

# WELCOME HOME



DELIVERING VALUE TO NEW HOMEOWNERS & RESULTS TO OUR ADVERTISERS SINCE 2010

## 2025 MEDIA KIT



**BETTER LIST  
BETTER TIMING  
BETTER RESULTS**

**New Homeowners need to be  
a part of your advertising mix.**

**480-570-2539**

**WelcomeHomeAZ.net**



WelcomeHomeAZ.net

Main image courtesy of advertiser Valley Oasis Pools & Spas



# TUCSON METRO AREA

Direct mailed to 50,000 of the newest homeowners in and around Tucson 8 times a year. Plus additional distribution at Home Shows throughout the year.



## TUCSON 2025 MAILING DATES\*

WEEK OF	CLOSING DATE
January 6	December 23, 2024
February 3	January 22
March 17	March 5

**PLUS Additional Distribution at Southern AZ Home Show**

March 28-30	March 28-30
April 21	April 9
June 2	May 21
August 4	July 23
September 23	September 10

**PLUS Additional Distribution at Southern AZ Home Show**

October 3-5	October 3-5
November 10	October 28

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

## TUCSON RATES:

### FULL MARKET: 50,000 NEW HOMEOWNERS

<b>Full Page:</b>	1x \$2,100	3x \$1,900	8x \$1,700
<b>Half Page:</b>	1x \$1,500	3x \$1,300	8x \$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.

ASK ABOUT FRONT COVER, FEATURED ADVERTISER, AND BACK COVER AVAILABILITY & PRICING.

## CALL FOR SPECIAL PRICING

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

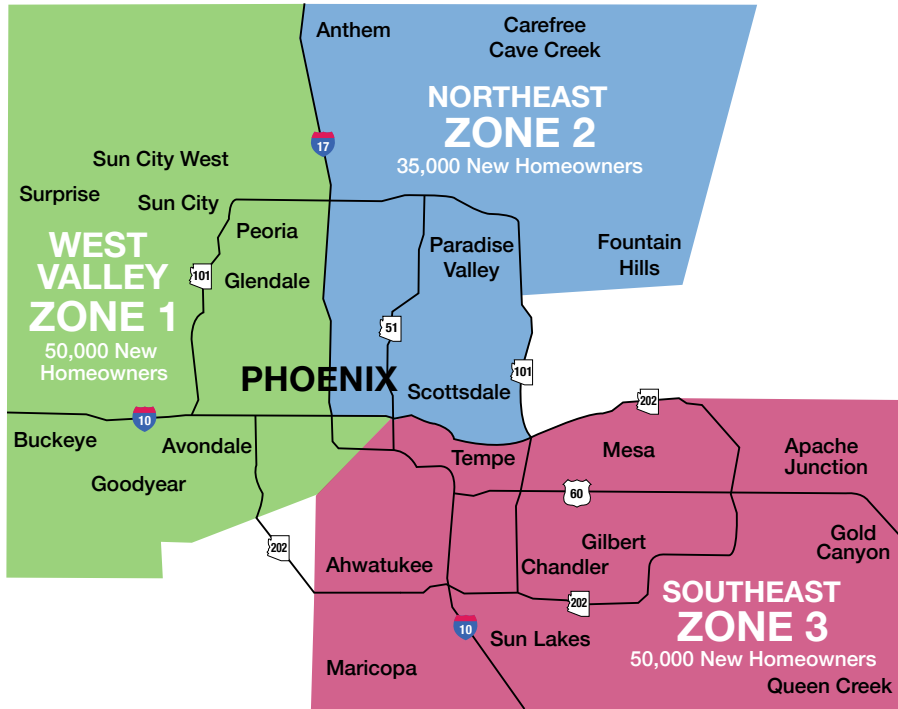


TO ADVERTISE OR FOR MORE INFORMATION CONTACT:  
 SAM KLADIS, PARTNERS IN MARKETING  
**520-355-6980**  
 or SAM@WELCOMEHOMEAZ.NET

# PHOENIX METRO AREA

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.



## PHOENIX 2025 MAILING DATES\*

WEEK OF	CLOSING DATE
January 13	January 1
February 10	January 29
March 10	February 26
April 7	March 26
May 12	May 1
June 9	May 28
July 7	June 27
August 11	July 30
September 8	August 27
October 6	September 24
November 3	October 22
December 8	November 26

\*Mailing dates are subject to change.

## PHOENIX RATES:

### FULL MARKET: 135,000 NEW HOMEOWNERS

Full Page: 1x \$3,400 3x \$3,200 12x \$3,000

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

### ZONED: UP TO 50,000 NEW HOMEOWNERS

Full Page: 1x \$1,600 3x \$1,400 12x \$1,400

Half Page: 1x \$1,200 3x \$1,000 12x \$1,000

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SAM KLADIS, PARTNERS IN MARKETING

**480-570-2539**

or SAM@WELCOMEHOMEAZ.NET

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VALUE TO NEW  
HOMEOWNERS  
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**WELCOME  
HOME** **AZ  
MAGAZINE**  
DELIVERING VALUE TO NEW HOMEOWNERS & RESULTS TO OUR ADVERTISERS SINCE 2010

**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 sale.