

Frontdoors Media

Home of **The Red Book**

2026-27 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}

AN INSPIRED MEDIA 360 PRODUCTION

ARIZONA TAX CREDIT

GIVING GUIDE 2026-27

Lindsay Green | Senior Account Manager

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5330 N. 12th Street | Phoenix, Arizona 85014

frontdoorsmedia.com



Frontdoors Media

Home of *The Red Book*

2026-27 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 2026

FRONTDOORS MAGAZINE | FULL-COLOR

Community, Philanthropy & Lifestyle

AD SIZE

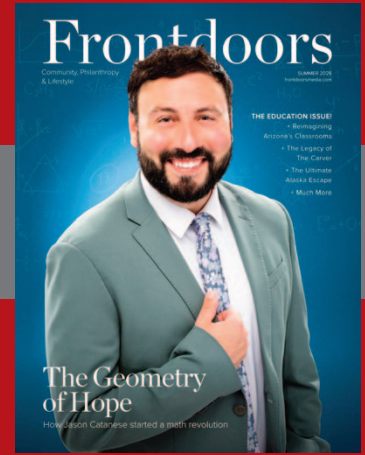
Premium Cover Positions:

	OPEN RATE	3X	5X
• Inside Front Cover Two-Page Spread	\$6,600	\$6,000	\$5,500
• Two-Page Spread, Front of Magazine	\$5,500	\$5,200	\$4,950
• Back Cover	\$4,400	\$4,200	\$3,900
• Inside Back Cover	\$4,200	\$3,900	\$3,500

Standard Positions:

• Full Page	\$3,900	\$3,500	\$3,000
• 1/2 Page	\$2,000	\$1,800	\$1,600
• Formatted 1/4 Page (samples available)	\$900	\$750	\$625

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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

- Newsletter Banner ad Top Position - \$700
- Newsletter Banner ad Lower Position - \$400
- Lead Community Story - \$900
- Nonprofit Pro - \$300

"JOIN US!" | EVENT PROMOTION OPPORTUNITY

Sent to More Than 50,000 Digital Subscribers

- Lead Banner / Dedicated blast - \$1,300
- Featured Even From the Calendar - \$100

FRONTDOORSMEDIA.COM | BANNER ADS

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

- Website banner ad 1 year - \$6,000
- Website banner ad 6 months - \$3,000
- Website banner ad 3 months - \$1,500
- Website banner ad 1 month - \$600

FRONTDOORS MAGAZINE | SCHEDULE

ISSUE	SPACE	MATERIALS	RELEASE DATE
The Fall Arts & Culture Issue	8/6	8/20	9/3/2026
2026-27 Arizona Tax Credit Giving Guide <small>Please contact us if you need information about the Directory listing program for qualified organizations and schools. Reservation deadline August 28th. *Main body ad reservation date.</small>	9/28*	9/25	10/15/2026
The Holiday Issue	10/8	10/22	11/5/2026
The Winter Philanthropy & New Year Issue	12/10	12/17	1/14/2027
The Spring Philanthropy & Fashion Issue	2/11	2/25	3/11/2027
Furry Friends <small>(Annual Special Edition, Printed with the Summer Issue)</small>	4/15	4/22	5/6/2027
The Summer Issue <small>(Annual Special Edition, Printed with the Furry Friends Issue)</small>	4/15	4/22	5/13/2027

VIDEO CONTENT CREATION

- + **FrontdoorsTV with Carey Peña:** Join us at the Center for Positive Media to film an in-depth interview segment - \$5,500 per segment

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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.

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 - \$13,000
- Inside Back Cover Two-Page Spread - \$9,900
- Two-Page Spread, Front of Book - \$8,800

CLASSIC AD PACKAGES

- Full Page Ad (Right) - \$6,500
- Full Page Ad (Left) - \$5,500

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 4, 2026.

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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.

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Space reservations due September 4, 2026.
Art is due on September 24th, 2026.