

2012 media kit

PHOENIX

M A G A Z I N E



Luxury audience? Your search ends here.

For more than 45 years, *PHOENIX* magazine's experienced writers, editors, and designers have captured all sides of the Valley with ground-breaking, award-winning and insightful reporting and design. Our features, narratives, and profiles keep our readers in touch with the Valley's latest trends, events, personalities and places. Our unsurpassed service journalism helps them get the most out of it.

PHOENIX magazine ranked among city magazines as a top circulation gainer in the United States this past decade. Additionally, our advertisers are plentiful, diverse, and loyal because our affluent, sophisticated readers are engaged and responsive.

CITIES  WEST
PUBLISHING, INC.

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JANUARY

EDITORIAL

Annual Dining Guide to Best Valley Restaurants

SPECIAL SECTION

Orthopedic Care

Ad Close: November 15, 2011
On Sale: December 22, 2011



FEBRUARY

EDITORIAL

52 Weekend Adventures

Ad Close: December 15, 2011
On Sale: January 19, 2012

MARCH

EDITORIAL

Get Outside Guide

SPECIAL SECTIONS

Allergy & Asthma/ENT

Ad Close: January 16, 2012
On Sale: February 16, 2012



APRIL

EDITORIAL

Top Doctors

SPECIAL SECTION

Physician Profiles

Ad Close: February 15, 2012
On Sale: March 22, 2012

MAY

EDITORIAL

Secrets of the City/
Best Places to Live

SPECIAL SECTIONS

Best Spas Guide
Destination: Hawaii
Skin Cancer Awareness

Ad Close: March 15, 2012
On Sale: April 19, 2012



JUNE

EDITORIAL

Summer Getaways

SPECIAL SECTIONS

Discover Tucson
Physical Medicine & Rehabilitation
Escape to San Diego

Ad Close: April 16, 2012
On Sale: May 17, 2012

2012 ARIZONA TRAVEL GUIDE

A celebration of the best Arizona has to offer. Subscribers + targeted newsstands + new iPad edition on iTunes newsstand with all advertisers included!

SPECIAL SECTIONS

Unique Places to Eat/Stay/Explore
Grape Escapes

Ad Close: May 1, 2012
On Sale: June 21, 2012

JULY

EDITORIAL

Cheap Eats

SPECIAL SECTIONS

Cosmetic Procedures Guide
Stroke Prevention
Destination: Prescott

Ad Close: May 15, 2012
On Sale: June 21, 2012

AUGUST

EDITORIAL

The Water Issue/Top Dentists

SPECIAL SECTIONS

Dentist Profiles
Higher Education
Fall Arts Preview

Ad Close: June 15, 2012
On Sale: July 19, 2012

SEPTEMBER

EDITORIAL

Best New Restaurants

SPECIAL SECTIONS

Destination: Hawaii
Fertility Options
Pain Management

Ad Close: July 16, 2012
On Sale: August 23, 2012

OCTOBER

EDITORIAL

The Beer and Wine Issue

SPECIAL SECTIONS

Sedona & Jerome Road Trip
Women's Health
Valley Veterinarians & Animal Care

Ad Close: August 15, 2012
On Sale: September 20, 2012

2013 CITY GUIDE

Our 2013 City Guide significantly expands its circulation footprint this year! The digest-sized special issue, featuring the best of Valley dining, drinks, shopping, arts/culture and adventure, is available in-room at many of the Valley's most exclusive resorts. Additionally, the issue will now be enjoyed by all our in-state subscribers; be available at targeted newsstands; and be available as an iPad digital edition with all advertisers included! It's a marketing must.

Ad Close: September 17, 2012
In-Room: December 2012 - March 2013
On Sale: November 24, 2012



new product!

NOVEMBER

EDITORIAL

Best of the Valley

SPECIAL SECTIONS

Cancer Prevention
Destination: Hawaii
Explore Fountain Hills
Premier Valley Lawyers

Ad Close: September 17, 2012
On Sale: October 20, 2012

DECEMBER

EDITORIAL

Wild West Issue:
Collector's Edition

SPECIAL SECTIONS

Gaming Guide
Experience Cave Creek/Carefree
Holiday Gift Guide
Senior Living

Ad Close: October 15, 2012
On Sale: November 24, 2012

2013 MEDICAL DIRECTORY

A comprehensive Valley wellness guide

SPECIAL SECTIONS

Ask the Expert
Enhanced Listings
Practice Profiles

Ad Close: November 1, 2012
On Sale: December 23, 2012