

MEDIA KIT 2012

pmg
patrickmediagroup

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frontdoors
connections ■ society ■ philanthropy ■ culture



food & flourish



SQUARE FOOT NEWS
REAL ESTATE COMMUNICATIONS



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AWARD-WINNING DIGITAL MAGAZINES

REACHING READERS IN THE DIGITAL AGE

- Digital magazines targeted to niche markets
- Editorial that contains hyperlinks, rich media, video and audio
- Delivered to 104,000+ subscriber (as of January 2012)



DIGITAL MAGAZINE AD RATE

- \$695 per page - 8.5" x 11" full-page ad
- Hyperlinks to content, audio and video clips
- Accepted file formats: PDF, TIF, JPEG; full bleed; minimum 200 dpi
- Send files to info@patrickmediagroup.com

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E-BLAST CAMPAIGNS TARGETED TO YOUR MARKET WITH EFFECTIVE RESULTS

- Digital ads that hyperlink to client
- Dedicated E-blasts to launch anytime during the week as available.
- Delivered to our 104,000+ subscriber database (as of January 2012)



E-BLAST SPECS

- Optimal 600 x 800 pixels or
- 8.5" x 11" printed layout
- Specify hyperlink(s) and desired arrangement
- Allow 2 business days for creative testing
- Accepted file formats: PDF, TIF, JPEG
- Send to info@patrickmediagroup.com

E-BLAST BUNDLE OPTIONS & RATES

- 1 Time - \$895 each
- 3 Time - \$795 each
- 6 Time - \$695 each

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NEWSLETTER FLASH

DIGITALLY CONNECT WITH READERS EACH WEEK

- Digital newsletters push late-breaking news and recaps
- Condensed editorial contains hyperlinks and connects to long-form articles
- Easy to navigate in a short amount of time
- Delivered to our 104,000+ subscriber database (as of January 2012)

AD SIZES AND RATES

SKYSCRAPER	160p x 600p	\$525
MEDIUM RECTANGLE	300p x 250p	\$325
LEADERBOARD	728p x 90p	\$625
TAKEOVER	All 4 placements	\$1225

Sponsored Text	150 words	\$475
Social Seen	150 words	\$475
Calendar - Save the Date		\$75

SPECS

- Maximum file size 40KB
- Patrick Media Group follows iab.net standards
- Materials Due: Allow 2 business days
- Sponsored Text: Allow 2-3 business days
- Accepted file formats: PDF, TIF, JPEG
- Send files to info@patrickmediagroup.com

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WEBSITE MARKETING

NICHE WEBSITES THAT GET YOU NOTICED

- Digital ads that hyperlink to client
- Growing traffic counts
- Developed content with searchable archives
- Patrick Media Group follows iab.net standards

AD SIZES AND RATES

SKYSCRAPER	160p x 600p	\$525
MEDIUM RECTANGLE	300p x 250p	\$325
LEADERBOARD	468p x 60p	\$625
TAKEOVER	All 4 placements	\$1225



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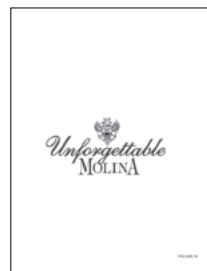
DIGITAL FLIPBOOKS

BRAND YOUR MESSAGE WITH YOUR OWN MAGAZINE

- Host annual reports, newsletters, brochures and catalogs
- Let us digitize your content for easier distribution
- Add video, audio and hyperlinks to your product
- Effective, immediate and low-cost option to communicate

FLIP BOOK SPECS

- Optimal 600 x 800 pixels or 8.5" x 11" printed layout
- Full bleed is easily accommodated
- Images must be less than 2000 pixels in width or height
- Images and illustrations should be set as RGB
- Accepted file formats: PDF, TIF, JPEG
- Video file formats: FLV, WMV, MOV, AVI, MPG, MP4
- Audio file formats: MP3
- Maximum file size: 40 MB
- Establish which links are used on each page
- Send files to info@patrickmediagroup.com



CLICK ON
COVERS
TO VIEW
FLIPBOOK
SAMPLES

FLIP BOOK TIPS

- Add video clips to communicate movement on pages
- Audio, music and sound can be layered onto pages
- Video clips should be short - no longer than 90 seconds
- Hyperlinks can direct readers to additional websites
- Ask how we can include your email list, customers, donors and staff

FLIP BOOK RATE

- **\$895** per flip book up to 40 pages
- FREE hosting of flip book for 6 months



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2012 MATCHING GRANTS PROGRAM

SUPPORTING NONPROFIT ORGANIZATIONS

- Digital ads that hyperlink to client
- Dedicated E-blasts to launch anytime during the week as available
- Delivered to 104,000+ subscriber database (as of January 2012)

Nonprofits that Qualify

- Open to organized Arizona nonprofits with IRS 501(c)(3) status
- Preference to nonprofits serving women, children, education, health and culture

Matching Grant Awards

- For every dollar spent, the exact amount is matched with marketing
- Marketing support in **Frontdoors News, Food & Flourish** and **Square Foot News**
- Marketing support includes dedicated E-blasts and web advertising
- Digital brochures, annual reports and newsletters are also available
- In some cases, direct delivery to the nonprofit database is available

How To Apply

1. Using a current PMG Media Kit, define your marketing purchase
2. Select your ideal matching grant product
3. Choose from the monthly digital magazines: **Frontdoors News, Food & Flourish, or Square Foot News**
4. Specify dates, duration of marketing and contact in charge of managing Matching Grant Award
5. Send electronic letter on organization letterhead to info@patrickmediagroup.com

Notification of Matching Grant Awards

- Matching Grant Awards are determined by PMG Grant Committee and limited to \$25,000 in 2012
- Notifications are made by electronic mail and documented by formal Marketing Agreement



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MARKETING STRATEGIES

CAMPAIGNS THAT TARGET AND DELIVER

- 4 Campaigns designed to reach your target market
- Digital marketing that is ubiquitous and effective
- Hyperlinked content drives marketshare to your specific webpage

PACKAGE A - \$2,385 1 MONTH CAMPAIGN

Digital Push – Dedicated E-blast

- Dedicated E-blasts to launch anytime during the week as available
- Delivered to 104,000+ subscriber database (as of January 2012)
- Completely dedicated – No shared content
- 3 consecutive weekly pushes
- = \$795 per push x 3 = \$2,385

Publication Digital Magazine Display Ad

- Full-page ad in any of the PMG digital magazines – \$695 each
- Select from monthly digital magazines:
Frontdoors News, Food & Flourish or Square Foot News
- = Value added – \$695

Web Online

- 1 hyperlinked Skyscraper ad for 1 month – \$525
- Choose a website:
Frontdoors News, Food & Flourish or Square Foot News
 (content updated daily)
- = Value added – \$525

Total Cost of Package A \$2,385

Total package value: \$3,905
 Your package savings: \$1,520



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MARKETING STRATEGIES, CONTINUED

PACKAGE B - \$4,170 2 MONTH CAMPAIGN

Digital Push – Dedicated E-blast

- Dedicated E-blasts to launch anytime during the week as available
- Delivered to 104,000+ subscriber database (as of January 2012)
- Completely dedicated – No shared content
- 6 consecutive weekly pushes
- = \$695 per push x 6 = \$4,170

Publication Digital Magazine Display Ad

- 2 full-page ads in any of the PMG digital magazines – \$695 each
- Choose from the monthly digital magazines:
Frontdoors News, Food & Flourish or Square Foot News
- = Value added – \$1,390

Web Online

- 2 hyperlinked Medium Rectangle ads for 2 months – \$325 each
- Choose a daily updated website:
Frontdoors News, Food & Flourish or Square Foot News
- = Value added – \$650

Social Media

- Placement on our exclusive Twitter feed
- Facebook connectivity with options to participate in contest or drawing offers

Total Cost of Package B \$4,170

Total package value: \$7,410
 Your package savings: \$3,240



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MARKETING STRATEGIES, CONTINUED

PACKAGE C - \$8,340 4 MONTH CAMPAIGN

Digital Push – Dedicated E-blast

- Dedicated E-blasts to launch anytime during the week as available
- Delivered to 104,000+ subscriber database (January 2012)
- Completely dedicated – No shared content
- 12 consecutive weekly pushes
- = \$695 per push x 12 = \$8,340

Publication Digital Magazine Display Ad

- 4 full page display ads in any of the PMG digital magazines– \$695 each
- Choose from monthly digital magazines:
Frontdoors News, Food & Flourish or Square Foot News
- = Value added – \$2,780

Web Online

- 4 hyperlinked Medium Rectangle ads for 4 months – \$325 each
- Choose a daily updated website:
Frontdoors News, Food & Flourish or Square Foot News
- = Value added – \$1,300

Social Media

- Placement on our exclusive Twitter feed
- Facebook connectivity with options to participate in contest or drawing offers.

Total Cost of Package C \$8,340

Total package value: \$14,820
Your package savings: \$6,480



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MARKETING STRATEGIES, CONTINUED

PACKAGE D - \$13,900 5 MONTH CAMPAIGN

Digital Push – Dedicated E-blast

- Dedicated E-blasts to launch anytime during the week as available
- Delivered to 104,000+ subscriber database (as of January 2012)
- Completely dedicated – No shared content
- 20 consecutive weekly pushes
- = \$895 per push x 20 = \$13,900

Publication Digital Magazine Display Ad

- 6 full-page ads in any of the PMG digital magazines – \$695 each
- Choose from monthly digital magazines:
Frontdoors News, Food & Flourish or Square Foot News
- = Value added – \$4,170

Web Online

- 8 hyperlinked Medium Rectangle ads for 5 months – \$325 each
- Choose a daily updated website:
Frontdoors News, Food & Flourish or Square Foot News
- = Value added – \$2,600

Social Media

- Placement on our exclusive Twitter feed
- Facebook connectivity with options to participate in contest or drawing offers.

Weekly E-Newsletter

- 1 ad per month: Skyscraper, Leaderboard, Medium Rectangle
- 5 month run
- = Value added – \$1,625

Total Cost of Package D \$13,900

Total package value: \$24,670
Your package savings: \$10,770



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OUR DEMOGRAPHICS

A SNAPSHOT OF THE PEOPLE YOU WILL REACH

HOUSEHOLD INCOME

\$25K to \$99K **15.8%**

\$100K to \$249K **26.3%**

\$250K + **57.9%**

AGE

30-39 **15.8%**

40-49 **10.5%**

50-64 **57.9%**

65 + **15.8%**

EDUCATION

Post-graduate degree **40%**

College degree **55%**

GENDER

Female **71.4%**

Male **28.6%**

MARITAL STATUS

Single **9.5%**

Married/Partnered **90.5%**

DINE OUT PER WEEK

Once **15%**

Twice **20%**

More than 3 times **65%**

READERSHIP PROFILES

28.6% purchased season tickets for sports

19.0% purchased season tickets for culture

33.3% have both sports and culture season tickets

47.6% own a second home

85.7% served on a nonprofit board or committee

33.3% children attend private school

95.2% traveled for leisure in the past year

33.3% traveled out of the country this year

57.1% stayed at a local resort this year

47.6% entertain in their home at least once a month

90.5% employ part-time domestic staff

AUDIENCE TAGS

Decision Makers ■ Professionals ■ Connectors ■ Influencers ■ Fashion Leaders ■ Well Traveled ■ Status Oriented ■ Wealth Market

■ Philanthropic ■ Board Leadership ■ Socially Active ■ Legacy Oriented

■ Cultural Supporters ■ Season Ticket Holders

Luxury Brand Consumers

DATA SOURCE: PATRICK MEDIA GROUP READER SURVEY JULY/AUGUST 2010



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HOLIDAY PROMOTIONS

AN EVENT MARKETING PLANNER FOR 2012

1st QUARTER

JANUARY

New Year's ■ MLK Day ■ Fiesta & Insight Bowl ■ Phoenix Open ■ Auto Auctions ■ Rock 'N' Roll Marathon
Diet and Health Resolutions Begin

FEBRUARY

Valentine's Day ■ Arizona Centennial Chinese New Year ■ President's Day
Mardi Gras ■ NFL Super Bowl
Black History Month

MARCH

St. Patrick's Day ■ Culinary Festivals
Spring Break ■ Spring Training
March Madness ■ Academy Awards
Wedding Planning ■ NASCAR at PIR

3rd QUARTER

JULY

Independence Day ■ Summer Sales
Summer Vacations ■ Stay & Play
Back to School Planning

AUGUST

Back to School
Summer Clearance Sales
Fall Fashion Previews
Last-Minute Short Vacations

SEPTEMBER

Labor Day ■ Social Season Begins
9 | 11 Patriot Day ■ Rosh Hashana
First Day of Fall ■ NFL Season Begins

2nd QUARTER

APRIL

Passover ■ Easter ■ Earth Day
Baseball Opening Day ■ Tax Day
■ Prom Season Spring Break
Culinary Festivals

MAY

Mother's Day ■ Cinco de Mayo
Graduation ■ Kentucky Derby
Summer Planning ■ Memorial Day

JUNE

Father's Day ■ Summer Vacations
Stay & Play ■ First Day of Summer
Flag Day ■ U.S. Golf Open

4th QUARTER

OCTOBER

Yom Kippur ■ Halloween ■ NBA Starts
Columbus Day ■ Arizona's Finest Awards
Fashion Week ■ Breast Cancer Awareness
World Series ■ Fashion Week

NOVEMBER

Election Day ■ Veteran's Day
Thanksgiving ■ Black Friday
Cyber Monday ■ NASCAR at PIR
Holiday Giving Kick-Off

DECEMBER

Chanukah ■ Holiday & winter vacations
Christmas ■ Year End Tax Credits
New Year's Celebrations



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**QUESTIONS?
 GIVE US A CALL!
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CONNECT WITH THE PMG TEAM, TODAY!

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 3104 E. Camelback Road, Box 580
 Phoenix, Arizona 85016

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 Phoenix, Arizona 85018

[On 2nd Floor of Building A - Northwest Corner of 44th Street and Camelback]

PHONES

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 FOOD & FLOURISH www.foodandflourish.com
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