



N O R T H E R N
ARIZONA & Beyond

Winter/Spring Issue

**A WINTERSCAPE
IN SEDONA**

**Best Regional
Winter Getaways**

**The Road Less Traveled
San Juan Skway Scenic
Road, Colorado**

**NATIVE AMERICAN
LANDS**

**Lake Havasu, Along the
Colorado River & Much More**

*A Panoramic Journey Through Nature's Hidden Treasures in
Arizona, Nevada, Utah, Colorado & New Mexico*

www.NorthernArizonaMagazine.com



N O R T H E R N
ARIZONA & Beyond

Summer/Fall Issue

*The Enchantment of
Monument Valley &
Canyon de Chelly*

**SCENIC
ADVENTURES
THROUGH THE
BACK ROADS**

*New Mexico's "Indian
Country"*

**WINE COUNTRY
TOURS**

**BEST CITY SLICKER
DUDE RANCHES**

*A Panoramic Journey Through Nature's Hidden Treasures in
Arizona, Nevada, Utah, Colorado & New Mexico*

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THE BEST OF BOTH WORLDS – now in print and digital issues

Northern Arizona & Beyond magazine is published twice a year as a regional travel magazine for those visiting northern Arizona and neighboring states just beyond our borders. Digital editions will continue to be a part of the 2012 and 2013 issues through a “flip page” magazine that includes links to advertisers’ websites, and videos promoting select adventures and communities in our online magazine.

Northern Arizona & Beyond is a unique five-state regional magazine and the only publication that reaches tourists by linking the efforts of more than 28 chambers of commerce and visitor centers including many Arizona Office of Tourism Convention & Visitor Bureaus, Native American reservations, select hotels, and private tourism businesses in northern Arizona and neighboring states of Nevada, Utah, Colorado, and New Mexico and by newsstand and magazine subscription.

AUDIENCE PROFILE

With the Grand Canyon being one of the world’s most sought after destinations, it is featured in each issue. According to a survey conducted by the Grand Canyon, 83% of visitors to the canyon are domestic travelers.

Northern Arizona & Beyond educates its readers with articles on the Grand Canyon that catch the interest of these travelers with countless other adventures that this part of the country offers. Several other northern Arizona destinations are highlighted to let readers know of additional places to vacation in this region.

Our recent survey shows that Northern Arizona & Beyond readers will increase the length of their stay after reading our publication and discovering other nearby destinations.

43% of Northern Arizona & Beyond readers plan to increase their travel by 2-3 days.
 29% of Northern Arizona & Beyond readers plan to increase their travel by 4-5 days.
 14% of Northern Arizona & Beyond readers plan to increase their travel by 6-7 days.
 75% of Northern Arizona & Beyond readers household income ranges from \$100,000-\$500,000

The print issues are read by more than 150,000 readers alone! Our publication, for the most part, reaches tourists when they are looking for places to visit and things to do.

FEATURES FOR 2012 & 2013

Summer/Fall Features (June - December Issue)

- The Impressive Beauty of Monument Valley & Canyon de Chelly
- A Photographer’s Journey Through Monument Valley– Derek von Briesen
- The Road Less Traveled – The Kayenta Monument Valley Scenic Road, (Tse’ Bii’ Ngziszgaii)
- Wine Country Tours
- In Our backyard – Lake Mead, A Paradise for Watersports

Winter/Spring Features (January-June Issue)

- A Winterscape in Sedona
- The Road Less Traveled – San Juan Skyway Scenic Road, Colorado
- Native American Lands
- Escalante – Third Step of the Grand Staircase
- Nevada – Red Rock & Valley of Fire State Parks
- In Our backyard – Lake Havasu & Bullhead City

PRINT DISTRIBUTION

50,000 print copies
 (25,000 for Winter/Spring - 25,000 for Summer/Fall)
 REACH from print Issues—150,000

Each issue will be read by many potential tourists when they are making plans to visit this unique region. For those who pick up a print copy upon arrival, they will desire to stay longer and visit more sites and attractions along their journey.

Northern Arizona & Beyond distributes complimentary print copies at airports, hotels, chambers of commerce, convention and visitor bureaus, visitor attractions, throughout Arizona, Nevada, Utah, Colorado, and New Mexico, through paid subscription and magazine newsstands, and reaching extended markets both domestically and internationally through our online version.

DIGITAL ISSUES

In addition to our print copies, our “Online Version” is now in digital format with video throughout the pages. The digital issue provides an excellent complement to our print editions by getting more information to thousands of potential readers who use digital magazines. Northern Arizona & Beyond is read by thousands of visitors with the newest of technology through iPhone, iPad, iPod Touch or Android devices. Please visit our website at www.NorthernArizonaMagazine.com to access our digital magazines.

Seven out of 10 top page views of Northern Arizona & Beyond were full-page ads with corresponding editorials. The top three advertisements included video along with editorial to reap maximum benefits. It pays to invest with our complete marketing program when it comes to capturing readers’ attention. *Statistics gathered from Northern Arizona & Beyond readers, Grand Canyon Survey and AOT.

WEBSITE LINKS

At the magazine’s website, Northern Arizona & Beyond can be completely viewed with each advertiser’s ad linked directly to their website by a mere click on their ad.

ADVERTISING RATES

Rates are cost per insertion for space only.

Size	Rate		Width x Height	
	1X	2X (each)	Vert.	Horz.
1/6 page	\$695	\$595	2 1/4 x 4 11/16	4 5/8 x 2 1/4
1/4 page	\$895	\$795	3 7/16 x 4 11/16	4 5/8 x 3 9/16
1/3 page	\$1095	\$995	2 1/4 x 9 5/8	4 5/8 x 4 11/16
1/2 page	\$1595	\$1495	4 5/8 x 7 3/16	7 3/8 x 4 11/16
Full page	\$2195	\$1995	7 3/8 x 9 5/8	
w/ Bleed			8 5/8 x 11 1/4	
Trim Size			8 3/8 x 10 7/8	
Back Cover	\$2895	\$2795		
IFC	\$2495	\$2395		
IBC	\$2495	\$2395		
Page 3	\$2295	\$2195		

Special Positioning: 10% of gross rate if accommodations can be made for requested position.

Reservation & Shipping: To reserve your space, contact OutWest Publishing LLC, 1.877.286.0255 or by e-mail: la.nora@earthlink.net. Please send all materials or completed artwork to: OutWest Publishing LLC, PO Box 2059, Gilbert, AZ 85299.

Materials & File Format: The quality of the materials provided will be the quality of your ad. All materials: logos, borders, illustrations, line art and photographs must be clean and clear. Any photos must be an original and not from other preprinted materials. We cannot download images from the internet for the quality of ads we will produce.

Digital supplied ads must be Mac compatible files including InDesign, QuarkXPress, Adobe Illustrator and PhotoShop files; PDF, TIFF or EPS file formats. All color files must be in CMYK file format at a minimum of 300 DPI.



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