



# SCOTTSDALE *Lifestyles* MAGAZINE

## 2024/25 MEDIA KIT





**Welcome to Scottsdale Lifestyles Magazine and Sedona Lifestyles Magazine.**

It's my honor and privilege to INVITE you to join our distinguished collection of Advertisers who target some of the wealthiest buyers from around the world. Our readership includes locals, snowbirds, and travelers coming to Arizona. We cater to the Best places to Eat, Where to Shop and What to do....from Art Galleries in Scottsdale to Sedona to hiking or Jeeping in and around Sedona. Our Magazines are exclusively targeted for buyers and visitors to the Arizona Lifestyles. In today's fast moving buyers and visitors people do their research online before arriving at their destination. This is the PRE SALE capabilities of online Advertising. Our clients stories, articles and press releases are never pulled off the shelf as print publications do. This gives our clients prolonged shelf life and a better way to spend advertising dollars. All our client receive front page coverage in addition to an exclusive FULL PAGE SPREAD for their articles and press releases.

We incorporate the latest in online distribution by posting to various social media outlets and news outlets nationwide giving our clients capabilities to reach audiences in the thousands immediately after a release. We work with clients to help distribute their message across to all their own social media outlets making it as easy as clicking a button.

Our Magazines are ALIVE online which include everything from Photo Galleries, Videos, and interactive location maps. Delivering the HIGHEST quality online representation for our readership.

No need to wait 30-60 days to get published. We have your STORY delivered and LIVE within 24-48 hrs.

Additionally, we have a full spectrum of online marketing and SEO capabilities that have been developed by our in-House marketing specialist who researches your target market and delivers and includes 50-100 SEO keywords per article we publish.

I look forward to working with you, and welcome the opportunity to develop a strong and advantageous advertising and marketing service for you.

Warm Regards,

JP DZahr; Publisher/Founder

## DIGITAL ADVERTISING

Scottsdale and Sedona Lifestyles Magazine is a leader in digital advertising for the Travel and Tourism market with a reach to snowbirds to an exclusive audience of the most seasonal travelers in our demographic area of Arizona. Advertisers benefit from cost-effective marketing by reaching a highly concentrated audience of the buyers from around the world before arriving at their destinations. Scottsdale and Sedona Lifestyles magazines receives thousands of page views each day in addition to maintaining a top listings within the search engines of the top 25 Travel and Tourism Web sites in Arizona.

## DIGITAL ADVERTISING OPTIONS

- ✔ **WEB FEATURE** - Engage our online audience with your articles and press releases. Thousands of unique visitors browse through a staggering 12-14 pages per visit every day on Scottsdale and Sedona Lifestyles magazines. Our Home page web features gives you the opportunity to present your product or service directly to our reader base utilizing every rich media feature available to date, and each article is SEO optimized to achieve competitive rankings on all major search engines.
- ✔ **FOLLOWERS MARKETING** - Deliver your message to Scottsdale and Sedona Lifestyles Magazine's private Groups through LinkedIn and Facebook of qualified recipients of your latest content releases. Your offer will be delivered with a powerful call to action for increased visibility.
- ✔ **WEB BANNERS** - Associate your brand by utilizing Ad banner advertisements on Scottsdale and Sedona Lifestyles magazines. Whether your intent is brand association or direct response, we offer banner placements that vary by size and location to fit your specific needs and best of all your Ad Banners are seen on every page through our rotating ad delivery system. No matter where a visitor lands on our site your Ad Banners are displayed. This is revolutionary compared to any print magazine where your ad is shown on page 45 and then not seen if the reader skips page 45.
- ✔ **CATEGORY VIDEO** - Expand your campaign with a high-quality digital video presentation of your products or services and provide a better perspective to buyers with your interactive video of your brand or service. Video presentations are an included service per Article or Press Release, there is no up charge.
- ✔ **Scottsdale and Sedona Lifestyles TOP 5 STAR RATING** - The Scottsdale and Sedona Lifestyles Top 5 RATING are distinguished LISTINGS of ratings chosen by our readers of the BEST hotels, restaurants, transportation services, shopping destinations and attractions exclusively selected by our interactive readership. As a TOP 5 STAR selected brand, you'll receive an TOP LISTING on our sidebar panel on Scottsdale and Sedona Lifestyles magazines allowing viewers to quickly identify the Best of the Best chosen by our readership.
- ✔ **SOCIAL MEDIA** - Scottsdale and Sedona Lifestyles Magazine is a leader in the social media advertising platform for the Travel and Tourism market with a massive distribution through Reddit distribution, Digg distribution and on Facebook, Twitter, and LinkedIn. We provide advertisers with customized campaigns that deliver results through shared social media campaigns.
- ✔ **Keyword Sponsored Links** - Additionally we offer advertisers inbound keyword sponsored campaigns that target the most searched keyword phrases for your brand or industry linking back to your Web site. These are highly sought after sponsored links with limited availability.
- ✔ **SOCIAL MEDIA MARKETING** - We provide complete Social Media integration with links from Facebook, Twitter, Google+, LinkedIn, Pinterest, Digg, Reddit, and Stumbleupon.

## **BENEFITS**

Scottsdale and Sedona Lifestyles Magazine is a leader in the social media marketing platform for the Travel and Tourism market. Our web site content is optimized and indexed on all major internet search engines and strategically integrated into social media with enticing videos, editorial, and images that attract readers. We provide advertisers with customized campaigns that deliver results using a combination of news distribution outlets, email, web ad banners, editorial and social media.

When submitting a Press Release to us, local businesses and event organizers will get the following bonuses:

- 1) We accept your Photo Gallery of 8-10 images at 1000 pixels wide
- 2) We accept your Video presentation via Youtube or Vimeo
- 3) We provide your event MAP Location with your Press release
- 4) We provide In-bound links to your event and/or business Web site
- 5) We offer a 5-Star rating system from our viewers to rate your event
- 6) We provide complete Social Media integration with links from Facebook, Twitter, Google+, LinkedIn, Pinterest, Digg, Reddit, and Stumbleupon.
- 7) We provide an S.E.O. Package included of the top 50 to 100 keywords researched for the submitting business Press Release. Giving that business better visibility.
- 8) Easy submission form for your press releases: <http://scottsdalelifestylesmagazine.com/submit-your-event/>
- 9) Our viewership and circulation. Reach our growing audience of 20,000 viewers per month and receive great Social Media coverage too
- 10) Please note: We mainly cater to tourism, local attractions, fun events and entertainment, arts and crafts, newsworthy and inspiring community events.
- 11) Press Release Submission Restrictions: Press Release should have 300 to 500 words. We do not accept political, religious or sexual content. Fundraisers are accepted on a pre-approval basis. We reserve the right to refuse any ad or promotion submitted to us.

**WE DO ALL THE MARKETING WORK FOR YOU!**

**Call or write to us for discount on multiple monthly submissions**

## **Publisher's Statement**

Scottsdale and Sedona Lifestyles Magazines, (the publisher) and Scottsdale and Sedona Lifestyles Magazines, reserve the right to reject any advertisement at any time for any reason. Advertisement submitted must fit the purpose of Scottsdale and Sedona Lifestyles Magazines. Scottsdale and Sedona Lifestyles Magazines, makes no claims as to the response or sales to be expected from advertising in this publication. In consideration of publication of advertisement in Scottsdale and Sedona Lifestyles Magazines, its officers, agents, and employees, shall be held harmless against expenses and losses resulting from the publication of its ad, excluding the cost for the space of said ad, and any additional rates for preferred position and additional marketing. Scottsdale and Sedona Lifestyles Magazines, reserves the right to refuse advertising space to any company or product that they do not feel fits the purpose or mission of Scottsdale and Sedona Lifestyles Magazines. Publication of an advertisement does not necessarily imply endorsement by the publisher, Scottsdale and Sedona Lifestyles Magazines.

## **Special Placement**

If you would like your ad in a specific location in each issue, preferred position will be available. Preferred position is limited to 1/2 page and full page ads only and will be offered on a "first-come, first serve" basis. Ad placement is at the sole discretion of the publisher. Guaranteed placement is subject to change at the publisher's sole discretion without notice and without cause. The publisher reserves the right to give better placement than specified at no additional charge. The final solution for misplacement of an ad shall be the cost of the placement guarantee. Previous placement does not guarantee future placement.

## **Agreement Cancellation**

Scottsdale and Sedona Lifestyles Magazines, does recognize that there are circumstances whereby an agreement cannot be continued to full term. In the event that an advertiser desires to cancel the agreement, at the discretion of Scottsdale and Sedona Lifestyles Magazines, a cancellation agreement may be reached between Scottsdale and Sedona Lifestyles Magazines, and the advertiser. In the event that a cancellation agreement is reached, at a minimum, adjustments will be required to compensate Scottsdale and Sedona Lifestyles Magazines, for any ad design work already accomplished and for the term of the agreement fulfillment before cancellation.

## **Changes to Ads**

Changes to an ad must be received by the agreed ad submission and due date.

## **Advertisement Creation**

Scottsdale and Sedona Lifestyles Magazines has in-house writers, graphic design, photography and video department that can help advertisers create advertisements for placement within Scottsdale and Sedona Lifestyles Magazines. If you need help creating your advertisement or articles, please contact our Design Department.



# SCOTTSDALE Lifestyles MAGAZINE

29 Nov

HOME ABOUT US NEWS ENTERTAINMENT FARMERS MARKET SHOP BLOG SUBMIT CONTACT US JOBS ADVERTISE

JOBS APPLY HERE SUBMIT YOUR EVENT

The Saguaro Scottsdale



**Live at Mariposa with Chef Lisa Dahl Sedona AZ**  
Sedona, AZ, Thursday, October 29th, 7:30pm Live at Mariposa Chef Lisa Dahl creates a 4 course Gourmet dinner with wine parings to serve with world-class...

*complimentary loaf of bread on father's day*

**Wildflower Bread Company Celebrates Dads With Bread Perfect For The Grill**  
WILDFLOWER BREAD COMPANY CELEBRATES DADS WITH BREAD PERFECT FOR...




**Special Holiday Shows at the Blazin' M Ranch**

**A Big Band Christmas at The Farm**

Restaurants Art & Culture Resorts and Hotels Entertainment Real Estate



**SCOTTSDALE**  
IS WHERE THE ACTION IS  
SO STAY IN TOUCH!

Recent	Popular	Comments
Public Reception for sLightly Colossal by AuthorScott - No Comment		
Live at Mariposa with Chef Lisa Dahl Sedona AZ by AuthorScott - No Comment		
Scottsdale Artist Deena Goldstein Awarded Solo Exhibit at Temple Solel by AuthorScott - No Comment		

**Events in Town**  
Don't Miss Out

**Scottsdale News**  
A different Kind of News

**Shopping**  
Fun Getting Things

**Download our Magazine Media Kit here**  
By AuthorScott on May 19, 2014.  
Welcome to Scottsdale Lifestyles Magazine and Sedona Lifestyles Magazine. It's my honor and privilege to INVITE you to join...

- Chocolate Lovers Unite in time for Valentine's Day at Chocolate Van Brugge
- SHINE A BLOW DRY BAR Salon in Scottsdale
- Phoenix Goes Pro with New Badminton Facility
- The Calvin Charles Gallery Hosts a Solo Show by Artist Jerri Lisk

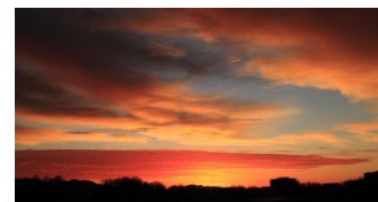
Events in Town: Don't Miss Out View All

## ENTERTAINMENT

**The Arizona Hope Concert with Jimmy Wayne Benefits Siblings in Foster Care!**  
By AuthorScott on November 18, 2013.  
The Arizona Hope Concert with Jimmy Wayne Benefits Siblings in Foster Care! I am a member of the D-backs' Give Back League team - Fostering Hope. About a...

## WEATHER

View all



### Scottsdale Arizona Weather

By AuthorScott on September 10, 2013.  
Scottsdale Arizona Weather CLIMATE: Scottsdale's climate is arid. Winters are mild and summers are extremely hot. The lowest temperature ever recorded in the city is 19.0 °F (-7.2 °C), on February 20, 1955, and the...

View all

- New Phoenix Television Show - Great Food Good Neighbors (GFGN)
- 2013 Scottsdale Ferrari-Maserati Polo Championships Finals
- SCOTTSDALE POLO CHAMPIONSHIPS 2013 All-Star Match
- Scottsdale Polo Championships Meet and Greet
- Molina VIP Party - Scottsdale Polo Championships

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**NEXT GEN LIVING HOMES**





## Entertainment

[illegible]

**Don't Miss Out**

### A different Kind of News

## Shopping

### Fun Getting Things



By [admin](#) on December 26, 2013.

The Venue Scottsdale presents the 3rd Annual Scottsdale Wedding Walk The Scottsdale Wedding Walk including over 30 local wedding...

📍 McLean Meditation Institute – Meditation Retreats Sedona AZ

SEDONA The Movie

➔ Sedona Arts Festival

➔ Sedona's Rainbow Trout Farm

## Events In Town: Don't Miss Out

[View All](#)

## ENTERTAINMENT



By [admin](#) on September 27, 2013.

Page Springs Fish Hatchery Nestled among the cool pines of the Coconino National Forest, the Page Springs Fish Hatchery offers a cool retreat from the desert during hot...

## Wine Tours

[View all](#)

By **admin** on September 24, 2013.

Sedona Adventure Tours and Verde River Rafting Enjoy a Guided Tour of Sedona – Verde Valley Wineries With Sedona Adventure Tours Wine Tasting in the Desert! What Fun! Choose from 3 different wine tours, one...

[View all](#)

➔ **Gluten-Free, Organic, Raw Vegan Workshops Series for Health and Vitality**

➔ Hyatt Pinon Pointe Resort

➔ Enchantment Resort

➔ **Hilton Sedona Golf Resort & Spa**

➔ Eric Williams Music in Sedona

A line graph on a blue background with a white line. The line starts at a low point, rises to a peak, dips slightly, rises to a higher peak, dips again, and then rises sharply to the top right corner.

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custom ad delivery services

## STEEL FRAME HOMES

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LIVING HOMES