining	74%
Vacation	67%
Casinos	24%

A vertical photograph showing the Tucson skyline with several tall buildings and a large mountain range in the background under a clear blue sky.

Circulation

30,000

Total Circulation

12% circulation increase in 2020

23,417

Homes: Upscale Pima County paid and requested subscriber homes.

50% in-home distribution increase in 2020

5,382

Local Distribution: Retail outlets, local businesses, dental and medical offices.

1,200

Newsstands: Barnes & Noble, AJ's Fine Foods, Fry's, Safeway, Sprouts, and Whole Foods. Also, available at the Tucson International Airport.

Print is *ALIVE*.

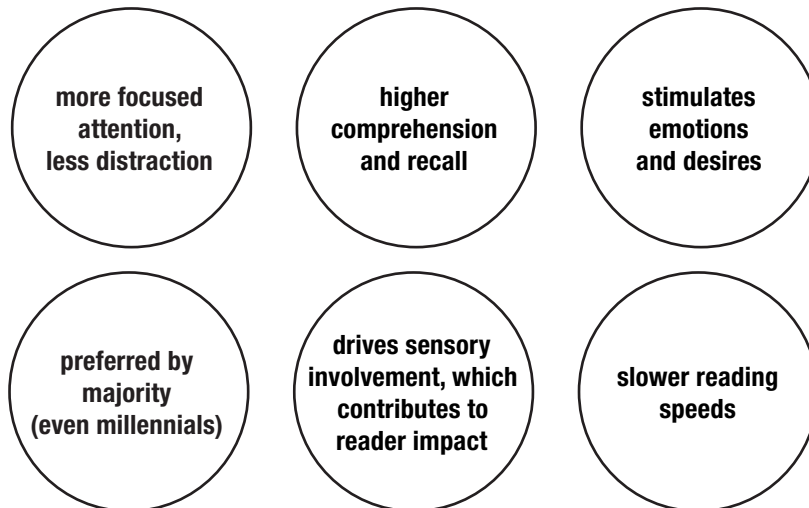
City magazines are relevant, and growing!

Americans of all ages read magazines— especially young adults.* While daily newspapers, and national magazines are declining, city magazines are growing across the nation.

* Source: U.S. adults 18+MRI-Simons, Fall 2018

Why print works!

What neuroscience says about why print magazine ads work:
Paper readers remember more.



Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA—The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research, October 2015

Magazine Media **outperforms** digital and electronic media in

- ways to learn new products
- try new things
- buy things
- something to talk about
- make decisions

Source: MRI-Simmons Multi-Media Engagement Study, Spring 2018

Magazine media readers are more receptive to ads than visitors of websites or TV viewers

Magazine media: more inspiring, fulfilling and trustworthy than websites or TV

Magazine readers believe in brands — and in paying more for the ones they value

Ads in magazine media are **more engaging and valued** than ads in other media

Source: MRI-Simmons Multi-Media Engagement Study, Spring 2018

NEW Print Advertising Rates



BUSINESS RECOVERY PROGRAM RATES

Premium Placement	1x	4x	8x	12x
Back Cover	\$6,306	\$5,162	\$4,790	\$4,145
Inside Front, Inside Back Cover, or Page 3	\$4,239	\$3,498	\$3,427	\$2,808

Standard Rates*	1x	NEW BRP 1x	4x	NEW BRP 4x	8x	NEW BRP 8x	12x	NEW BRP 12x
2-Page Spread	\$6,637	\$5,587	\$5,470	\$4,923	\$5,078	\$4,394	\$4,394	\$3,494
Full Page	\$3,687	\$3,245	\$3,039	\$2,821	\$2,821	\$2,441	\$2,441	\$1,997
2/3 Vertical	\$2,967	\$2,696	\$2,456	\$2,293	\$2,293	\$1,968	\$1,965	\$1,629
1/2 Horizontal	\$2,461	\$2,291	\$2,043	\$1,986	\$1,912	\$1,629	\$1,629	\$1,293
1/3 Vertical <i>NEW</i>		\$1,842		\$1,532		\$1,211		\$992
1/4 Vertical	\$1,611	\$1,394	\$1,343	\$1,078	\$1,263	\$884	\$1,068	\$691

* Guaranteed placement adds additional 5%.

Formatted Profile	NEW BRP Rate
2-Page Spread	\$4,950
Full Page	\$3,330
1/2 Horizontal	\$1,960

Designer Profiles

1/4 Vertical \$595

Shopping Guide

Full Page - 5 Products	\$2,050
Single Product	\$535

Dine Out Guide

1/4 Vertical	\$595
1/8 Horizontal	\$395

Realtor Guide

1/6 Vertical \$390

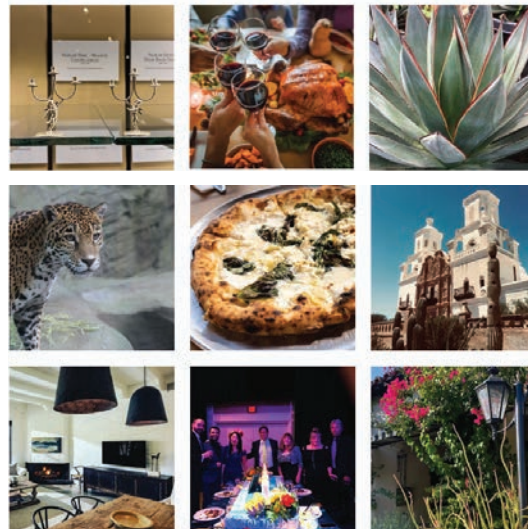
All rates listed are commissionable.

Digital Advertising Rates

Run of Site

Ad rotates within Tucsonlifestyle.com

Name	Dimensions	Rate
Reveal This is great way to make a splash with an event, sale or special promotion on the top of tucsonlifestyle.com.	1920 x 600 800 x 250	\$700
Parallax Embedded within articles with an animation effect to capture an interesting and non-intrusive way.	300 x 600	\$500
Sticky Anchor Designed to be anchored at the bottom of the screen while user scrolls through content.	728 x 90 320 x 50	\$500



E-Blasts

Must provide artwork (.jpeg), subject line and url.

Name	Dimensions	Rate
Dedicated E-Blast	600 x any	\$700 // \$500 (non-profit)
"In this Issue" E-Blast Underwriter		\$500



Programmatic \$10.00 cpm*

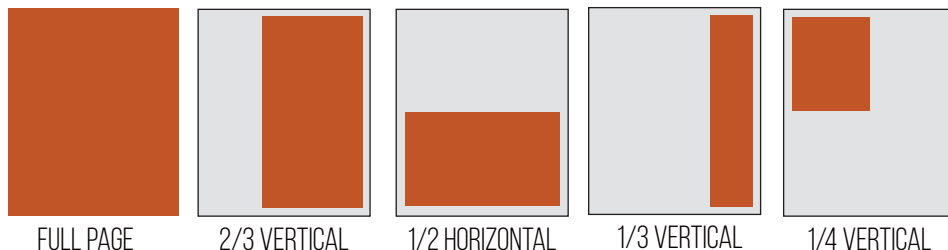
Extend the life of your print advertising across the web! Ads are served to websites, streaming platforms, and apps that are targeted to *Tucson Lifestyle* readers. Let us create a programmatic plan that works for your needs. Strategies include geofencing, keyword retargeting, site retargeting and more!

Social Media \$300 and up

Custom advertising packages



Ad Specifications



Ad Size	Dimensions	Important Information	
2-Page Spread*	2 Individual Pages 8.88" x 11.38"	Publication Trim Size 8.375" x 10.875"	Line Screen 133 dpi
Full Page*	8.88" x 11.38"	Live Area .5" from trim on all sides	Color Space CMYK only; <i>no spot color or RGB</i>
2/3 Vert.	4.833" x 9.875"	Bleed .25" beyond trim on all sides	4-Color Black If using, we recommend 60C, 40M, 30Y, 100K
1/2 Horiz.	7.375" x 4.813"	Image Resolution 300 dpi	Printing Process Heatset Web Offset
1/3 Vert.	2.291" x 9.875"		
1/4 Vert.	3.563" x 4.813"		

*Publisher reserves the right to trim 1/16" from either side of bleed ads to compensate for trim variations.

*All Full page ads must have the Bleed area. Build document file to the Trim size of; 8.375"W X 10.875"H. Then Export with .25" (1/4) in. bleed to all sides for the final size of; 8.88"W x 11.38"H.

*For bleed pages, keep essential matter (ex: text, logos, graphics) 1/2" from all sides of bleed edge. When files are PDF'ed, Acrobat automatically rounds up the dimensions.

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 + 100% of actual print size
- 7MB or less can be emailed to: ads@tucsonlifestyle.com

If you plan to have *Tucson Lifestyle* convert your ad to a PDF, there will be a \$30 charge.

File Names

Avoid spaces and non-letter characters, such as *&#!^%+><. Use hyphens or underscores when necessary. Clearly label your file by advertiser name and issue date.

Email Requirements

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

Color

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.

Production Fees

Supplying Ad Materials: When supplying materials for our art department to build your ad, please follow these specifications.

Please note: Design Fees do not include copywriting, photography, stock art, image scans, image manipulation or logo manipulation

Ad Design Fees

Full Page	\$350
2/3 Vert.	\$300
1/2 Horiz.	\$250
1/3 Vert.	\$200
1/4 Vert.	\$150

Important Information

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 will need to 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 any color swings caused by this conversion.

Miscellaneous Fees

Stock Art Image

Prices starting at \$75

Original Logo Design

\$400 (min.)

Photo Replacement

\$30 min. (1 photo) or
\$50 (2 or more)

Computer Time

\$100/hour (1 hour min.)

Miscellaneous Line Items

Type changes (additional):
\$20 min. (1 line) or \$40 (2 lines)

Digital Photography

\$85 per photo used in ad

4-Color Black

\$30 fee for converting
files into PDF's* **PDF's are required for pre-press*

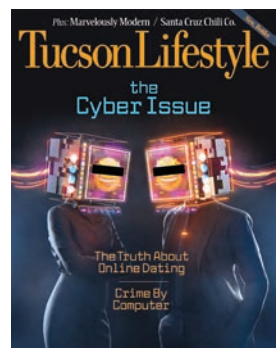
Ad Resizing

\$100 (from one ad size to another)

**Production rates listed are NOT commissionable to agencies.*

Advertising PLAN 2021

	SPECIAL ADVERTISING SECTIONS	SPACE CLOSE	MATERIALS DUE
January	Shopping Guide Dine Out Guide Designer Profiles Canada Arizona Business Council Special Section	11/30	12/1
February	Family Owned Business Profiles Valentine Gift Guide Dine Out Guide	12/28	1/4
March	Exceptional Women In Medicine Profiles Shopping Guide Dining Out Guide Designer Profiles	1/29	2/1
April	Faces of Tucson Shopping Guide Dine Out Guide	2/26	3/1
May	Pet Profiles Shopping Guide Dine Out Guide Designer Profiles	4/2	4/6
June	Top Doctor Profiles Shopping Guide Dining Out Guide	4/30	5/4
July	Best Lawyer Profiles Shopping Guide Dine Out Guide Designer Profiles	5/28	6/1
August	Medical Guide Shopping Guide Dining Out Guide	6/30	7/2
September	Minority Owned Business Profiles Shopping Guide Dine Out Guide Designer Profiles	7/30	8/2
October	Beauty Profiles Shopping Guide Celebrations Made in Tucson Awards Dine Out Guide	8/27	8/30
November	Financial Services Profiles Giving Guide Holiday Gift Guide Dine Out Guide Designer Profiles	9/24	9/29
December	Top Dentist Profiles Holiday Gift Guide Dine Out Guide	10/29	11/1



"I've always had such good feedback from clients, when they see the group ad in *Tucson Lifestyle*. I'm pleased with the publication and especially the new format.

Advertising as an investment.

I've been very thrilled for the last 10 years (or 15, I don't remember) and loyal to *Tucson Lifestyle*."

Camille Rivas -Rutherford
Coldwell Banker Realty

"I was recently honored by a panel of local experts for the "Made in Tucson and Southern Arizona Awards" published by *Tucson Lifestyle* in the category of Fine Art.

Within a short time, I sold my three sculpted bottles that were pictured in my ad, plus two other pieces of ceramic fine art to a subscriber who had recently moved to Houston, TX.

Thank you *Tucson Lifestyle*!"

Janet Burner
Sabino Stoneware Pottery

Made in Tucson Nominee
Shopping Guide Advertiser

New, Bolder Tucson Lifestyle

For advertising information, call 520.721.2929 x102