

# Frontdoors Media

Home of The Red Book

## 2025-26 MEDIA KIT

### Frontdoors Magazine

#### THE RED BOOK

#### The Knock

Weekly Newsletter

#### Join Us!

Your Invitation to the Best the Valley Has to Offer

Weekly Newsletter

### Frontdoors tv

#### ARIZONA TAX CREDIT

GIVING GUIDE 2025-26

Lindsay Green | Senior Account Manager

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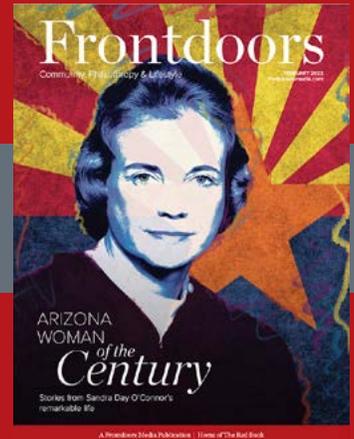
5330 N. 12th Street | Phoenix, Arizona 85014

480-622-4522 | frontdoorsmedia.com



# Frontdoors Media

## Home of *The Red Book*



A Frontdoors Media Publication | Home of *The Red Book*

### 2025-26 SEASON | AD SPECS AND DEADLINES

Frontdoors Media celebrates the people and groups that give generously and build the future of our community. It's the premier source of information — and inspiration — for those who strive to make the Valley of the Sun a better place.

We are home to *The Red Book*, *Frontdoors Magazine* and *FrontdoorsMedia.com* — with more reach and exposure for advertisers than ever before. It's the best of all worlds — coverage of the Valley's philanthropy, society, style, luxury and much more, all under one umbrella.

#### Our Reach:

- + *Frontdoors Magazine* has a readership of 20,000+ in print and digital, including more than 5,000 Red Book member households
- + Frontdoors Media has more than 40,000 digital subscribers and followers
- + *FrontdoorsMedia.com* is viewed by more than 10,000 visitors per month
- + Print magazines are distributed via mail to subscribers and Red Book members as well as high-traffic locations throughout the Valley including Safeway stores

#### Our Readers:

- + 50 percent 45 and older; 50 percent 44 and under
- + 60 percent female; 40 percent male
- + 55 percent of subscribers have a net worth of \$2 million or more
- + 58 percent own a home valued at more than \$1 million
- + 40 percent have lived in their home for 15+ years (established Phoenicians)
- + 18 percent have been in their home one year or less (new residents)
- + 93 percent own their homes
- + Consumer personas: Established Elite, Corporate Connected, Active & Involved
- + Top buying categories include: Travel, Pets, Charitable Contributions, Art & Antiques, Apparel, Sports & Gardening and Premium Luxury Cars

Updated May 2025

## FRONTDOORS MAGAZINE | FULL-COLOR

Community, Philanthropy & Lifestyle

#### AD SIZE

##### Premium Cover Positions:

Inside Front Cover Two-Page Spread  
Two-Page Spread, Front of Magazine  
Back Cover  
Inside Back Cover

##### Standard Positions:

Full Page  
1/2 Page  
Formatted 1/4 Page (samples available)

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Full-Page Ad 8.375" x 10.875" .125" Bleed	Horizontal Half-Page Ad 7.75" x 4.75" No Bleeds	Vertical Half-Page Ad 3.625" x 10.25" No Bleeds
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## DISPLAY AD SPECS

### FULL-PAGE WITH BLEED

Trim: 8.375 x 10.875

With Bleed (.125"): 8.625 x 11.125

Safe Area: Please keep any headlines, phone numbers, QR Codes or critical information at least 1/2" from the trim.

### HALF-PAGE NO BLEED

Horizontal Half-Page: 7.75"w x 4.75"h

Vertical Half-Page: 3.625"w x 10.25"h

### ACCEPTED FILE FORMATS

High-resolution, 4-color (CMYK) digital files required. Minimum resolution of 300 DPI.  
*Images from the internet are not acceptable.*

- Adobe Acrobat PDF
- Adobe InDesign (package + compressed files)
- Adobe Illustrator (font-outlined EPS or AI file type)
- Adobe Photoshop (flattened PSD, EPS or TIFF file type)

### AD DESIGN

Rates are based upon receipt of completed artwork. If you need assistance designing your ad or converting it to an acceptable file format, we offer production services for \$150/hour.

### PROOF

You will receive a proof for approval. Please proof your ad carefully, including spelling, phone numbers, addresses, punctuation and website links.

### SPECIAL NONPROFIT MAGAZINE ADVERTISING RATES

Please contact your sales representative for additional details.

# Frontdoors Media

## Home of The Red Book

### THE KNOCK NEWSLETTER | EVERY THURSDAY

Sent to More Than 40,000 Digital Subscribers

Banner Ads: 640 x 160 pixels

Lead Community Story: Featured content with image (subject to approval)

Nonprofit Pros: New hire announcement with image

### "JOIN US!" | EVENT PROMOTION OPPORTUNITY

Sent to More Than 50,000 Digital Subscribers

Lead Ad: 640 x 900 pixel art + 4 lines of content

(1 available per season per organization)

Banner Ads: 640 x 160 pixel

Featured Event from the Calendar

### FRONTDOORSMEDIA.COM | BANNER ADS

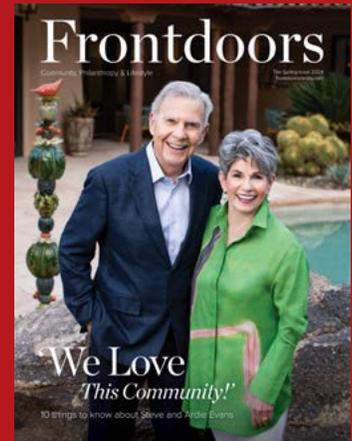
900 x 225 pixels — Annual banner ads average 250,000 impressions per season

### FRONTDOORS MAGAZINE | SCHEDULE

ISSUE	SPACE	MATERIALS	RELEASE DATE
The Fall Arts & Culture Issue	8/14	8/21	9/4/2025
2025-26 Arizona Tax Credit Giving Guide	9/25	10/2	10/16/2025
Maricopa and Tucson Area Editions Available. Please contact us if you need information about the directory listing program for qualified organizations and schools. <b>Directory listing reservation deadline July 24.</b>			
The Holiday Issue	10/16	10/23	11/6/2025
The Winter Issue	12/18	1/5	1/15/2026
The Spring Philanthropy & Fashion Issue	2/19	2/26	3/12/2026
Furry Friends (Annual Special Edition, printed with The Summer Issue)	3/26	4/2	4/16/2026
The Summer Issue	4/16	4/23	5/7/2026

### VIDEO CONTENT CREATION

+ FrontdoorsTV with Carey Peña: Join us at the Center for Positive Media to film an in-depth interview segment



### Additional Information

**Guaranteed Positions:** Available on a first-come, first-served basis; must be approved by Frontdoors. Add 10%.

**Cancellation:** Must be in writing prior to ad space deadline or client will be billed for space. When change of copy or artwork is not received by closing date, copy run in previous issue will be published.

**Rate & Payment Policy:** All rates are net for space cost only, based on receipt of finished digital ad. Payment required at space reservation deadline unless credit previously established. For entities in business less than one year, payment is required when advertising is placed.

**Terms & Conditions:** Advertisers are solely responsible for the content of their advertisements. Frontdoors Media reserves the right to reject advertising copy for any reason.

Lindsay Green | Senior Account Manager

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# Frontdoors Media

## Home of *The Red Book*

### A VALLEY INSTITUTION FOR OVER 33 YEARS

*The Red Book* launched in 1993 with the ambitious goal of providing a directory to connect the Valley's leaders in philanthropy, business and society. In the years since its inception, the brand was expanded to include azredbook.com to complement the annual publication of *The Red Book*. *The Red Book* became a part of Frontdoors Media in 2021.

#### Red Book Members are:

- + Philanthropic: Red Book members supports many community causes and fundraisers.
- + High Net Worth: Red Book members include many of the Valley's top business leaders.
- + Luxury Shoppers: Red Book members frequent the Valley's most well-known luxury brands.
- + Arts-Minded: Red Book members regularly attend and donate to the arts.

#### Red Book Membership:

Only members may purchase *The Red Book* and membership is by invitation only. This helps maintain the book's niche audience comprised of the Valley's philanthropic, business and society leaders.

#### Membership Benefits Include:

- + Personal and/or business listing in *The Red Book* along with thousands of other business leaders, community leaders and philanthropists.
- + Access to paid copies of the print version of *The Red Book* as well as online access to fellow members at azredbook.com.
- + Special invitations to Red Book events and other special member-only opportunities.
- + Opportunity to become an advertising partner/sponsor in *The Red Book*.

### THE RED BOOK | ADVERTISING SPECS

Advertising in *The Red Book* is your key to reaching sophisticated, savvy and highly motivated readers who have a true passion for society, culture and luxury.

#### LUXURY AD PACKAGES

Inside Front Cover Two-Page Spread  
Inside Back Cover Two-Page Spread  
Two-Page Spread, Front of Book

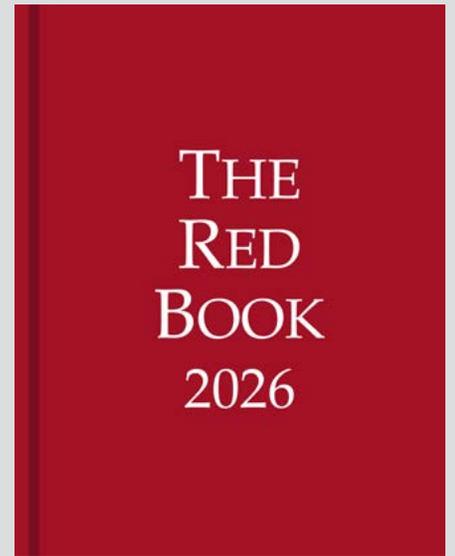
#### CLASSIC AD PACKAGES

Full-Page, Right  
Full-Page, Left

ALL Red Book advertisers will receive a one-year run-of-site banner ad on our website (over 250,000 reader impressions per year).

Digital ads are published as received after September 5, 2025. Print copies of *The Red Book* are delivered in December.

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Full-Page Ad  
6" x 9"  
.125" Bleed  
Ad Size  
With Bleeds  
6.25" x 9.25"  
Without Bleeds  
5" x 8"

Two-Page Spread  
12" x 9"  
.125" bleed  
Ad Size With Bleeds  
12.25" x 9.25"

### Additional Information

**Digital Ad Specs:** Website banner 900 x 225 pixels

**Guaranteed Positions:** Available on a first-come, first-served basis; must be approved by Frontdoors Media.

**Cancellation:** Must be in writing prior to ad space deadline or client will be billed for space. When change of copy or artwork is not received by closing date, copy run in previous issue will be published.

**Rate and Payment Policy:** Insertion order or contract must be signed prior to advertising. All rates are net for space cost only, based on receipt of finished digital ad. Payment required at space reservation deadline unless credit previously established. For entities in business less than one year, payment is required when advertising is placed.

**Terms & Conditions:** Advertisers are solely responsible for the content of their advertisements. Frontdoors Media reserves the right to reject advertising copy for any reason.

Space reservations due September 4, 2025.  
Art is due on September 18, 2025.