WELCOME HOME

AZ MAGAZINE SINCE 2010

DELIVERING VALUE TO NEW HOMEOWNERS & RESULTS TO OUR ADVERTISERS

2027 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

TUCSON METRO AREA

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





BOOK YOUR 2027 DATES NOW! CALL FOR SPECIAL PRICING!

TUCSON 2027 MAILING DATES*

WEEK OF	CLOSING DATE
(Jan/Feb) January 18	January 6
March 1	February 17
PLUS Additional Distribution at Southern AZ Home Show	**March 12-14**
April 12	March 31
(May/June) May 17	May 6
(Jul/Aug) July 12	June 30
September 1	August 18
October 11	September 29
PLUS Additional Distribution at Southern AZ Home Show	**October 22-25**
(Nov/Dec) November 15	November 3

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

TUCSON RATES:

FULL MARKET: 50,000 NEW HOMEOWNERS

Full Page:	1x $2,100	3x $1,900	8x $1,700
Half Page:	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!

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TO ADVERTISE OR FOR MORE INFORMATION CONTACT:

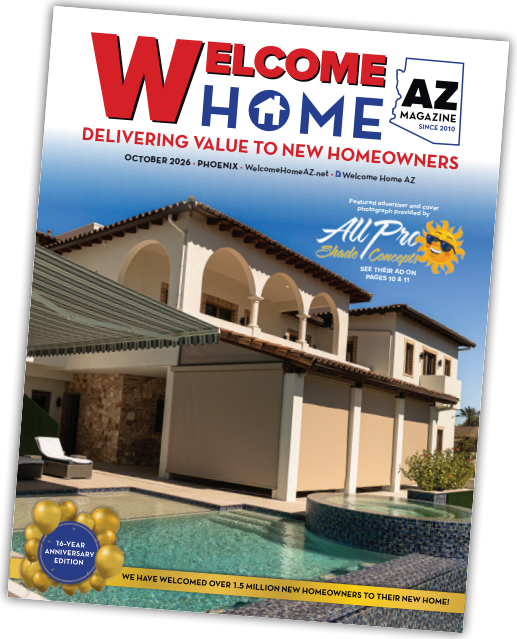
SAM KLADIS, PARTNERS IN MARKETING

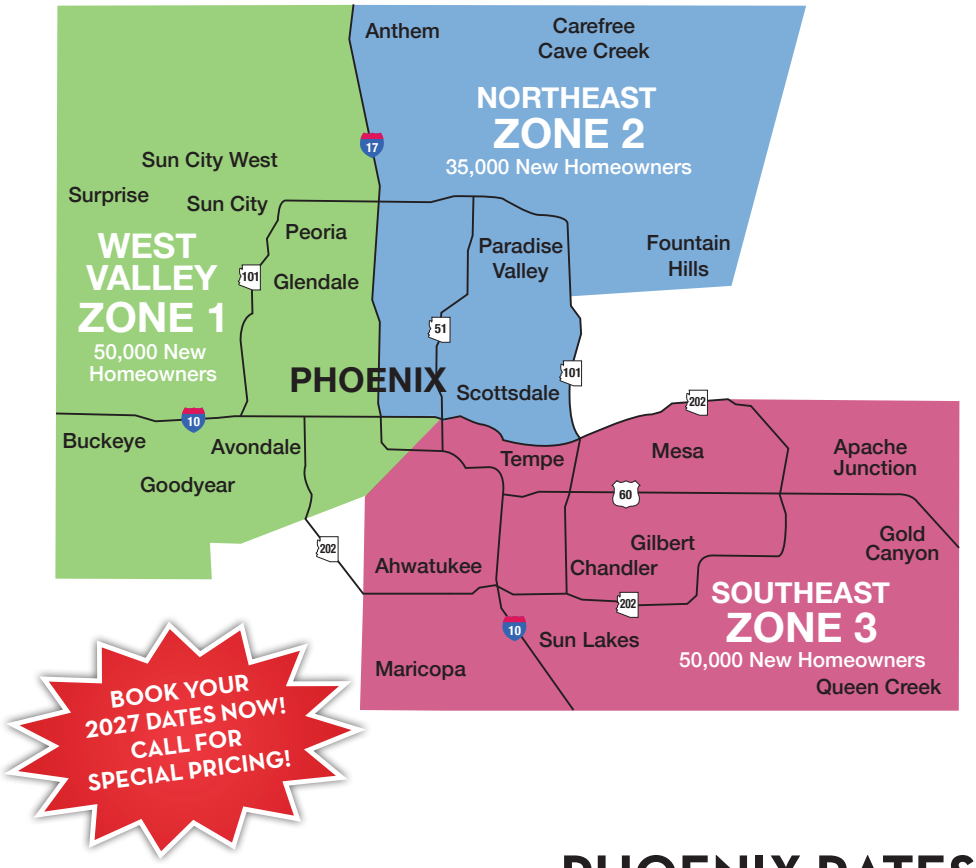
520-355-6980

or SAM@WELCOMEHOMEAZ.NET

PHOENIX METRO AREA

Direct mailed to over 125,00 of the Newest Homeowners in and around Phoenix 11 times a year. Choose from 3 zones of up to 50,000 or blanket the city and hit over 125,000.





BOOK YOUR 2027 DATES NOW! CALL FOR SPECIAL PRICING!

PHOENIX 2027 MAILING DATES*

WEEK OF	CLOSING DATE
January 11	December 30
February 8	January 27
March 8	February 25
April 5	March 24
May 10	April 29
June 7	May 26
July 5	June 23
August 9	July 29
September 6	August 25
October 4	September 22
(Nov/Dec) November 8	October 27

**Mailing dates are subject to change.*

PHOENIX RATES:

FULL MARKET: 125,000 NEW HOMEOWNERS

Full Page:	1x $3,600	3x $3,400	11x $3,200
Half Page:	1x $2,600	3x $2,400	11x $2,200

ZONED: UP TO 50,000 NEW HOMEOWNERS

Full Page:	1x $1,600	3x $1,400	11x $1,400
Half Page:	1x $1,200	3x $1,000	11x $1,000

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DELIVERING VALUE TO NEW HOMEOWNERS & RESULTS TO OUR ADVERTISERS

FIND LOCAL COMPANIES YOU CAN TRUST!



DELIVERING VALUE TO 175,000 OF THE NEWEST HOMEOWNERS IN PHOENIX & TUCSON

WE HAVE WELCOMED OVER 1.5 MILLION NEW HOMEOWNERS TO THEIR NEW HOME

MAILED TO 175,000 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 125,000 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 three 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 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.