

DELIVERING VALUE FOR OVER 12 YEARS!

# WELCOME Home AZ

PHOENIX & TUCSON

YOUR HOME | YOUR CITY | YOUR SAVINGS!

## 2023 MEDIA KIT

WELCOME TO  
YOUR NEW HOME!

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

CELEBRATING  
OVER 12 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 12 YEARS OF DELIVERING VALUE TO NEW HOMEOWNERS AND RESULTS TO OUR ADVERTISERS!



## 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 200,000 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!

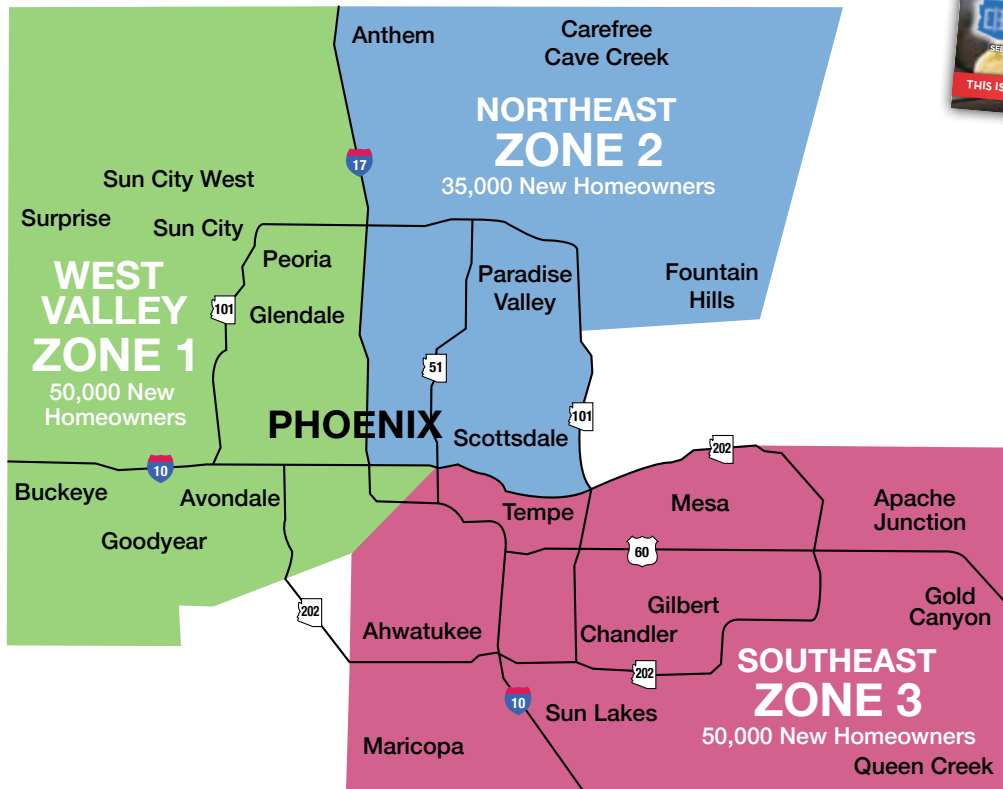
**PROVEN RESULTS:** We have generated over 200,000 phone calls and thousands of projects have been completed. We have documented over 80,000 phone calls from the 40% of our advertisers on call tracking.

**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.



## 2023 PHOENIX MAILING DATES\*

| WEEK OF      | CLOSING DATE |
|--------------|--------------|
| January 9    | December 28  |
| February 6   | January 25   |
| March 6      | February 22  |
| April 10     | March 29     |
| May 15       | May 3        |
| June 12      | May 31       |
| July 10      | June 28      |
| August 14    | August 2     |
| September 11 | August 30    |
| October 9    | September 27 |
| November 6   | October 25   |
| December 4   | November 22  |

\*Mailing dates are subject to change.

## PHOENIX RATES:

### FULL MARKET: 135,000 NEW HOMEOWNERS

|            |            |            |             |
|------------|------------|------------|-------------|
| Full Page: | 1x \$3,200 | 3x \$3,000 | 12x \$2,800 |
| Half Page: | 1x \$2,200 | 3x \$2,000 | 12x \$1,800 |

### 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

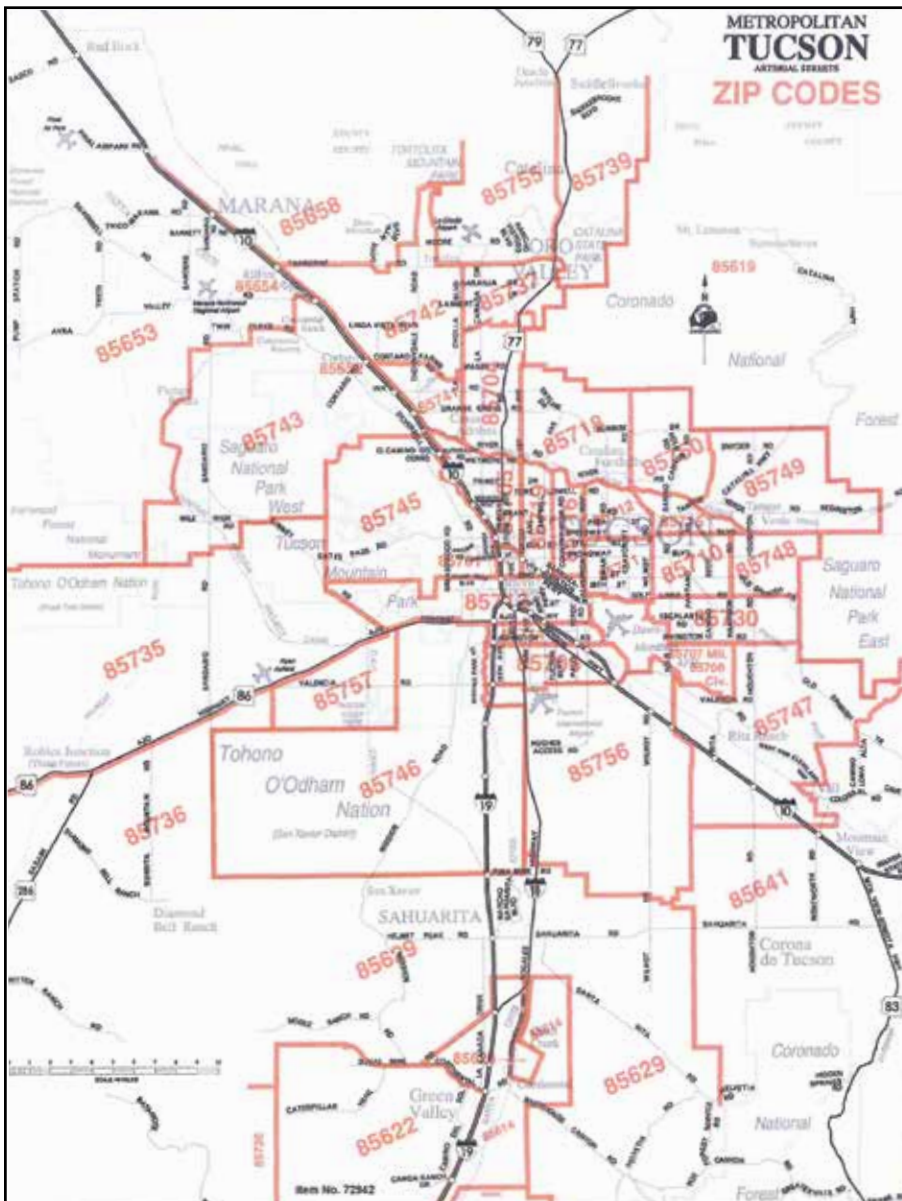
**480-570-2539**

or [SAM@WELCOMEHOMEAZ.NET](mailto: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 SAHBA Home Shows.



## 2023 TUCSON MAILING & HOME SHOW DATES\*

| WEEK OF  | CLOSING DATE           |
|--|------------------------|
| January 16   | January 4              |
| February 20  | February 8             |
| April 3  | March 22               |
| <b>PLUS Additional Distribution at SAHBA Home Show</b> | <b>April 14 – 16</b>   |
| May 8  | April 26               |
| July 17  | July 5                 |
| September 3  | August 23              |
| October 16   | October 4              |
| <b>PLUS Additional Distribution at SAHBA Home Show</b> | <b>October 27 – 29</b> |
| November 13  | November 1             |

\*Mailing and Home Show dates are subject to change.



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

**SAM KLADIS, PARTNERS IN MARKETING**

**480-570-2539**

or [SAM@WELCOMEHOMEAZ.NET](mailto:SAM@WELCOMEHOMEAZ.NET)

## TUCSON RATES:

### FULL MARKET: 50,000 NEW HOMEOWNERS

|                   |            |            |             |
|-------------------|------------|------------|-------------|
| <b>Full Page:</b> | 1x \$2,000 | 3x \$1,800 | 12x \$1,600 |
| <b>Half Page:</b> | 1x \$1,400 | 3x \$1,200 | 12x \$1,000 |

**HOME SHOW DISTRIBUTION:** We will have a booth at SAHBA Home 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.

**CALL FOR SPECIAL PRICING • ASK ABOUT MONTHLY BILLING!**

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