

Frontdoors Media

Home of The Red Book

2023-24 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

SOCIETY
of CHAIRS
The Premier Celebration of Giving in Our Community

Andrea Tyler Evans | Publisher & CEO

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Frontdoors Media

Home of *The Red Book*

2023-24 SEASON | OVERVIEW 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



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 and website links.

SPECIAL NONPROFIT MAGAZINE ADVERTISING RATES

Please contact your sales representative for additional details.

Andrea Tyler Evans | Publisher & CEO
Cell: 602-448-5959
andrea@frontdoorsmedia.com

Frontdoors Media

Home of The Red Book

FRONTDOORSMEDIA.COM | BANNER ADS

900 x 225 pixels — Banner ads averaged over 500,000 impressions last 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 (subject to approval)

Nonprofit Pros: 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 (2-3 available each week)

Featured Event from the Calendar (5 available each week)

FRONTDOORS MAGAZINE | SCHEDULE

MONTH	SPACE	MATERIALS	RELEASE DATE
September/October — The Arts & Fall Philanthropy Issue	8/10	8/15	8/24/2023
2023-24 Arizona Tax Credit Giving Guide	9/21	9/26	10/5/2023
November/December — The Holiday Issue	10/5	10/10	10/19/2023
January/February — The New Year's Issue	12/7	12/12	12/21/2023
March/April — The Philanthropy and Fashion Issue	2/1	2/6	2/15/2024
Furry Friends (Special Edition)	3/14	3/19	3/28/2024
May/June — The Summer Issue	4/4	4/9	4/18/2024
September/October 2024 — The Arts & Fall Philanthropy Issue	8/8	8/13	8/22/2024

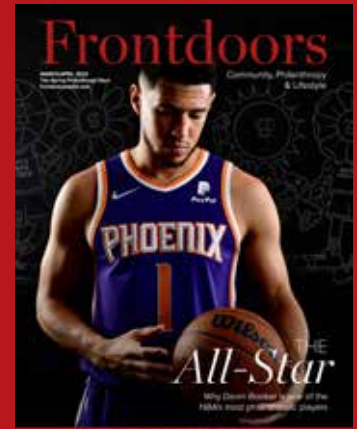
Additional Marketing Opportunities

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

Andrea Tyler Evans | Publisher & CEO

Cell: 602-448-5959

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 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 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: The Red Book's audience supports many community causes and fundraisers.
- + High Net Worth: The Red Book's members include many 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.

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 (paid members only).
- + Special invitations to Frontdoors Media's fall kickoff event, Society of Chairs event and other special member-only opportunities.

THE RED BOOK | ADVERTISING AVAILABILITY

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 (sold for 2024)

Inside Back Cover Two-Page Spread (sold for 2024)

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).

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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 900 x 225 pixels,
The Knock 640 x 160 pixels

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Space reservations due August 3, 2023. Art is due on August 11, 2023.