

Frontdoors Media

Your Key to the Community

The New Home of **The Red Book**

2021-22 OVERVIEW

Frontdoors
Magazine

Arizona Tax Credit
Giving Guide 2021-22

Frontdoorstv
AN INSPIRED MEDIA 360 PRODUCTION

The Red Book

azredbook.com

Join us!

Your weekly invitation to the best the Valley has to offer

SOCIETY of CHAIRS
The Premier Celebration of Giving in Our Community

The Knock
Frontdoors Media

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THE 21-22 SEASON | OVERVIEW AND DEADLINES

Frontdoors Media celebrates the people and groups that give generously and work to build the future of our community. It's the premier source of information — and inspiration — for those who strive to make the Valley of the Sun a better place to live.

And now, it's even more than that — it's the new home of *The Red Book*, a new luxury and lifestyle section of *Frontdoors Magazine* and a new website — with more reach and exposure for advertisers than ever before.

Frontdoors Media recently purchased *The Red Book*, *The Red Book Magazine* and *azredbook.com*. *The Red Book* will be presented by Frontdoors Media moving forward, while *The Red Book Magazine* and *azredbook.com* will be merged with *Frontdoors Magazine* and *frontdoorsmedia.com*, respectively. The result will be the best of all worlds — coverage of the Valley's philanthropy, society, style, luxury and much more, all under one umbrella.

Our Reach:

- + More than 50,000 digital subscribers + 20,000 print circulation
- + *FrontdoorsMedia.com* + *AZRedBook.com*: 20,000+ visitors per month
- + Print Magazine distributed via mail to subscribers and Red Book members as well as high-income homes, AJ's Fine Foods and high-traffic locations

Our Readers:

- + 50 percent 44 and under; 50 percent 45 and older
- + 60 percent female; 40 percent male
- + Top affinity groups include travel enthusiasts, high-end retail shoppers, business, banking and finance professionals, avid travelers, arts enthusiasts
- + Average household income of \$2 million+



Full-Page Ad 8.375" x 10.875" .125" Bleed	Horizontal Half-Page Ad 7.75" x 4.75" No Bleeds	Vertical Half- Page Ad 3.625" x 10.25" No Bleeds
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DISPLAY AD SPECS

FULL-PAGE WITH BLEED

Publication Trim: 8.375"w x 10.875"h

Bleed: 8.625"w x 11.125"h

HALF-PAGE NO BLEED

Horizontal Half-Page: 7.75"w x 4.75"h

Vertical Half-Page: 3.625"w x 10.25"h

ACCEPTED FILE FORMATS

High-resolution, 4-color (CMYK) digital files required. Minimum resolution of 300 DPI.

Images from the internet are not acceptable.

- Adobe Acrobat PDF
- Adobe InDesign (package + compressed files)
- Adobe Illustrator (font-outlined EPS or AI file type)
- Adobe Photoshop (flattened PSD, EPS or TIFF file type)

AD DESIGN

Rates are based upon receipt of completed artwork. If you need assistance designing your ad or converting it to an acceptable file format, we offer production services for \$125/hour.

PROOF

You will receive a proof for approval. Please proof your ad carefully, including spelling, phone numbers, addresses, punctuation, websites.

NONPROFIT RATES

Please contact andrea@frontdoorsmedia.com or ask your sales representative.

Frontdoors Media

Your Key to the Community

The New Home of **The RedBook**

FRONTDOORSMEDIA.COM | BANNER ADS

640 x 160 pixels

Monthly OR CPM (cost per thousand)
rates available

320 x 320 pixels

Monthly OR CPM (cost per thousand)
rates available

Specialty sizes and dropdowns also available

THE KNOCK NEWSLETTER | BANNER ADS

Sent to More Than 50,000 Digital Subscribers

640 x 160 pixels

Top Position (1 available)

Lower Position (3 available)

Featured Content: Banner article linking to FronddoorsMedia.com

"JOIN US!" | DEDICATED E-BLAST

Sent to More Than 50,000 Digital Subscribers

640 x 900 pixels banner:

640 x 160 pixels

Top Position (1 available)

Lower Position (3 available)

FRONTDOORS MAGAZINE | DEADLINES

Spotlighting the Best in the Valley's Community, Philanthropy & Lifestyle

MONTH	SPACE	MATERIALS	RELEASE DATE
August/September	7/22	7/29	8/3/2021
October	9/16	9/23	9/30/2021
November/December	10/14	10/21	10/28/2021
January	12/16	12/23	12/30/2021
February	1/13	1/20	1/27/2022
March/April	2/10	2/17	2/24/2022
May	4/14	4/21	4/28/2022

Additional Marketing Opportunities

2021-22 Tax Credit Giving Guide

+ Inserted in the November/December Issue

2022 Furry Friends Directory

+ Inserted in the March/April Issue

FrontdoorsTV with Carey Pena — \$3,000 per segment

+ An In-Depth, 5-Minute Interview Segment

Society of Chairs Event (Spring 2022) + Fall Launch Party

+ Variety of Sponsorship Opportunities Available

Andrea Tyler Evans | Publisher

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andrea@frontdoorsmedia.com



Additional Information

Guaranteed Positions: Available on a first-come, first-served basis; must be approved by Frontdoors. Add 10%.

Nonprofits Rates: Please request a nonprofit rate card from andrea@frontdoorsmedia.com.

Cancellation: Must be in writing prior to ad space deadline, or client will be billed for space. When change of copy or artwork is not received by closing date, copy ran in previous issue will be published.

Rate and Payment Policy: Insertion order or contract must be signed prior to advertising. All rates are net for space cost only, based on receipt of finished digital ad. Payment required at space reservation deadline unless credit previously established. For entities in business less than one year, payment is required when advertising is placed.

Terms & Conditions: Advertisers are solely responsible for the content of their advertisements. Frontdoors Media reserves the right to reject advertising copy for any reason.

The New Home of ^{The}RedBook

A TRUE VALLEY INSTITUTION

The Red Book launched almost 30 years ago with the ambitious goal of providing a directory to connect the Valley's leaders in business, philanthropy and society. In the years since its inception, the brand was expanded to include The Red Book Magazine and azredbook.com to complement the annual publication of The Red Book. The Red Book became a part of Frontdoors Media in 2021 as a natural extension of the philanthropic community in Phoenix.

Red Book Membership:

You must have a membership to purchase The Red Book, and memberships are by invitation only. This helps maintain the book's niche audience comprised of the Valley's business, social and philanthropic leaders.

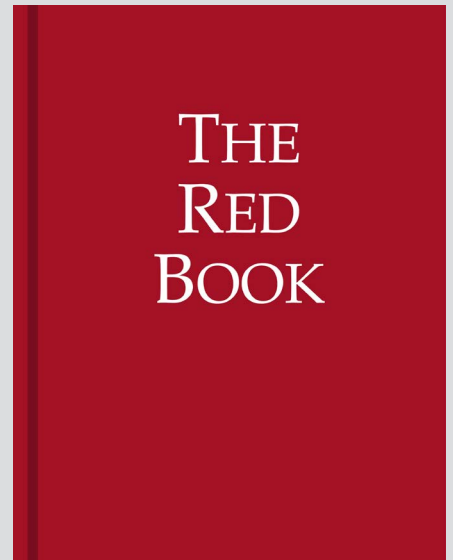
Advertising in The Red Book is your key to reaching sophisticated, savvy and highly motivated readers who have a true passion for society, culture and luxury.

Membership Benefits Include:

- + A copy of the print version of The Red Book as well as online access at azredbook.com.
- + Listing in The Red Book along with thousands of other business leaders, community leaders and philanthropists.
- + Special invitations to Frontdoors Media's fall kickoff event, the Society of Chairs Gala and other special events.
- + Special access and partnerships with advertisers of The Red Book and Frontdoors Media.

Red Book Members Are:

- + Philanthropic: The Red Book's audience supports many community causes and fundraisers.
- + High Net Worth: The Red Book's listings include some of the Valley's top business leaders.
- + Luxury Shoppers: The Red Book's members frequent some of the Valley's most well-known luxury brands.
- + Arts Minded: The Red Book's members regularly attend and donate to the arts.



Full-Page Ad
6" x 9"
.125" Bleed
Ad Size
With Bleeds
6.25" x 9.25"
Without Bleeds
5" x 8"

Two-Page Spread
12" x 9"
.125" bleed
Ad Size With Bleeds
12.25" x 9.25"

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