

PLAY + SHOP + DINE

# Valley

G U I D E

*Valley Guide* targets the Valley's most sophisticated business and leisure travelers. Known for its award-winning editorial and design, this first class publication reaches visitors in their guest rooms at the city's finest hotels and resorts and provides them with seasonally updated information about the best places to play, shop, and dine in the Valley. Its feature stories make each issue a keeper. It has earned a reputation for excellence among consumers for its insight and usefulness because it lets visitors experience the Valley as the locals know it.

Published four times each year (spring, summer, fall, and winter), it yields the advertiser considerable savings over monthly and annual publications.

## Features

- In-room or concierge desks at hotels and resorts throughout the Valley
- Reaches the Valley's most sophisticated business and leisure travelers
- Intended to be kept by hotel guests
- High pass-along readership with shelf-life of over 3-months
- Quality, useful editorial including features on the top three visitor activities: Play, Shop, and Dine
- **FREE** Index of Advertisers listing
- **FREE** hyperlinks from *phxvalleyguide.com* to your website
- Promoted within our network of publications and websites
- Online at *phxvalleyguide.com*

## Space Reservation Deadlines

Spring (March 2008) .....	January 11, 2008
Summer (June 2008) .....	April 11, 2008
Fall (September 2008) .....	July 11, 2008
Winter (December 2008).....	October 10, 2008

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

## Readership Profile

- 45 years average age
- \$74,076 median income
- 4.5 days average length of stay
- Top activities include dining, shopping, attending sporting events, sightseeing, visiting museums/art galleries, visiting nightclubs, hiking, gambling, and golfing

Source: 2006 D.K. Shifflet and Associates, Ltd.



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Connecting People to Places

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## Distribution

70,000 quarterly

- 80% Hotels & Resorts
- 15% Subscribers, Visitors & Local Destinations
- 5% Events, Special Requests & Promotion



### 80% Circulation that Captures:

#### Hotels & Resorts Including:

- Arizona Biltmore
- JW Marriott Desert Ridge
- Sheraton Wildhorse Pass
- Wyndham Phoenix
- The Sanctuary
- Fairmont Scottsdale Princess
- Westin Kierland Resort
- The Buttes
- Camelback Inn
- Doubletree Paradise Valley Resort
- Embassy Suites, Paradise Valley
- Phoenician Resort
- Wigwam Resort
- Crowne Plaza San Marcos

### 15% Visitor & Local Destinations Including:

- Featured Destinations and other local businesses
- Greater Phoenix & Scottsdale Visitor & Information Centers
- Westcor Information Desks
- Chambers of Commerce
- Relocation Centers

### 5% Events, Special Requests, & Promotion

## Four-Color Display Rates 2008 Circulation: 280,000 annually (70,000 per quarter)

Ad Size	1X	2X	3X	4X
2 Page	\$7,260	\$6,630	\$6,300	\$5,980
Full	\$4,625	\$4,420	\$4,200	\$3,990
2/3	\$3,880	\$3,700	\$3,525	\$3,340
1/2	\$2,980	\$2,845	\$2,700	\$2,560
1/3	\$2,375	\$2,270	\$2,160	\$2,050
1/4	\$1,800	\$1,710	\$1,620	\$1,545
1/6	\$1,635	\$1,560	\$1,490	\$1,400

Rates quoted gross. Guaranteed requested position: add 15% to earned rate.

### Premium Positions Full-page, 4-color ads only

Inside Front Cover	\$4,960
Page One	\$4,820
Table of Contents	\$4,750
Inside Back Cover	\$4,750
Back Cover	\$4,960

Premium positions must be renewed 30 days prior to published Space Reservation Deadlines.

### Shop Around

With Display Ad	\$650net
Without Display Ad	\$1,250 net
Photography Services	\$175 additional