

# 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.

LUXURY DEMO · LONGEVITY · AUDITED/PAID

**AGE**

Average age 54  
Core age range 35-64

**GENDER**

Female 60%  
Male 40%

**MARITAL AND FAMILY STATUS**

Married 91%  
Single 9%  
Children in the home 32%

**AVERAGE SUBSCRIPTION LENGTH**

7.5 years

**EDUCATION**

College educated 70%

**OCCUPATION**

Managerial and executive positions  
paying six-figure-plus incomes

**ECONOMIC PROFILE**

Net worth \$1.2 million  
Average HHI \$179,737  
Own a second home 25%

**PURCHASING HABITS**

Purchased a product or  
service based on an ad in  
*PHOENIX* magazine 75%  
Propensity for spending 65%  
Presence of a Platinum  
credit card 60%



**75%**

of our readership has  
purchased a product  
or service based on  
an ad in *PHOENIX*  
magazine.

**PURCHASING PLANS**

Within the next year, planning or strongly  
considering the following:

Dental procedure 55%  
Consult a financial planner 51%  
Consult an interior designer,  
builder or remodeler 39%  
Remodel their current home 36%  
Purchase a piece of fine art 25%  
Influence a banking decision 25%  
Spend \$1,000 or more on jewelry 24%

Within the next two years:

Purchase or lease a vehicle 40%  
Will spend \$30,000+  
on their next vehicle 74%  
Will spend \$40,000+  
on their next vehicle 37%

**LIFESTYLE INTERESTS**

Fitness 86%  
Arts 81%  
Sports 80%  
Travel 80%  
International Travel 61%  
Domestic Travel 86%  
Northern Arizona 86%  
Southern Arizona 65%  
Southern California 60%  
Hawaii 26%  
Cruise 69%  
Golf interest 78%  
Kitchen aids and small appliances 75%  
Computer users 70%  
Interest in gardening 64%  
Cell phone owners 64%  
Hi-tech owner 60%  
Home entertainment 60%  
Internet subscriber 56%  
Clothing 54%  
Donates to environmental causes 54%  
Seeks outside help for  
home-related projects 51%  
Weight conscious 50%  
Boating 47%  
Skiing 35%  
Donor propensity 35%  
Outdoor activity 31%  
Personal care and beauty 30%  
Self improvements 29%  
Gourmet cooking 24%  
Child and parenting products 21%  
Pet enthusiasts 21%



**86%** travel  
to Northern Arizona

No other media speak to the Valley's sophisticated, affluent adults as directly and cost-effectively as *PHOENIX* magazine. However, *PHOENIX* magazine does far more than simply "reach" an attractive audience, we make you a part of our readers' lives in a way that few other publications can. **That's why 75% of *PHOENIX* magazine subscribers use the ads in the magazine to make decisions about businesses to visit, items to shop for and services to use.** Furthermore, each issue is saved and referenced year-round, which results in advertising longevity.

**PHOENIX MAGAZINE READERS ARE LOYAL AND ENGAGED. OUR SUBSCRIBERS:**

- 98% Rated *PHOENIX* magazine excellent/good
- 95% Spend more than 30 minutes with each issue
- 75% Use the ads in *PHOENIX* magazine to make decisions about businesses to visit, items to shop for and services to use
- 64% Clip and save articles, information or advertisements

**PHOENIX MAGAZINE SUBSCRIBERS ARE INTERESTED IN COVERAGE OF THE FOLLOWING TOPICS:**

Travel	97%
Domestic Travel	86%
Northern Arizona	86%
Southern Arizona	65%
Southern California	60%
San Diego	49%
Las Vegas	47%
Northern California	35%
Colorado	26%
Hawaii	26%
International Travel	61%
Cruise	69%
Mexico	26%
Europe	20%
Growth and development	96%
Local history	95%
Local business	95%
The arts, local news	92%
Environmental issues	92%
Medical issues	88%
Homes and design	86%
Health and fitness	85%
Local politics	85%
Housing and real estate	82%
Education	82%
Shopping	78%
Healthcare	76%
Local media and celebrities	74%
Local sports	68%
State politics	61%



*What do readers think we do best?*

- Stories about local businesses
- Stories about Valley growth
- Best of the Valley roundups
- Restaurant reviews and other food-related stories
- Stories about things to do and places to see in the Valley
- Local and state travel stories

Source: CWP 2011 online reader survey



## 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

## 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



new product!



**AUDIENCE:**  
Your Advertising ROI depends on it.

**PAID CIRCULATION**

PHOENIX magazine delivers the most sought-after magazine audience: active, engaged readers who month after month pay for a subscription or single copy at the newsstand. Smart marketers know that a publication that reaches vested consumers provides the best opportunity to maximize return on their advertising investment.

Total Average Monthly Paid and Verified Circulation: **77,244**

Average Paid and Verified Subscribers: **64,956**

Average Paid Single-Copy Sales: **12,288**

Estimated Monthly Total Readership: **200,834\*\***

**AUDITED PUBLICATION**

PHOENIX magazine voluntarily subjects its circulation figures to independent verification by the world's premier auditing organization - the Audit Bureau of Circulations (ABC). Ask your account executive for a copy of our ABC Publisher's Statement.



**NEWSSTANDS**

Newsstand shoppers are active, highly sought-after consumers. Buying on impulse, they devour the magazines that grab their attention at grocery, drug and bookstore check-outs. PHOENIX magazine and Phoenix Home & Garden offer you the only viable local options for capturing this important audience. We even invest in in-store audio promotions to prompt single copy sales.

**MASSIVE NEWSSTAND DISTRIBUTION + CHART-TOPPING SALES**

Cities West Publishing has strategically invested in circulation staff and promotions that allow us to maximize our newsstand footprint. On sale at nearly 1,000 retail locations, PHOENIX magazine successfully outsells most national magazines at local newsstands. Find PHOENIX magazine in check-out pockets at the following retailers:

- |                   |                   |                   |                    |
|-------------------|-------------------|-------------------|--------------------|
| Albertson's       | Costco            | Fry's Electronics | Sky Harbor Airport |
| A.J.'s Fine Foods | CVS               | La Grande Orange  | Sprouts            |
| Basha's           | Fresh & Easy      | Lowe's            | Sunflower Markets  |
| Barnes & Noble    | Fry's             | Safeway           | Target             |
| Borders           | Fry's Marketplace | Sam's Club        | Wal-Mart           |

**EXCLUSIVE RESORT DISTRIBUTION**

The Valley's luxurious resorts attract affluent tourists who seek out the best Arizona has to offer. PHOENIX magazine's exclusive in-room distribution allows you to reach these potential customers at the following high-end destinations:

- |                            |   |                                     |
|----------------------------|---|-------------------------------------|
| Arizona Biltmore Resort    | Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch | Sanctuary Camelback Mountain Resort |
| Camelback Inn              | InterContinental Montelucia                             | Tempe Mission Palms Hotel           |
| Fairmont Scottsdale Resort | Royal Palms Resort and Spa                              | The Hermosa Inn                     |
| Hotel Valley Ho            |   | The Phoenician Resort               |
|                            |   | Westin Phoenix Downtown             |

**MULTI-MEDIA ADVERTISING OPPORTUNITIES**

Our vested, brand-loyal readers seek out *PHOENIX* magazine content in multiple media formats. These dynamic channels allow *PHOENIX* magazine to offer loyal, print advertisers high-value, multi-platform opportunities for exposure. You have the potential to connect with our quality readers, subscribers, followers and fans via interactive promotions!

Reach *PHOENIX* magazine readers wherever they are!

**ONLINE** @ phoenixmag.com

Pageviews/month 71,629  
Visits 25,775  
Average time on site 2:46

**Online Ads:**

Average clicks per month 255  
Average hits per month 17,102

**Fun Facts:**

- Outside the U.S., Canada, United Kingdom and Mexico are our greatest International site visitors.
- iPhone and iPad were the favorite mobile devices accessing our site.

\*Data is based on one month period provided by Google analytics. Rotating banner availability with click through capability.

**E-NEWSLETTERS + E-BLASTS**

*PHOENIX* magazine reaches our 10,000+ opt-in electronic subscribers with three pre-scheduled blasts per month featuring the latest news, exclusive updates, discounts, event announcements and much more! Dedicated blasts available. Client event summaries and/or clickable banners may be accommodated.

**Fun Facts:**

- Our open rate is 25+%, while industry average is only 18%

**SOCIAL MEDIA** Facebook.com/Phoenixmagazine | Twitter: @Phoenixmagazine

Facebook 5,500 Fans Twitter 8,500 Followers FourSquare 5,500 Followers

*PHOENIX* magazine has already successfully executed interactive Facebook contests, pairing and co-branding appropriate businesses. Additionally, we swap Facebook content and Tweets with some of the strongest organizations and influential people in the Valley.

**Fun Facts:**

- Our Facebook core age range is 25-54. 30% of our Facebook followers are over 45 and 12% are 55+!
- Total views of our posts virally are an impressive 143,824 a month!
- In one 2011 four-week Facebook contest, our interactive followers posted over 500 personal, scenic Arizona photos... 10 of which were worthy enough to subsequently be featured in our publication! Plus, the sponsor received almost 1000 leads!

**DIGITAL PUBLICATIONS**

Digital editions allow our readers to access us anytime and any place. They are easy to read, search, share and save. Furthermore, ads are clickable to an advertiser's Web site, and in many cases slide shows and videos can be added to enhance exposure.

**Fun Facts:**

- According to our recent online subscriber survey, 63% own or plan to purchase a tablet such as Apple's iPad.
- One of CWP's digital publications averages 1000+ visitors per month, who stay at least 10 minutes and visit at least 25 pages.

**EVENTS & EVENT SPONSORSHIP**

Special events and event sponsorship are great ways to entice new customers into your business. *PHOENIX* magazine's experienced team of sales, marketing and editorial staff can help loyal, core advertisers brand through events via print, electronic and on-site promotion. The benefit of co-branding with *PHOENIX* magazine is the outstanding loyalty of our readers.

**Fun Facts:**

- Using our electronic assets, one 2011 lounge grand opening enjoyed 1200 RSVPs within 48 hours, maxing out the venue's capacity.
- This past year alone, *PHOENIX* magazine was selected as the exclusive magazine media partner to successfully lift exposure and attendance for events including Phoenix Cooks; Phoenix Fashion Week; MDA Taste of the Town; Colon Cancer Alliance Undy5000; The Great Arizona Beer Festival; ASID Design Excellence Awards; 20/30 Club events; Primebar grand opening; Narcisse grand opening and Halloween party.



MPA The Association of Magazine Media is the source for researched, valid information on advertising trends and magazine effectiveness. Its 2001/2012 Magazine Media Factbook can be explored at [magazinemediainfactbook.org](http://magazinemediainfactbook.org), however, below are key facts that underscore the power, reach and effectiveness of an advertising campaign within a dynamic, audited, 100% paid magazine like PHOENIX magazine.

**1. EVERYONE LOVES MAGAZINES**

Magazine audiences are growing in all age groups and are growing faster than television and newspapers. The number of magazine readers has grown over the past five years: 93% of adults overall are magazine readers; 96% of adults under age 35; 97% of adults under age 24. *Source: GfK MRI, Fall 2006-2010*

**2. MAGAZINES REACH AUDIENCES FAST... FASTER EVEN THAN TELEVISION**

The top 25 magazines deliver considerably more rating points than the top 25 primetime television shows. *Sources: Carat Insight; Nielsen, 9/09-5/10 (regularly scheduled, primetime programs); GfK MRI, Fall 2010; GfK MRI Twelveplus, 2010*

**3. MAGAZINE MEDIA ENGAGES READERS**

Magazines continue to score significantly higher than television and the internet in key engagement dimensions including ad receptivity, trustworthiness, life enhancing characteristics, social interactivity and inspirational attributes. Furthermore, when consumers read magazines they are much less likely to engage in other media or succumb to outside distractions. *Sources: Experian Simmons Multi-Media Engagement Study, Spring 2010; BIGresearch Simultaneous Media Usage Study, 2010*

**4. CONSUMERS VALUE AND TRUST MAGAZINE ADVERTISEMENTS; MAGAZINES SUPPLY CREDIBILITY**

Consumers show a more positive attitude toward magazine advertisement than toward advertisement framed within other media. They consider magazine advertising far more “helpful or interesting” than ads in any other electronic medium including television, e-mail and website banner ads. Furthermore, consumers—even young consumers—feel that magazine advertising is more useful, credible, and is less repetitive and “inconvenient.”

Magazines rank #1 out of 16 media for consumers having a positive and credible impression of advertising, and #2 only to video games for consumers enjoying the content at the time they saw the advertisement. *Sources: GfK MRI, Fall 2010; Time Inc. “Storytelling in a Multiplatform World,” 2008*

**5. MAGAZINES BUILD BUZZ, COMPLEMENT THE WEB, SPUR WEB TRAFFIC AND SEARCH**

Magazine readers are more likely than users of other media to influence friends and family on products across a variety of categories. Our readers are considered “Super Influential Consumers,” with “Super Influentials” defined as the people who have great experience in a given product area and whose advice on a specific category (such as automotive, personal finance, food, technology, vacation travel) is trusted by friends and family members. Magazines complement the web in reaching social networkers, whom marketers increasingly favor to generate word-of-mouth. Magazines lead other media in influencing consumers to start a search online, ranking at or near the top by gender as well as across all age groups. *Sources: GfK MRI, Fall 2010; BIGresearch Simultaneous Media Usage Study, December 2010*



Reading is an intimate, involving experience, which is one reason the average reader spends **42 MINUTES** reading each issue.



**6. CONSUMERS WELCOME AND ACT ON MAGAZINE ADVERTISING**

Advertising recall—a measure of ad effectiveness for magazines—has grown 11% over the last 5 years. Furthermore, 53% of those recalling ads took action as a result of seeing that specific ad. 58% of surveyed readers agree that ads are particularly enjoyable when related to content and 60% agree that ads allow for more detailed information. Furthermore, larger unit sizes, color and premium position increase ad response.

Sources: GfK MRI, Fall 2010; “THE CONVERSATION” conducted on behalf of Hearst by Russell Research, 2010; Affinity’s VISTA Norms, 1/09-12/10; GfK MRI Starch Advertising Research, 12/09-12/10

**7. MAGAZINES IMPROVE ADVERTISING ROI, RANK #1 IN DRIVING PURCHASE INTENT**

Magazines most consistently generate a favorable cost per impact throughout the purchase funnel (aided brand awareness, ad awareness, message association, brand favorability, purchase consideration/intent). Magazines are the most consistent performer in the purchase funnel with particular strength in the key stages of brand favorability and purchase intent. Magazines lead in cost efficiency for brand awareness; generate a superior cost per impact for brand familiarity; yield a far more efficient cost per impact than television or online for purchase intent.

Sources: Marketing Evolution 2008; Dynamic Logic, 2009 Primary Source: MPA--The Association of Magazine Media, 2011 Magazine Media Factbook

Why is *PHOENIX*  
magazine’s vast  
**PAID AND  
AUDITED**  
circulation so important?

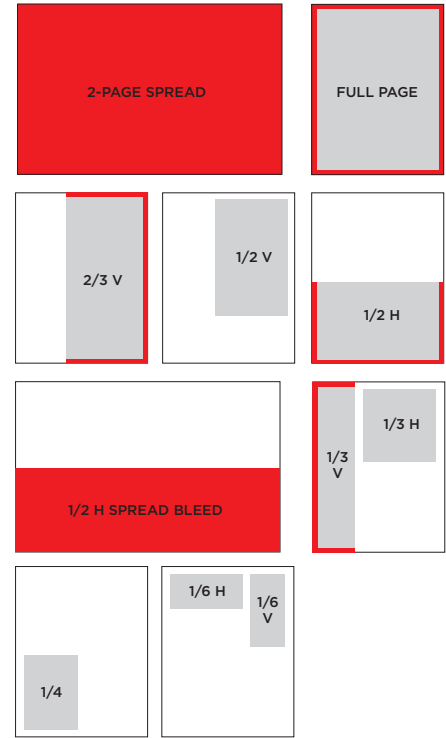
A group of magazines from the City and Regional Magazine Association commissioned a study to answer the question: “If a publisher distributes a free magazine—even a very expensive looking free magazine—to prospective readers who have neither asked for it nor expressed an interest in it, will it be read and valued?”

The results: “Free distribution magazines—no matter how expensive looking—**prove significantly less likely to be read and less valued than magazines that are paid for or requested.**”

“The net of it is, people don’t read free magazines, so how can they value them? That to me is the end of the story.” -Bob Shullman, Senior Vice President at Monroe Mendelsohn Research as quoted in *Ad Age MediaWorks*.

**AD SIZES AVAILABLE:**

	<b>TRIM (W X D)</b>	<b>LIVE AREA</b>	<b>BLEED</b>
<b>2 page spread*</b>	16.75 x 10.875	16 x 10.125	17 x 11.125
<b>Full page bleed</b>	8.375 x 10.875	7.625 x 10.125	8.625 x 11.125
<b>Full page non-bleed</b>	8.375 x 10.875	7.625 x 10.125	n/a
<b>2/3 page bleed</b>	5.062 x 10.875	4.312 x 10.125	5.312 x 11.125
<b>2/3 page non-bleed</b>	4.75 x 9.75	4.75 x 9.75	n/a
<b>1/2 page vertical</b>	4.75 x 7.25	4.75 x 7.25	n/a
<b>1/2 page horz. bleed</b>	8.375 x 5.375	7.625 x 4.625	8.625 x 5.625
<b>1/2 page horz. non-bleed</b>	7.25 x 4.75	7.25 x 4.75	n/a
<b>1/2 page horz. spread bleed</b>	16.75 x 5.375	16 x 4.625	17 x 5.625
<b>1/3 page vertical bleed</b>	2.625 x 10.875	1.875 x 10.125	2.875 x 11.125
<b>1/3 page vertical non-bleed</b>	2.25 x 9.75	2.25 x 9.75	n/a
<b>1/3 page horz.</b>	4.75 x 4.75	4.75 x 4.75	n/a
<b>1/4 page</b>	3.5 x 4.875	3.5 x 4.875	n/a
<b>1/6 page vertical non-bleed</b>	2.25 x 4.75	2.25 x 4.75	n/a
<b>1/6 page horz non-bleed</b>	4.75 x 2.25	4.75 x 2.25	n/a



\* Two-Page spreads must be provided in single page format (two page files)

**SUBMISSION OPTIONS:**

- 1. Recommended Method:** Electronic Upload: Log on to [CWP.SendMyAd.com](http://CWP.SendMyAd.com) and follow the easy instructions.
- 2. Acceptable:** CD/DVD: Submit ad materials on disk along with a directory and PROOF made from the exact files contained on the CD or DVD.
- 3. Not Acceptable:** Cities West Publishing CANNOT guarantee receipt or accuracy of ad materials sent via e-mail. Use of e-mail to submit ad materials is highly discouraged.

**DIGITAL FILES REQUIRED.** Log on to [CWP.SENDMYAD.COM](http://CWP.SENDMYAD.COM) to upload your ad to us. Ads submitted on disk must be in Macintosh format. All files must be preflighted prior to submission to assure that all components, including fonts, high-res images and graphics are collected and free of corrupt files. Full page ads must be placed in a document set up to publication trim size with 1/8" additional added beyond the trim for ads that bleed. Contact your sales representative for the CWP comprehensive digital specification brochure.

**PROOFS:** Ads submitted on disk must be accompanied by a directory and a SWOP-certified proof made from the exact files submitted on disk. The publisher cannot guarantee the reproduction quality of ads submitted without a SWOP-certified proof and/or not generated from the same files submitted.

**SET-UP:** Cities West Publishing magazines are produced on web-offset press on a 45# #4 coated groundwood stock for the body and a 100# #3 coated groundwood for the covers. Certain ancillary books use different stocks. SWOP standards apply. A maximum composite

density of 280% is recommended. Line screen is 175. Computer-generated files require a minimum of .007 to allow for traps. The publisher cannot guarantee the reproduction quality of type smaller than 10 points or type reversed out of more than two colors.

**SCANS:** Four color images should be CMYK scanned at 300 dpi for output at 2400. Black and White images should be scanned at 266 dpi. Shadow dots should not exceed 93% and dots < 3% will be lost on press. All images should be scanned no greater than 20% larger or smaller than final size and then imported at 100%.

**FONTS:** Ads must be supplied with all Postscript screen and printer fonts or open typeface fonts. TrueType fonts are not recommended.

**Complete CWP Digital Specification Booklet Available Upon Request.**

<b>Production Contacts:</b>	<b>SCHEDULES, SPECIAL INSERTS:</b> Director of Production ext: 143	<b>TECHNICAL QUESTIONS:</b> Pre-Press Technician ext: 106	<b>AD PROOFS, AD STATUS:</b> Ad Coordinator ext: 213
-----------------------------	---	--	---

# QUICK START USERS GUIDE

SendMyAd is an easy-to-use, yet feature-rich advertising material delivery system which allows users to upload, preflight, resize, retrieve, review and approve ads for Cities West Publishing titles.

## SET UP YOUR ACCOUNT

- Go to CWP.SendMyAd.com
- Hit the “click here” link under the “First Time User” header
- The registration screen will appear
- Fill in fields as prompted
- You will now be logged into the system

Once logged in, you’ll be directed to the SendMyAd landing page where you’ll be presented with three options:

**Send an ad, Revise an ad and Pick up an ad.**

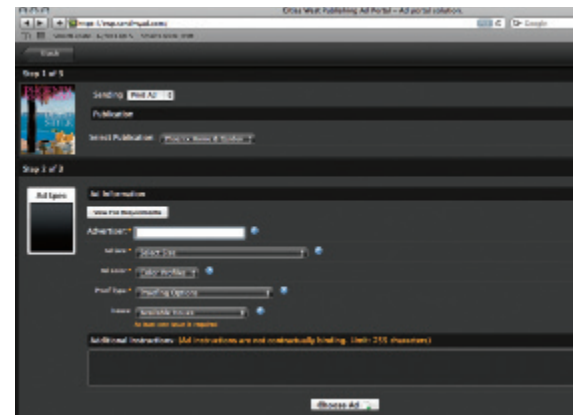
## SENDING AN AD

- Click on the “Send My Ad” button
- Ad Ad Information page will appear
- Accurately fill in all fields
- Verify and/or update your contact information
- Use the “additional instructions” box to let us know of any special needs
- Click on the “choose ad” button
- Click “Browse for file” button
- Select your PDF single-page file
- Click the “Upload” button
- Do not close or leave the page while the file is uploading

## PREFLIGHT REPORT

Once your file is uploaded, it will be automatically preflighted and a preview of it will appear on your screen. The preflight report may include one or more of these results:

- **“This Ad Has Serious Errors”** -This means your ad did not pass preflight. You will also see a list of errors. Placing your cursor over the text of the error will highlight the error in the preview. If you get this message, you must use the “Revise Ad” button to go back and fix the file.
- **“This Ad Has Warnings”** -Review the list of items found in the file that may result in undesirable printing results. You may revise the file or opt to approve the ad as is.
- **“This Ad Must Be Repositioned”** -This message means the ad trim size does not match Cities West Publishing specifications.  
(continued on next page)



**PREFLIGHT REPORT (CONTINUED)**

- Click the “Reposition” button to resize the ad.
- A new screen will appear showing your ad with colored borders.
- The red border is the live area, the green is the trim and the blue is the bleed.
- Use the “selection” arrow tool to drag your ad to position it properly.
- You can also use the “zoom” pull down menu and your keyboard arrow keys to nudge the ad into position.
- Click the “Toggle center lines” button in the lower right corner of the screen to turn on center lines if you want to use them.
- Once your ad is repositioned, click the “trim and Save” button in the upper left corner.
- Your ad will be preflighted again.
- The ad will then appear in the view screen.
- If it looks good to you, click “APPROVE AD”. This action will send your ad to the publication.
- You will receive a confirmation message: “Ad Received by Publisher”

**PICK UP AD**

Once you’ve approved an ad, you can send it to another title or issue date with the same trim size and specifications.

**There are two ways to pick up an ad.**

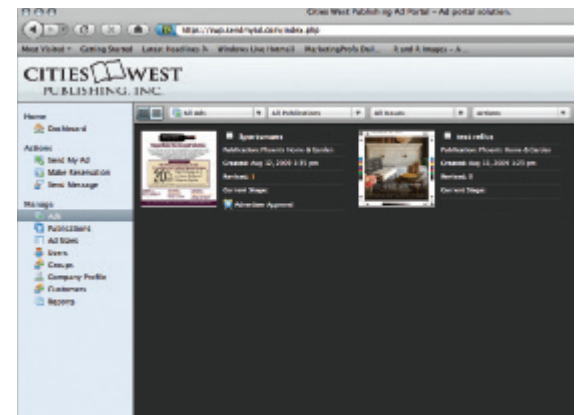
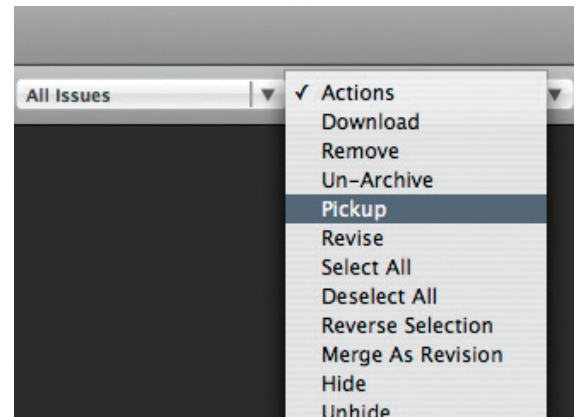
- From your dashboard, go to the “Manage” section and select the “ads” archive
  - Select the orange “Pick Up This Ad” button and follow the prompts
- OR**
- Immediately after uploading your ad, simply click on the “Pick up This Ad” button on the same screen and follow the prompts.

**MANAGE YOUR ADS**

As a registered user of SendMyAd, your uploaded ads are available for you to view and repurpose at any time.

**COLOR CRITICAL ADVERTISERS**

Cities West Publishing cannot provide color proofs for ads delivered via SendMyAd. Advertisers who prefer not to use online upload and/or have critical color requirements should write their ads to CD/DVD and provide a SWOP proof made from the exact files on the disk.



**SEND DISK AND PROOFS TO:**

Ad Coordinator  
Cities West Publishing  
15169 N. Scottsdale Rd.,  
Suite 310  
Scottsdale, AZ 85254

**SENDMYAD CONTACT:**

Pre Press Technician  
(480) 664-3960 ext. 106

SendMyAd is an online “ad portal” that allows you to upload, store, repurpose, retrieve and view your ad materials **at any time**. there is no need to call, e-mail or ask your sales rep for assistance – SendMyAd takes the hassle out of managing your ads.

It’s fast, free, simple-to-use and gives you instant access to your PHOENIX magazine and Phoenix Home & Garden ads.

**LOG ONTO SENDMYAD FROM ANY COMPUTER, ANYWHERE TO:**

- View your past ads for verification
- resize ads
- pick up and resend ads for future issues
- send ads to another publication

**IT’S EASY TO GET STARTED:**

**For current SendMyAd users:**

All ads you’ve uploaded are already stored on the site.

1. Go to CWP.SendMyAd.com
2. Log in
3. From the dashboard, go to “manage” section
4. Select “ads” archive to view your content

**For NEW users:**

1. Log on to CWP.SendMyAd.com
2. Under “first time user” header, hit “click here”
3. The registration screen will appear
4. Fill in the fields as prompted
5. Click the “I accept, create my account” button
6. You will then be logged into SendMyAd

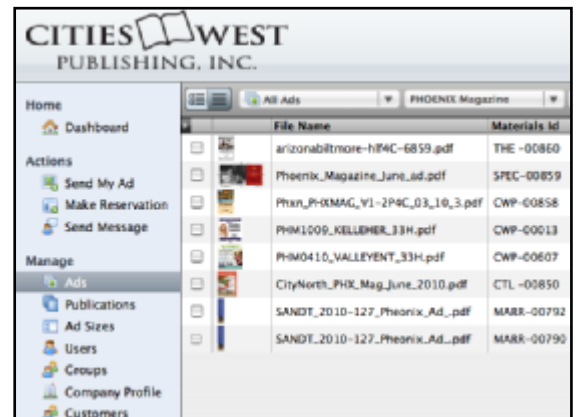
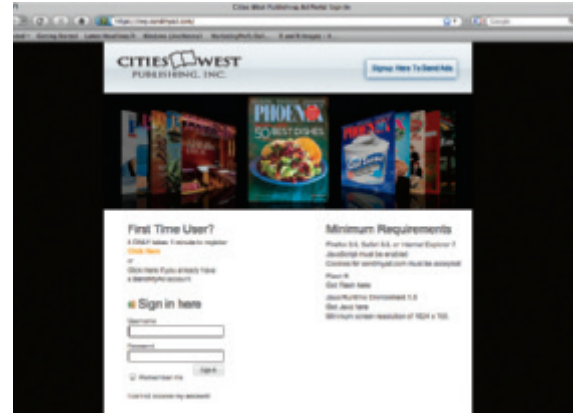
If you’ve advertised with Cities West in the past, chances are we can load your most recent ads to the site.

**CALL OR E-MAIL**

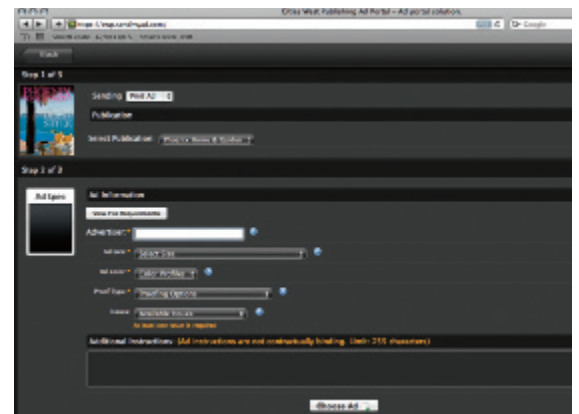
Mike Meyer, 480-664-3960,  
mmeyer@citieswestpub.com to get set up.

Start taking advantage of the many time-saving benefits of using SendMyAd. Create your account TODAY!

**HTTPS://CWP.SENDMYAD.COM**



(Current Users)



(New Users)