

DELIVERING RESULTS FOR OVER 10 YEARS!

# WELCOME Home AZ MAGAZINE

PHOENIX & TUCSON

YOUR HOME | YOUR CITY | YOUR SAVINGS!

## 2021 RATE CARD

WELCOME TO  
YOUR NEW HOME!

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

CELEBRATING  
OVER 10 YEARS!

**TARGET OVER 180,000  
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**

**NOW MAILING TO 50,000 OF THE  
NEWEST HOMEOWNERS IN TUCSON**



# WHY NEW HOMEOWNERS?

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

**HOW MUCH OF IT DO YOU WANT?**



## TARGET OVER 180,000 OF THE NEWEST HOMEOWNERS IN PHOENIX & TUCSON

Welcome Home AZ is direct mailed to ONLY new homeowners. All of these people are new to their neighborhood and most 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?

- Arizona is the fastest growing state in the country for the 3rd straight year.
- Over 250,000 homes have been purchased in Phoenix & Tucson over the past 2 years.
- They have high income and excellent credit. They have to in order to qualify for a home mortgage today.
- Tens of thousands of people have purchased homes in your area over the past year.
- They stay in their home for an average of 9 years. That means 9 years of repeat business and referrals.
- All of these new homeowners are new to their neighborhood and most are new to Arizona.
- 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. This is why frequency is so important and you need to keep your name in front of them.
- They spend more money in their first 2 years than an established homeowner spends in nearly 10 years.



**TO ADVERTISE OR FOR MORE INFORMATION CONTACT:**

**Sam Kladis, Partners in Marketing**

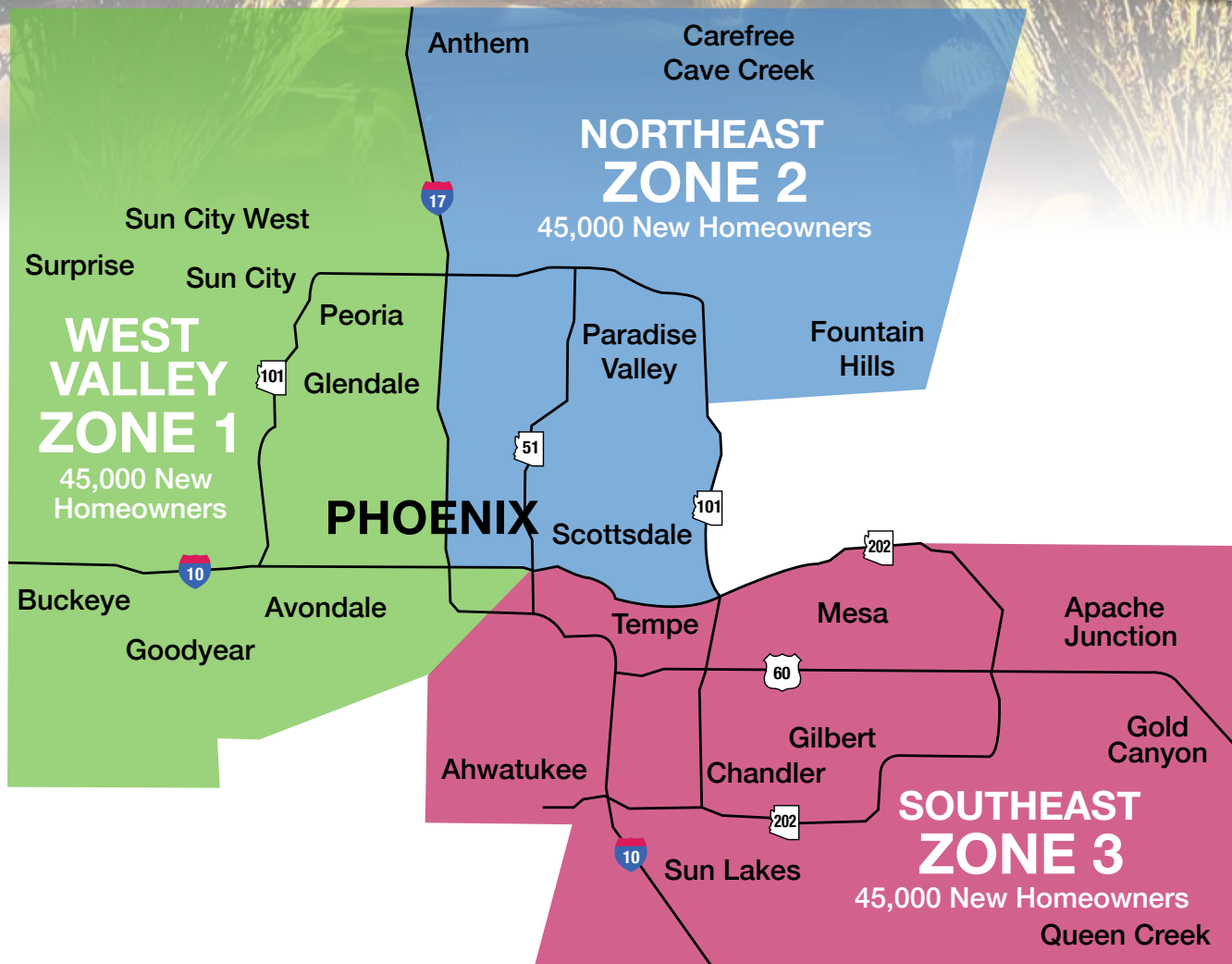
**480-570-2539 or**

**Sam@welcomehomeaz.net**

# PHOENIX & TUCSON MAILING DATES

Direct mailed to 135,000 in Phoenix and 50,000 in Tucson.

Phoenix: Choose from 3 zones of 45,000 each or blanket the city and hit 135,000



## PHOENIX MAILING DATES\*

WEEK OF	IN-HOME
January 11, 2021	January 14 & 15
February 8, 2021	February 11 & 13
March 8, 2021	March 11 & 12
April 12, 2021	April 15 & 16
May 17, 2021	May 20 & 21
June 14, 2021	June 17 & 18
July 12, 2021	July 15 & 16
August 16, 2021	August 19 & 20
September 13, 2021	September 16 & 17
October 11, 2021	October 14 & 15
November 8, 2021	November 11 & 12
December 6, 2021	December 9 & 10

## TUCSON MAILING DATES\*

WEEK OF	IN-HOME
January 25, 2021	January 28 & 29
February 19, 20, 21	<b>Pima County Home Show</b>
March 22, 2021	March 25 & 26
April 9, 10, 11	<b>SAHBA Home Show</b>
May 10, 2021	May 13 & 14
June 4, 5, 6	<b>Pima County Home Show</b>
July 19, 2021	July 22 & 23
September 20, 2021	September 23 & 24
October 1, 2, 3	<b>SAHBA Home Show</b>
October 18, 2021	October 18 & 19
November 15, 2021	November 18 & 19

\*Mailing dates subject to change.



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# 2021 DETAILS & RATES

**WELCOME HOME AZ** is the most cost effective way to hit over 180,000 of the newest homeowners in Phoenix and Tucson. All of these people are new to their neighborhood and many are new to Arizona. They all are looking to establish new relationships with companies they can TRUST!

**WELCOME HOME AZ** is a full color magazine, printed on gloss paper, giving your company the quality look it deserves. It is direct mailed to owner occupied newer homeowners and eliminates investor properties.

**PROVEN RESULTS:** Over the past 10 years, we have delivered *value* to the newest homeowners and *results* to our advertisers... This is why nearly 80% of the advertisers who were in our first edition, in October of 2010, are still advertising with us today! We have mailed over 9 million copies to over 700,000 of the newest homeowners and collectively these new homeowners have made over 120,000 phone calls to *Welcome Home AZ* advertisers and thousands of projects have been completed by companies they can *trust*.

**NEW HOMEOWNERS** receive a copy of the magazine shortly after move-in and every 4 to 8 weeks for up to 2 years. Frequency has been the magic of *Welcome Home AZ*. We hit the new homeowner multiple times—they receive the magazine up to 24 times before they fall off the mailing list. We always add the newest homeowners to each mailing and drop off the oldest.

**WELCOME HOME AZ** will put your name in front of over 180,000 new homeowners and keep it there for a *full year* for LESS MONEY than you can mail to them ONCE!



## PHOENIX RATES

### Full Market: 135,000 New Homeowners

Full Page:	1x \$2,800	3x 2,600	12x \$2,400
Half Page:	1x \$1,900	3x 1,700	12x \$1,600

## CALL TODAY FOR SPECIAL PRICING

### Zoned Rates: 45,000 New Homeowners

Full Page:	1x \$1,700	3x 1,500	12x \$1,300
Half Page:	1x \$1,200	3x 1,000	12x \$900

## TUCSON RATES

### Full Market: 50,000 New Homeowners

Full Page:	1x \$1,800	3x 1,600	7x \$1,300
Half Page:	1x \$1,200	3x 1,000	7x \$900

## CALL TODAY FOR SPECIAL PRICING

**Home Show Distribution:** We will have a booth at 4 shows in Tucson 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.

**Put Welcome Home AZ Magazine to work for YOU!**

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



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**Sam@welcomehomeaz.net**

NO

WELCOME  
**Home**

**AZ**  
MAGAZINE

TUCSON

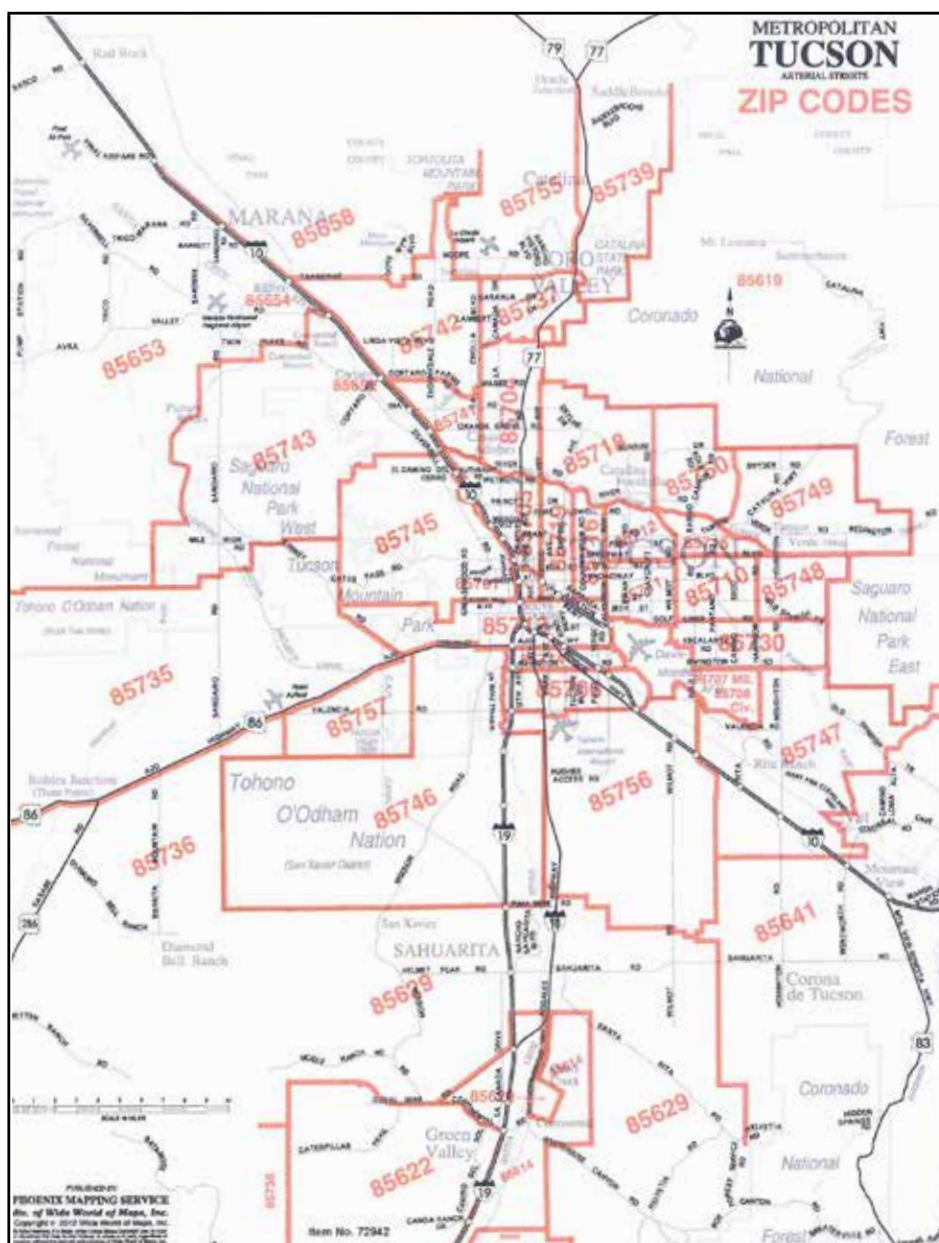
**Welcome Home AZ Magazine** has been delivering value to new homeowners and results to our advertisers for over 10 years... Now we will do the same in Tucson.

***Categories are limited, call for special pricing.***

We will mail to 50,000 of the newest homeowners in Tucson 7-times in 2021 and will have booths at 4 of the homes shows with additional distribution and exposure to all that attend.

**2021 TUCSON MAILING DATES:** January 25, March 22, May 10, July 19, September 20, October 18, November 15.

## CURRENT QUANTITY OF NEW HOMEOWNERS PER ZIP CODE IN TUCSON AND SURROUNDING AREA



CITY	ZIP CODE	COUNT
MARANA	85653	1672
MARANA	85658	1294
ORO VALLEY	85704	103
ORO VALLEY	85742	1440
ORO VALLEY	85755	2476
TUCSON	85701	2079
TUCSON	85705	1400
TUCSON	85706	725
TUCSON	85710	1085
TUCSON	85711	2000
TUCSON	85712	1305
TUCSON	85713	1015
TUCSON	85714	971
TUCSON	85715	224
TUCSON	85716	908
TUCSON	85718	1053
TUCSON	85719	1389
TUCSON	85730	870
TUCSON	85735	1464
TUCSON	85736	218
TUCSON	85737	70
TUCSON	85739	1290
TUCSON	85741	213
TUCSON	85743	2132
TUCSON	85745	1447
TUCSON	85746	1480
TUCSON	85747	968
TUCSON	85748	1932
TUCSON	85749	854
TUCSON	85750	795
TUCSON	85756	487
TUCSON	85757	1443
VAIL	85641	1004
SAHUARITA	85629	2289
CORONA DE TUCSON	85641	102
GREEN VALLEY	85614	2339
GREEN VALLEY	85622	759

Each mailing these numbers will adjust based on the number of homes purchased.