

DELIVERING VALUE FOR OVER 13 YEARS!

WELCOME Home AZ

PHOENIX & TUCSON

YOUR HOME | YOUR CITY | YOUR SAVINGS!

2024 MEDIA KIT

WELCOME TO
YOUR NEW HOME!

ENJOY OVER **\$10,000**
IN SAVINGS FROM
LOCAL COMPANIES
YOU CAN TRUST!

CELEBRATING
OVER 13 YEARS!



TARGET 185,000 NEW HOMEOWNERS IN PHOENIX & TUCSON!

WHY? They spend more money
in their first 2 years than an established
homeowner spends in nearly 10 years.

They are looking to do business with
companies they can TRUST!

480-570-2539 • WelcomeHomeAZ.net

**MAILED TO 135,000 OF THE NEWEST
HOMEOWNERS IN PHOENIX & 50,000 IN TUCSON**

CELEBRATING 13 YEARS OF DELIVERING VALUE TO NEW HOMEOWNERS AND RESULTS TO OUR ADVERTISERS!

**WE HAVE WELCOMED OVER 1-MILLION
NEW HOMEOWNERS TO THEIR NEW HOME**

MAILED TO 185,000 OF THE NEWEST HOMEOWNERS IN PHOENIX & TUCSON

NEW HOMEOWNERS NEED TO BE A PART OF YOUR ADVERTISING MIX.

Welcome Home AZ Magazine is the most cost-effective way to reach 135,000 of the newest homeowners in Phoenix and 50,000 in Tucson. All of these new homeowners are new to their neighborhood, and over 50% are new to Arizona. ***They all are looking to establish new relationships with companies they can TRUST!***

WHY DO YOU WANT TO TARGET NEW HOMEOWNERS?

- They spend more money in their first two years than an established homeowner spends in nearly 10 years.
- Arizona continues to have the **hottest real estate** markets in the country.
- Over 150,000 homes have been purchased in Phoenix and Tucson over the past two years.
- All of these new homeowners are new to their neighborhood, and over 50% are newcomers to Arizona.
- They have high income and good credit. They have to qualify for a home mortgage today.
- They are ready to buy and have the money to spend.
- They stay in their home for an average of nine years. That means nine years of repeat business and referrals.
- New homeowners have not established any local buying patterns. They are looking for local companies they can trust.
- Every month they are adding new businesses to their buying pattern. Therefore, frequency is important and you need to keep your name in front of them.

WHY WELCOME HOME AZ MAGAZINE?

FREQUENCY: New homeowners will receive a copy of our magazine shortly after move-in and continue to receive copies every four to eight weeks for up to two years.

UPDATED MAILING LIST: The newest homeowner list is updated before every mailing. The newest homeowners are added while the oldest are dropped.

OWNER OCCUPIED: No investor or rental properties on our list!

PROVEN RESULTS: We have generated over 200,000 phone calls and thousands of projects have been completed. We have documented over 80,000 phone calls from the 40% of our advertisers on call tracking.

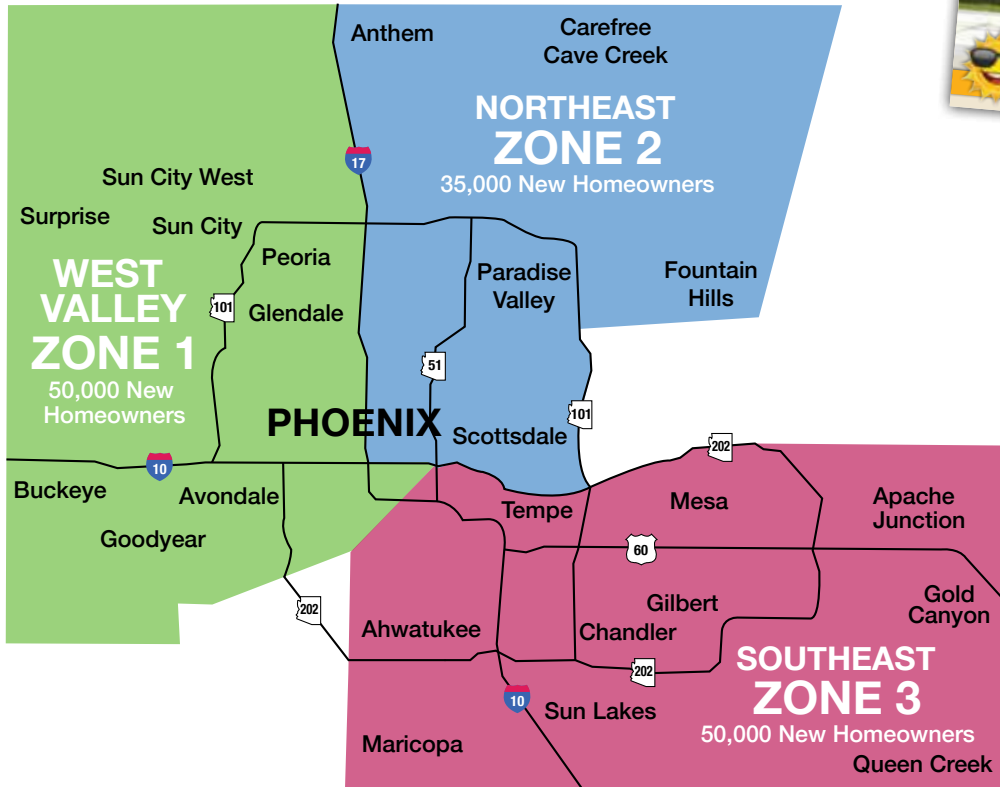
IT WORKS: Most of our advertisers say *Welcome Home AZ Magazine* is the most cost-effective advertising they do! Based on cost per lead and cost per sale.



PHOENIX MAILING DATES & RATES

Direct mailed to 135,00 of the Newest Homeowners in and around Phoenix 12 times a year.

Choose from 3 zones of up to 50,000 or blanket the city and hit all 135,000.



2024 PHOENIX MAILING DATES*

WEEK OF	CLOSING DATE
January 15	January 3
February 12	January 31
March 11	February 28
April 8	March 27
May 13	May 1
June 10	May 28
July 8	June 26
August 12	July 31
September 9	August 28
October 7	September 25
November 4	October 23
December 9	November 27

*Mailing dates are subject to change.

PHOENIX RATES:

FULL MARKET: 135,000 NEW HOMEOWNERS

Full Page:	1x \$3,300	3x \$3,100	12x \$2,900
Half Page:	1x \$2,300	3x \$2,100	12x \$1,900

ZONED: UP TO 50,000 NEW HOMEOWNERS

Full Page:	1x \$1,500	3x \$1,400	12x \$1,300
Half Page:	1x \$1,100	3x \$1,000	12x \$900

CALL FOR SPECIAL PRICING!

Space is filling fast and categories are limited... Call today and get your space blocked!



TO ADVERTISE OR FOR MORE INFORMATION CONTACT:

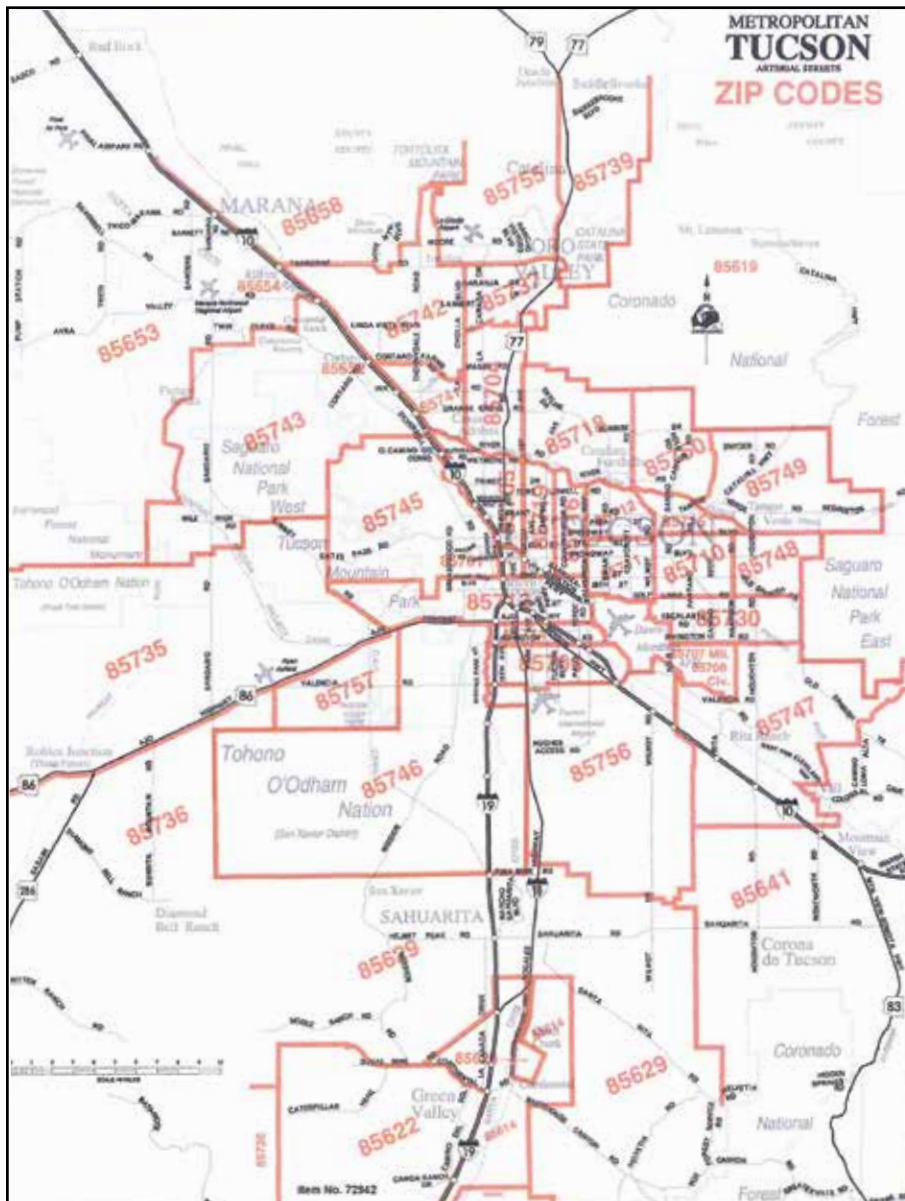
SAM KLADIS, PARTNERS IN MARKETING

480-570-2539

or **SAM@WELCOMEHOMEAZ.NET**

TUCSON MAILING DATES & RATES

Direct mailed to 50,000 of the newest homeowners in Tucson 8 times PLUS additional distribution and exposure at Tucson Home Shows.



2024 TUCSON MAILING & HOME SHOW DATES*

WEEK OF	CLOSING DATE
January 8	December 20, 2023
February 4	January 24
PLUS Additional Distribution at Tucson Home & Garden Show February 16 – 18	
March 4	February 21
PLUS Additional Distribution at Southern AZ Home Show March 15 – 17	
April 15	April 3
June 3	May 22
August 5	July 24
October 14	October 2
PLUS Additional Distribution at Southern AZ Home Show October 25 – 27	
November 18	November 6

*Mailing and Home Show dates are subject to change.

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PHOENIX & TUCSON

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TO ADVERTISE OR FOR MORE INFORMATION CONTACT:

SAM KLADIS, PARTNERS IN MARKETING

480-570-2539

or SAM@WELCOMEHOMEAZ.NET

TUCSON RATES:

FULL MARKET: 50,000 NEW HOMEOWNERS

Full Page:	1x \$2,000	3x \$1,800	12x \$1,600
Half Page:	1x \$1,400	3x \$1,200	12x \$1,000

HOME SHOW DISTRIBUTION: We will have a booth at Tucson Home Shows and will distribute additional copies of the current issue. The goal is to heighten the awareness of the magazine and the advertisers to the homeowners who attend the shows.

CALL FOR SPECIAL PRICING • ASK ABOUT MONTHLY BILLING!

Space is filling fast and categories are limited... Call today and get your space blocked!