

# Frontdoors Media

Home of The Red Book

## 2024 MEDIA KIT

Frontdoors Magazine

Frontdoors tv AN INSPIRED MEDIA 360 PRODUCTION

THE RED BOOK

The Knock

Arizona Tax Credit Giving Guide

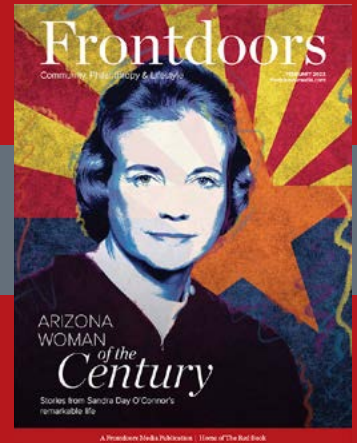
Furry Friends A FRONTDOORS MEDIA PUBLICATION

Lindsay Green | Senior Account Manager  
Cell: 480-682-7429 | lindsay@frontdoorsmedia.com  
3104 E. Camelback Road #967 | Phoenix, Arizona 85016  
480-622-4522 | frontdoorsmedia.com



# Frontdoors Media

## Home of *The Red Book*



## 2024 SEASON AND DEADLINES

Frontdoors Media celebrates the people and groups that give generously and 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.

We are home to *The Red Book*, *Frontdoors Magazine* and *FrontdoorsMedia.com* — with more reach and exposure for advertisers than ever before. It's the best of all worlds — coverage of the Valley's philanthropy, society, style, luxury and much more, all under one umbrella.

### Our Reach:

- + *Frontdoors Magazine* has a readership of 20,000+
- + More than 50,000 digital subscribers and followers
- + *FrontdoorsMedia.com* is viewed by 20,000+ visitors per month
- + Print magazine distributed via mail to subscribers and *Red Book* members as well as more than 100 high-traffic locations throughout the Valley

### Our Readers:

- + 50 percent 45 and older; 50 percent 44 and under
- + 60 percent female; 40 percent male
- + 55 percent of subscribers have a net worth of \$2 million or more
- + 58 percent own a home valued at more than \$1 million
- + 40 percent have lived in their home for 15+ years (established Phoenicians)
- + 18 percent have been in their home one year or less (new residents)
- + 93 percent own their homes
- + Consumer personas: Established Elite, Corporate Connected, Active & Involved
- + Top buying categories include: Travel, Pets, Charitable contributions, Art & antiques, Apparel, Sports & Gardening and Premium Luxury Cars

Updated March 2023

## FRONTDOORS MAGAZINE | FULL-COLOR ADS

Community, Philanthropy & Lifestyle

### AD SIZE

#### Premium Cover Positions:

Inside Front Cover Two-Page Spread  
Two-Page Spread, Front of Magazine  
Back Cover  
Inside Back Cover

#### Standard Positions:

Full Page  
1/2 Page  
Formatted 1/4 Page (samples available)

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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  
With 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 and website links.

### SPECIAL NONPROFIT MAGAZINE ADVERTISING RATES

Please contact your sales representative for additional details.

# Frontdoors Media

Home of **The Red Book**

## FRONTDOORSMEDIA.COM | BANNER ADS

900 x 225 pixels — Annual banner ads average 500,000 impressions per season

## THE KNOCK NEWSLETTER | EVERY THURSDAY

Sent to More Than 50,000 Digital Subscribers

Banner Ads: 640 x 160 pixels

Lead Community Story: Featured content with image

Nonprofit Pros: New hire announcement with image

## "JOIN US!" | EVENT PROMOTION OPPORTUNITY

Sent to More Than 50,000 Digital Subscribers

Lead Ad: 640 x 900 pixel art + 4 lines of content

(1 available per season per organization)

Banner Ads: 640 x 160 pixel

Featured Event from the Calendar

## FRONTDOORS MAGAZINE | SCHEDULE

ISSUE	MATERIALS	RELEASE DATE
The Fall Arts Issue	8/8	8/29/2024
2024-25 Arizona Tax Credit Giving Guide (Maricopa and Pima County Editions Available)	9/19	10/17/2024
The Holiday Issue	10/10	10/31/2024
The Winter Issue	12/5	1/2/2025
The Spring Philanthropy and Fashion Issue	2/6	2/27/2025
Furry Friends (Annual Special Edition)	3/13	3/27/2025
The Summer Issue	4/10	4/24/2025

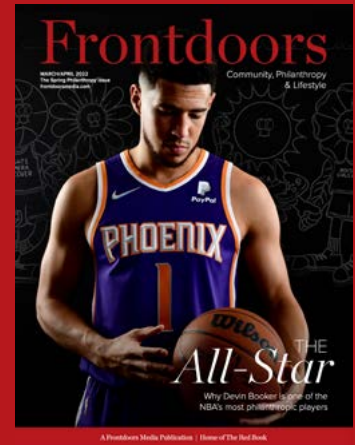
## Additional Marketing Opportunities

- + FrontdoorsTV with Carey Peña: Join us at the Center for Positive Media to film an in-depth interview segment
- + Philanthropic Honors on April 24, 2024 — Community Champion and Award Opportunities Available

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Cell: 480-682-7429

[lindsay@frontdoorsmedia.com](mailto:lindsay@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](mailto: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 run 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.



# Frontdoors Media

Home of **The Red Book**

## A VALLEY INSTITUTION FOR OVER 30 YEARS

The Red Book launched in 1993 with the ambitious goal of providing a directory to connect the Valley's leaders in philanthropy, business and society. In the years since its inception, the brand was expanded to include [azredbook.com](http://azredbook.com) to complement the annual publication of The Red Book. The Red Book became a part of Frontdoors Media in 2021.

### Red Book Members are:

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

### Red Book Membership:

Only members may purchase The Red Book, and membership is by invitation only. This helps maintain the book's niche audience comprised of the Valley's philanthropic, business and society leaders.

### Membership Benefits Include:

- + Listing in The Red Book along with thousands of other business leaders, community leaders and philanthropists.
- + A copy of the print version of The Red Book as well as online access at [azredbook.com](http://azredbook.com).
- + Special invitations to Red Book events and other special member-only opportunities.
- + Opportunity to become an advertising partner/sponsor in *The Red Book*.

## THE RED BOOK | ADVERTISING

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.

### LUXURY AD PACKAGES

Inside Front Cover Two-Page Spread  
Inside Back Cover Two-Page Spread  
Two-Page Spread, Front of Book

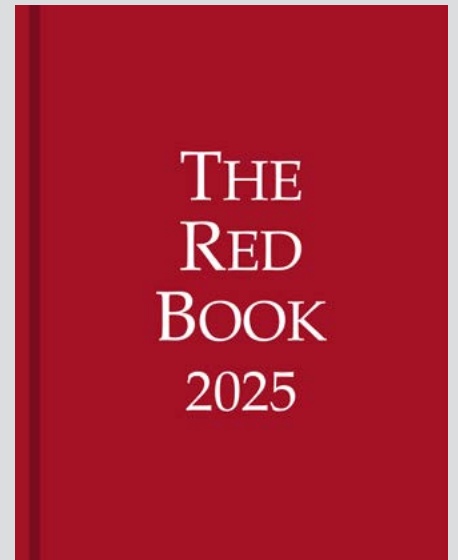
### CLASSIC AD PACKAGES

Full-Page, Right  
Full-Page, Left

ALL Red Book advertisers will receive a one-year run-of-site banner ad on our website (over 500,000 reader impressions per year).

Digital ads are published as received after September 5, 2024. Print copies of *The Red Book* are delivered in December.

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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"

## Additional Information

**Digital Ad Specs:** Website banner 900 x 225 pixels

**Guaranteed Positions:** Available on a first-come, first-served basis; must be approved by Frontdoors Media.

**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 run 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.

Space reservations due Sept. 5, 2024. Art is due on Sept. 19, 2024.