

# RESOURCE GUIDE 2009-10



*Resource Guide* offers descriptive business listings in a variety of categories for a homeowner's every need—from architects to antiques, pools to plants. Whether readers are looking to build a new home, landscape their yard, or update the interior of their home, the *Resource Guide* by *Tucson HOME Magazine* provides reliable, easy to find information on a wide array of local businesses that consumers will reference over and over again.

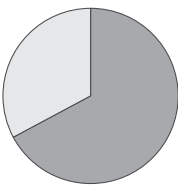
## Features

- Descriptive company listings, free to advertisers
- Reaches consumers who need your products and services
- Useful information that will be kept by the reader for future reference
- Strategic distribution network that values the product, eliminating wasted distribution
- Annual shelf-life, creating a cost-effective advertising investment
- High quality, 4-color design attracts the reader
- **FREE** online listing with link from *tucsonhomemagazine.com* to your website
- Opportunity to participate in monthly E-newsletter
- Locally owned—profits stay in the community

## Space Reservation Deadline

Space Reservation..... February 25, 2009  
Publication Date ..... May 2009

Premium positions must be renewed 30 days prior to ad close.



- 67% Within *Tucson Home Magazine*
- 33% Relocation Fulfillment, Visitor Centers, Key Tucson Locations & New Home Owners

## Distribution

**60,000 annually**

- 67% Insert into the summer issue of *Tucson HOME Magazine*

**20,000 annually**

- 33% Bind with the *Newcomers Guide* and distributed to:
  - Real estate, title, and relocation companies, Raytheon, home-builders and developers, the Greater Tucson Economic Council, the Metropolitan Tucson Convention and Visitors Bureau, area Chambers of Commerce, plus copies at key retail locations including AJ's Purveyor of Fine Foods
  - Buyers of homes valued above \$325,000 throughout the year

## TUCSON

345 E. Toole Ave.  
Tucson, AZ 85701  
Phone: 520-322-0895  
Fax: 520-322-9438

[www.maddenmedia.com](http://www.maddenmedia.com)  
[info@maddenmedia.com](mailto:info@maddenmedia.com)

## 4-Color Display Rates Circulation: 55,000 annually

Ad Size	
2 Page	\$6,555
Full	\$4,055
2/3	\$3,380
1/2	\$2,805
1/3	\$2,260
1/4	\$1,450
1/6	\$1,320
1/8	\$805
Enhanced Listing	\$120
Enhanced Listing w/ Photo* w/o Display Ad	\$660
Enhanced Listing w/ Photo* with Display Ad	\$250

For currently contracted advertisers in *Tucson HOME Magazine* or *Tucson Guide*, add 15% to earned frequency rate. 1/8 and 1/4 page ads are grouped and are not included within editorial sections. Rates apply to camera-ready art only. Rates quoted gross. \*Photo must be provided.

## Premium Positions

Opposite Table of Contents	\$4,195
Opposite Section Covers	\$4,105
Flip/Flop Cover (20,000 copies)	\$2,600

On first availability basis. Premium Positions must be renewed 30 days prior to published space reservation deadline. 4-color ads only.