



FY 2007
Media Plan

August 25, 2006

CONTACTS for AOT's FY07 Media Plan

Company Name	FIRST	LAST	EMAIL	PHONE	FAX	Media PlanTAB
AAA: Arizona Highroads	Michael	Huffman	mike@huffmanmedia.com	(877) 416-3441	(616) 588-6310	Reg Mktg/TEAM
AAA: Living	Bonnie	Gill	bgill@homeandawaymagazine.com	(800) 390-7466 ext 1	(402) 331-5194	TEAM
AAA: Westways	Michael	Huffman	mike@huffmanmedia.com	(877) 416-3441	(616) 588-6310	TEAM
About Publishing (Cactus League)	Kathleen	Lockhart	kathleen@hennenpublishing.com	(602) 906-3085	(602) 906-3785	sponsorship
AF Budget Travel	Angelo	Lombardo	angelo.lombardo@newsweekbt.com	310.586.2213	310.264.9944	national
Architectural Digest	Ellen	Lewis	ellen@LewisStafford.com	(972)960-2889	(972) 960-2886	national
Arizona Drive Guide	Cyndi	Turer	clturer@aol.com	(480) 860-0328	(480) 860-0954	TEAM
Arizona Official Visitor's Guide	Becky	Wright	wcoleman@maddenpreprint.com	520-322-0895	520-322-9438	TEAM
Arizona Professional Travel Planner's Guide	Kathleen	Lockhart	kathleen@hennenpublishing.com	(602) 906-3085	(602) 906-3785	TEAM
Arizona Reiseplaner	Dana	Brockway	adventuremedia@cox.net	520-544-3936	520-544-4609	TEAM
Arizona Republic	Catherine	Stewart	catherine.stewart@pni.com	(602) 444-8433	(602) 444-8691	Reg Mktg/TEAM
Arizona Travel Parks Directory	Ron	Sleight	csgltd@cox.net	480-699-4849	480-699-4853	national
Audubon	Frieda	Holleran	frieda.holleran@thehollerangroup.com	925-943-7878	925-943-7814	national
Az Family.com	Melissa	Waller	melissa_waller@azfamily.com	(602) 207-3765	(602) 207-3292	TEAM
AZ-The Golf State	Whitney	Coleman	wcoleman@maddenpreprint.com	520.322.0895	520.322.9438	national
Bon Appetit	Jenna Washer	Washer	jenna_washer@bonappetit.com	323.965.3788	323.930.2369	national
CAA Magazine	Susan	Towle	Susan.Towle@redwoodcc.com	416-847-8555	416-644-0255	international
Canadian House and Home	Suzanne	Cowley	scowley@hhmedia.com	(416) 593-9411 ext. 245	(416) 591-1630	international
Canadian Traveller	Stephen	Fontaine	stephenfontaine@canadiantraveller.net	(250) 861-9006	(250) 861-4811	trade
Conde Nast Traveler	Tricia	Baak	Tricia_Baak@condenast.com	323-965-3757	323-965-7148	national
Custom Marketing Group	Gregg	Gant	ggant@aboutcmg.com	702.897.3180	702-897-8325	national
DreamScapes	Sandra	Kitchen	s.kitchen@shaw.ca	403.609.3935	403.609.3934	international
East Valley Tribune	Marty	Marshall	mmarshall@aztrib.com	(480) 898-5638	480-898-6463	Reg Mktg/TEAM
Edmonton Life	Pikky	Aujla	pikky@captive multimedia.com	(780) 424-6222 ext. 2286	(206) 262-8187	international
Experience Arizona	Christine	Emmons	cemmons@azbusinessmagazine.com	602-277-6045 ext. 243	602-650-0827	TEAM
Food Trip with Todd English/WGBH-PBS	Mollie	Worrell	molle_worrell@wgbh.org	(617) 300-3760	(617) 300-1055	national
Frontier - Wild Blue Yonder	Mala	Folsom Alvey	mfa@proxypartners.com	303.293.3020 x263	303-296-3410	national
Golf Digest/Golf for Women	Linda	Dillenbeck	linda.dillenbeck@golfdigest.com	(480)460-5650	480-460-6050	national
Gourmet	Ellen	Lewis	ellen@LewisStafford.com	(972)960-2889	(972) 960-2886	national
Group Tour	Tom	Ward	tom@grouptour.com	(925) 673-0771	(925) 673-0773	trade
Los Angeles Magazine	Jennifer	Sotelo	jsotelo@lamag.com	(323) 801-0030	(323) 801-0103	Reg Mktg/TEAM
Midwest Living	Teri	Marshall	tmarshall@basf.com	415.986.7762	415.986.7860	national
National Geo Adventure	Layne	Middleton	fourcns@aol.com	928-443-8540	928-443-8408	national
National Geo Traveler	Layne	Middleton	fourcns@aol.com	928-443-8540	928-443-8408	national
Native Peoples	Karen	Shumar	kshumar@nativepeoples.com	(602)265-4855	602.265.3113	national
Natural History	Richard	Katz	oncoursemedia@aol.com	310.710.7414	805.581.3622	national

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NTA Courier	David	Krause	KrauseD@hostcommunications.com	(800) 682-8886 x4350	(859) 226-4424	trade
Nuvo Magazine	Tovah	Gertner	tgertner@nuvomagazine.com	(604) 899-9380 ext. 129	(604) 899-1450	international
NYT-Sophisticated Traveler	Sherri	Zigman	zigmans@nytimes.com	310.914.2067	310.479.7414	national
O Magazine	Allison	Cessna	acessna@maddenpreprint.com	(520) 297-7178	520.297.7168	national
Online - The Fifth Network	Bill	Caspere	billc@thefifthnetwork.com	602-283-4501	(602) 466-2910	national
Outpost	Matt	Robinson	matt@outpostmagazine.com	(416) 972-6527 ext. 25	(416) 972-6645	international
Outside / Outside Traveler	Nick	Pavach	npavach@outsidemag.com	(213) 457-0354	213-457-0362	national
Phoenix Magazine	Michael	Hiatt	mhiatt@citieswestpub.com	(480) 664-3960 x 214	(480) 664-3963	Reg Mktg/TEAM
Phoenix Official Visitor's Guide	Whitney	Coleman	wcoleman@maddenpreprint.com	520.322.0895	520.322.9438	TEAM
Preprint (domestic & Canada)	Allison	Cessna	acessna@maddenpreprint.com	(520) 297-7178	520.297.7168	national
Samsonite/Innes Communications	Peter	Innes	peter@innesadvertising.com	201-794-1661	(201) 794-6602	sponsorship
Smithsonian	Jeff	Morehouse	mascasas@aol.com	310-478-3833 x23	310-478-1633	national
Smithsonian's Museum of the Amer. Indian	Wayne	Stafford	t4solution@aol.com	519-258-6366	416-225-7478	national
Southwest Spirit	Ellynn	Adoue	ellynn.adoue@aa.com	(817)931-1232	817-931-3015	national
Sunset	Kimberly	Rutt	ruttk@sunset.com	310-268-7367	310.268.7607	national
The Fifth Network	Bill	Caspere	billc@thefifthnetwork.com	602-283-4501	(602) 466-2910	national
The New Yorker	Ellen	Lewis	ellen@LewisStafford.com	972-960-2889	972-960-2886	national
Toronto Life	John	Andreopoulos	jandreopoulos@torontolife.com	(416) 955-4999	416-861-1169	international
Traffic Pulse (radio traffic sponsorships)	Kelly	Bitter	kbitter@traffic.com	(619) 308-5283	(619) 209-6063	TEAM
Travel & Leisure Golf	Michelle	Johnson	michelle.d.johnson@aexp.com	760-633-1673	760-633-1671	national
True West	Joel	Klasky	joel@twmag.com	888-687-1881	480.575.1903	national
Tucson Lifestyle	Fran	Katz	fran@tucsonlife.com	(520) 721-2929 x 110	(520) 721-8665	TEAM
Tucson Official Visitor's Guide	Whitney	Coleman	wcoleman@maddenpreprint.com	520.322.0895	520.322.9438	TEAM
Tucson Official Visitors Guide in Spanish	Lizeth	Ruiz	smartucson@yahoo.com	(520) 225-0531	662) 213-7282	international
US Airways	Ernie	Mulholland	ernie@skyword.com	(602)997-7200	(602) 997-9875	national
Valley Guide	Whitney	Coleman	wcoleman@maddenpreprint.com	520.322.0895	520.322.9438	TEAM
W'est	Osamu	Hoshino	ohoshino@comcast.net		1-801-262-9570	TEAM
West Jet UP!	Tricia	Stefani	tstefani@mcgown.com	604.688.5914	604.689.0703	international
Western Living	Nancy	Bowman	nanomedia@aol.com	(201) 558-0114	(201) 558-1841	international
Westworld	Jeff	Neilson	jneilson@canadawide.com	604-473-0328	604-299-9188	international
Wish	Katie	Mateer	kmateer@stjosephmedia.com	416.364.3333 x 4003	716.862.2184	international

National Campaign

Month Week	July					August					September					October					November					December					January					February					March					April					May					June				
	26	31	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25											
Golf For Women Circ: 550,000 East. Circ: 335,051 Issuance: 6X per year Median Age: 56.5 Median HHI: \$131,356											Sept/Oct Eastern Circ Ed: Fall Getaways FP4CBL O/I-RSL 7/5-7/5					Nov/Dec Eastern Circ FP4CBL O/I-RSL 9/1-9/1																																												
Gourmet Circ: 950,000 Issuance: Monthly Median Age: 48.3 Median HHI: \$73,132	I-RSL					I-RSL					Sept Match Adv 1/2PSPDBL I-RSL 7/1-7/15					Oct Restaurants Issue Match Adv 1/2P4CBL I-RSL 8/1-8/15					GPCVB insert I-RSL					GPCVB insert I-RSL																																		
Midwest Living Circ: 925,000 Issuance: 6x Median Age: 49.8 Median HHI: \$63,775																Nov/Dec Arizona Section plus advertorial copy & photo FP4CBL O/I-RSL 8/21-8/21					Jan/Feb Warm Weather Getaways plus copy & photo FP4CBL O/I-RSL																																							
National Geo Adv Circ: 525,000 Issuance: 10x Median Age: 40.4 Median HHI: \$72,729																															Mar EZ Advertising Ed: Best of SW 1/2PSPD4CBL O/I-RSL 12/20-12/20																													
National Geo Trav Circ: 715,000 Issuance: 8x Median Age: 41.4 Median HHI: \$59,684																Oct CMG Insert Heritage & Culture FPADV										Jan/Feb 1/2PSPD4CBL O/I-RSL 11/3 - 11/3																																		
Native Peoples Circ: 50,000 Issuance: Bi-Monthly Median Age: 56 Median HHI: \$111,000											Sept/Oct 1/2P4CBL 6/18-7/1					Nov/Dec 1/2P4CBL 9/1-9/10					Jan/Feb EZ Advertising 1/2P4CBL 11/1-11/10					Mar/Apr 1/2P4CBL 1/2-1/10																																		
Natural History Circ: 250,000 Issuance: 10x Median Age: 54.9 Median HHI: \$96,000											Oct Great Outdoors Matching Adv 1/2PSPD4CBL O/I-RSL 8/11-8/11 (8/2)					Nov Distinctive Destination Matching Adv 1/2PSPD4CBL+1/6P4C O/I-RSL 9/15 - 9/15 (9/1)					Dec/Jan Matching Advertorial 1/2PSPD4CBL+1/6P4C O/I-RSL 10/13-10/13 (10/6)					Feb bonus 1/2PSPD4CBL+1/6P4C O/I-RSL 12/9-12/9					Mar Great Outdoors Matching Adv 1/2PSPD4CBL+1/6P4C O/I-RSL 1/12-1/12 (12/29)					1/6P4C O/I - RSL					1/6P4C O/I-RSL					1/6P4C O/I - RSL														

National Campaign

Month Week	July					August					September					October					November					December					January					February					March					April					May					June				
	26	31	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25											
Smithsonian's Nat'l Museum of the Am Indian Circ: 100,000 Issuance: 4x Median Age: 66 Median HH: \$70,813											Fall FP4CBL Advertorial (handled by pub) 7/21-7/25										Winter FP4CBL 10/20-10/24					Spring FP4CBL 1/20-1/24					Summer FP4CBL 4/22-4/27																													
Southwest Spirit Circ: 400,000 Issuance: Monthly Median Age: 44.9 Median HH: \$92,070											Oct FP4CBL O/I-RSL 8/15/8/15					Nov Spirit of AZ Sec 1/2PSPDBL O/I-RSL 9/6-9/6					Dec Spirit of Golf Section FP4CBL O/I-RSL 10/16-10/16					Jan FP4CBL O/I-RSL 11/15-11/15																																		
Sunset Circ: 1,450,000 National 375,000 S. Cal May: 180,000 Issuance: Monthly Median Age: 51 Median HH: \$85,544																Nov EZ Advertising Full Circ 1/2 P4C non-bl I-RSL 9/1/2006					Jan S. Cal Circ 1/2 P4C non-bl I-RSL					Mar S. Cal Circ 1/2P4C non-bl I-RSL					Apr S. Cal Circ 1/2P4C non-bl I-RSL					Travel Planner EZ Advertising Summer Travel Special Issue 1/2PSPD BL I-RSL? 3/8-3/8																								
The New Yorker Circ: 975,000 Issuance: Weekly Median Age: 48.3 Median HH: \$80,957											Oct. 16th GPCVB insert					Nov. 27 GPCVB insert																																												
Travel + Leisure Circ: 950,000 Issuance: Monthly Median Age: 48.5 Median HH: \$86,672						Sept CMG "Heritage & Culture" FP4CADV					Oct Arizona Section FP4CBL I-RSL 7/14-8/4					Nov CMG Arizona Insert 8-16 Pages																																												
T+L Golf Circ: 625,000 Issuance: 7x Median Age: 49.8 Median HH: \$141,733						Sept Arizona Section FP4CBL Matching Adv I-RSL 7/11-7/11					Nov FP4CBL I-RSL 9/21-9/21																																																	
True West Circ: 51,000 Issuance: 10x Median Age: 45 Median HH: \$85,000																					Jan/Feb EZ Advertising FP4CBL O/I-RSL 10/20 - 10/20					Apr EZ Advertising Ed: Travel FP4CBL O/I-RSL 1/8 - 1/8																																		

Long Haul Target Cities

Month	July	August	September	October	November	December	January	February	March	April	May	June																								
Week	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25
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Circ:														1/8-1/28																						
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AAA Home & Away													Nov/Dec	Jan/Feb												
Circ: 106,850																										
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Mpls St. Paul Mag													Nov	Jan												
Circ: 82,723																										
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Long Haul Target Cities

Month	July	August	September	October	November	December	January	February	March	April	May	June
Week	26	31	28	25	30	27	1	29	26	23	20	18
Traffic Sponsorships Circ: Issuance: Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost					4Q06 Dates TBD 2 WEEKS	1Q07 1/8-1/28 3 wks					
Radio Circ: Issuance: Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost						1Q07 1/8-1/28 3 wks					
Television Circ: Issuance: Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost					Nov Possible News Sponsorships	1Q07 1/8-1/28 3 wks					
Out of Home Circ: Issuance: Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost											
Online Circ: Issuance: Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost											
Specialty Circ: Issuance: Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost											

Long Haul Target Cities

Month	July	August	September	October	November	December	January	February	March	April	May	June																																					
Week	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25
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Net Cost																											

Regional Marketing Plan

Month		July				August				September				October				November				December				January				February				March				April				May				June				
Week		26	31	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25
WESTERN REGION - RADIO																																																		
Phoenix Market 60 SECOND	Flight dates Flight dates radio/v # spots Unit length TRP Level Creative Sp/Mat Funding Type Net Cost													TBD 1 Week radio :60 75 Total GRPs																								TBD 1 Week radio :60 75 total GRPs												
Phoenix Market TRAFFIC SPONSORSHIPS	Flight dates Flight dates radio/v # spots Unit length TRP Level Creative Sp/Mat Funding Type Net Cost													TBD 1 Week radio 75 spots :10- :15																								TBD 1 Week radio 75 spots :10 - :15												

WESTERN REGION - ONLINE																																																	
Instate	Flight dates Flight dates Size Size Video Creative Sp/Mat Funding Type Net Cost									Oct. 15-31 geo-target instate size TBD video two weeks prior				Nov. 1 - 30 geo-target instate size TBD video two weeks prior				Dec. 1 - 31 geo-target instate size TBD video two weeks prior				Feb. 1 - 28 geo-target instate size TBD video two weeks prior				Mar. 1 - 31 geo-target instate size TBD video two weeks prior				May 1 - 31 geo-target instate size TBD video two weeks prior				Jun 1 - 30 geo-target instate size TBD video two weeks prior															
Southern California	Flight dates Flight dates Size Size Video Creative Sp/Mat Funding Type Net Cost									Nov. 1 - 30 geo-target So. CA size TBD video two weeks prior				Dec. 1 - 31 geo-target So. CA size TBD video two weeks prior								Mar. 1 - 31 geo-target So. CA size TBD video two weeks prior				Apr. 1 - 30 geo-target So. CA size TBD video two weeks prior																							

SOUTHERN REGION - PRINT																																																	
AAA: Arizona Highroads Circ: 435,000 Issuance: bi-monthly Median Age: 49 Median HHI: \$72,279	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost																																													FP4C BL RSL 3/1-3/6			
Arizona Republic Circ: Daily 411,043 Sunday 517,699 Issuance: daily Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost																																									Fri May 11, main news Sun May 13, travel main news/travel 6 col x 12", 4C, Sun 6 col x 2", 4C, Friday 5/8							
East Valley Tribune Circ: Daily/Sat: 103,997 Sunday 86,277 Issuance: daily Median Age: 52.9 Median HHI: \$57,491	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost									Fri, 10/13 & Sun 10/15 Main news/Travel 6 col x 2", 4C, Friday 6 col x 12", 4C, Sun 10/11 & 10/9																																							

Sponsorships

Month	July					August					September					October					November					December					January					February					March					April					May					June				
Week	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25											
Holiday	Independence Day					Labor Day					Columbus Day					Halloween					Thanksgiving					Hanukkah					Christmas					New Year's Day					St. Patrick's					Easter					Cinco de Mayo Memorial Day					Father's Day				
Events						MLB Playoffs															College playoffs					24 SuperBowl XLI - Miami					Spring Break					NBA Playoffs					Kentucky Derby					Indy 500					US Golf Open									
Sweeps	207 NSI Mkts					LPM Only-4 wks					LPM Only-4 wks					25 NSI Mkts					210 NSI Mkts					LPM Only-4 wks					17 NSI Mkts					210 NSI Mkts					LPM Only-3 wks					LPM Only-3 wks					210 NSI Mkts					LPM Only				
Fiesta Bowl	Ins. Date(s)																																																											
	Ins. Date(s)																																																											
	Editorial Calendar																																																											
	Sp. Section / Adv																																																											
	Size																																																											
	Size																																																											
	Creative																																																											
	Sp/Mat (ADV)																																																											
	Funding Type																																																											
	Net Cost																																																											
NASCAR	Ins. Date(s)																																																											
	Ins. Date(s)																																																											
	Editorial Calendar																																																											
	Sp. Section / Adv																																																											
	Size																																																											
	Size																																																											
	Creative																																																											
	Sp/Mat (ADV)																																																											
	Funding Type																																																											
	Net Cost																																																											
Rock N Roll	Ins. Date(s)																																																											
	Ins. Date(s)																																																											
	Editorial Calendar																																																											
	Sp. Section / Adv																																																											
	Size																																																											
	Size																																																											
	Creative																																																											
	Sp/Mat (ADV)																																																											
	Funding Type																																																											
	Net Cost																																																											
Samsonite	Ins. Date(s)																																																											
	Ins. Date(s)																																																											
	Editorial Calendar																																																											
	Sp. Section / Adv																																																											
	Size																																																											
	Size																																																											
	Creative																																																											
	Sp/Mat (ADV)																																																											
	Funding Type																																																											
	Net Cost																																																											
World Golf	Ins. Date(s)																																																											
	Ins. Date(s)																																																											
	Editorial Calendar																																																											
	Sp. Section / Adv																																																											
	Size																																																											
	Size																																																											
	Creative																																																											
	Sp/Mat (ADV)																																																											
	Funding Type																																																											
	Net Cost																																																											

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Miscellaneous

Month	July					August					September				October				November				December				January				February				March				April				May				June																							
Week	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25																	
Holiday	Independence Day										Labor Day				Columbus Day				Halloween				Thanksgiving				Hanukkah				Christmas				New Year's Eve				MLK Day				Valentine's Day				Presidents Day				St. Patrick's				Easter				Cinco de Mayo				Memorial Day				Father's Day			
Events											MLB Playoffs												College playoffs				NFL Playoffs				2/4 SuperBowl XLI - Miami				Daytona 500				Spring Break				March Madness				NBA Playoffs				NHL Playoffs				Kentucky Derby				Indy 500				US Golf Open							
Sweeps	207 NSI Mkts					LPM Only-4 wks					LPM Only-4 wks				25 NSI Mkts				210 NSI Mkts				LPM Only-4 wks				17 NSI Mkts				210 NSI Mkts				LPM Only-3 wks				LPM Only-3 wks				210 NSI Mkts				LPM Only																							
AZ Hotel & Lodging	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost											2007 Guide Annual 2-pg, 4C, center spread 9/11-9/11																																																										
Metro Networks Sedona Copy Traffic sponsorships	Ins. Date(s) Ins. Date(s) Creative Sp/Mat (ADV) Funding Type Net Cost	July Week Of: 7/27					August Week Of: 7/31																																																															
KJZZ & KBAQ NPR	Ins. Date(s) Ins. Date(s) Creative Sp/Mat (ADV) Funding Type Net Cost															Nov Weeks of: 10/30, 11/6 3 spots/day on each station 5 days per week \$178.50 net/spot 8/4-10/23																																																						

International

Month	July	August	September	October	November	December	January	February	March	April	May	June
Week	26 3 10 17 24	31 7 14 21	28 4 11 18	25 2 9 16 23	30 6 13 20	27 4 11 18 25	1 8 15 22	29 5 12 19	26 5 12 19	26 2 9 16 23	30 7 14 21	28 4 11 18 25
	Ins. Date(s) 7/30 Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) 7/24-7/25 Funding Type Net Cost	Sunday Sociales 1/2 Page 4C				11/12 Sunday Sociales 1/2 Page 4C 11/6-11/7	12/10 Possible Christmas Section 1/2 Page 4C 12/4-12/5			TBD	5/20 Sunday Sociales 1/2 Page 4C	6/17 Sunday Sociales 1/2 Page 4C
Magazine												
I+L Espanol Circ:30,000 Issuance: Monthly Median Age: N/A Median HH: N/A Distributed to platinum card holders in Mexico	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost				Oct FP4C 9/4-9/4							
Tucson OVG Spanish Circ:80,000 Issuance: quarterly Median Age: N/A Median HH: N/A	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost											
Outdoor												
Viacom Mexico Board Location: TBD	Ins. Date(s) Ins. Date(s) Size Size Creative Sp/Mat (ADV) Funding Type Net Cost				Oct, Nov, Dec One Board in each Market Sonora, Sinaloa, Chihuahua TBD					April, May, June, July One Board in each Market Sonora, Sinaloa, Chihuahua TBD		
Broadcast												
Traffic Sponsorships Clear Channel	Ins. Date(s) Ins. Date(s) Creative Sp/Mat (ADV) Funding Type Net Cost				Oct, Nov Target geographically and Demographically 3 weeks - Sonora, Sinaloa, Chihuahua					April, May Target geographically and Demographically 3 weeks - Sonora, Sinaloa, Chihuahua		

International

Month	July	August	September	October	November	December	January	February	March	April	May	June
Week	26 3 10 17 24	31 7 14 21	28 4 11 18	25 2 9 16 23	30 6 13 20	27 4 11 18 25	1 8 15 22	29 5 12 19	26 5 12 19	26 2 9 16 23	30 7 14 21	28 4 11 18 25
Newspapers												
Globe & Mail Circ: 326,936 Sun-Fri 409,399 Sat Issuance: Daily Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost				Oct 10/7 & 10/21	Nov 11/4 & 11/18	Dec 12/2	Jan 1/13 & 1/27	Feb 2/10			
					6 col x 40 Lines 4C	6 col x 40 L 4C	6 col x 40 Lines 4C	6 col x 40 L 4C	6 col x 40 L 4C			
Preprint Insert Circ: Issuance: Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost							14-Jan 4 Page Insert				
OUT-OF-HOME Circ: Issuance: Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost					Nov Toronto Malls, transit	Dec Toronto Malls, transit	Jan Toronto Malls, transit				
ONLINE												
National Online Circ: Issuance: Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost				Oct	Nov	Dec	Jan	Feb			
Globe & Mail online Circ: Issuance: Median Age: Median HHI:	Ins. Date(s) Ins. Date(s) Editorial Calendar Sp. Section / Adv Size Size Creative Sp/Mat (ADV) Funding Type Net Cost				Oct 10/7-10/13 10/21-10/27	Nov 11/4-11/10 11/18-11/24	Dec 12/2-12/8	Jan 1/13-1/19 1/27-2/2	Feb 2/10-2/16			

TEAM

Month	July				August				September				October				November				December				January				February				March				April				May				June																	
Week	26	31	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22								
Arizona Professional Circ: 85,000 Issuance: Annual Median Age: 43 Median HHI: \$86,000 Sp/Mat (ADV) Funding Type																										Jan City of Chandler Tucson CVB Flagstaff CVB Kingman Area CC Northeast I-40 Peoria CC Williams Grand 9/9																																				
Arizona Reizeplaner Circ: 85,000 Issuance: Bi-Annual Median Age: Median HHI: Sp/Mat (ADV) Funding Type														Oct Scottsdale CVB Tucson CVB Flagstaff CVB PACT Page Lake Powell Williams Grand Canyon 8/25																																																
Arizona Republic/Tucs Circ: 587,159 Issuance: Daily Median Age: 48 Median HHI: \$48,000 Sp/Mat (ADV) Funding Type																		Nov Lake Havasu CVB White Mtns PACT 11/5																													June Tucson CVB City of Chandler Flagstaff CVB White Mtns Partnership City of Bisbee PACT 6/10															
Audubon Circ: 400,000 Issuance: 6x Median Age: 50 Median HHI: \$77,415 Sp/Mat (ADV) Funding Type																														March Fountain Hills CC Navajo Nation Cochise County 1/1																																
AZFamily.com Circ: 8 Million/month Issuance: Online Median Age: Median HHI: Sp/Mat (ADV) Funding Type						Arizona Hotel & Lodging Camp Verde CC Casa Grande CC City of Chandler Cochise County Tourism Graham County CC Navajo Nation PACT Scottsdale CVB White Mtns Partnership																																																								
Canadian Traveller Circ: 14,000 Issuance: Monthly Median Age: Median HHI: Sp/Mat (ADV) Funding Type										Sept Greater Phx CVB Scottsdale CVB Tucson CVB Flagstaff CVB Lake Havasu CVB PACT Williams Grand Page Lake Powell Tombstone CC Sedona CC 7/15																																																				

TEAM

Month	July	August	September	October	November	December	January	February	March	April	May	June																								
Week	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25
East Valley Tribune Circ: 112,909 Issuance: Daily Median Age: Median HHI: \$75,000	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type									Apr City of Bisbee Globe/Miami CC PACT Lake Havasu CVB Wickenburg CC 3/30	May Tucson CVB PACT City of Glendale Sedona CC Lake Havasu CVB City of Douglas Cochise County City of Bisbee Globe/Miami CC 5/4																									
Experience Arizona Circ: 45,000 Issuance: Annual Median Age: Median HHI:	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type						Jan Peoria CC Rim County Williams Grand Northeast I-40 White Mtns 10/1																													
Group Tour Circ: 14,603 Issuance: 4x Median Age: Median HHI:	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type							Jan-Mar Tucson CVB Flagstaff CVB Page Lake Powell 10/15																												
Los Angeles Magazine Circ: 150,000 Issuance: Monthly Median Age: 51.5 Median HHI: \$137,500	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type				Oct Fountain Hills CC Sedona CC PACT 8/15																															
National Geographic Circ: 525,000 Issuance: 10x Median Age: 40.4 Median HHI: \$72,729	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type								Mar Tucson CVB Williams Grand 12/15																											
Native Peoples Circ: Issuance: 6x Median Age: 56 Median HHI: \$111,000	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type						Jan/Feb Scottsdale CVB Fountain Hills CC Navajo Nation Town of Pinetop Lakeside PACT Page Lake Powell 11/1																													
Phoenix Magazine Circ: 65,095 Issuance: Monthly Median Age: 46 Median HHI: \$131,369	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type				Oct City of Glendale Peoria CC Town of Pinetop Wickenburg CC PACT Globe/Miami CC City of Bisbee 8/14			Feb City of Glendale Peoria CC Town of Pinetop Globe/Miami CC City of Bisbee 12/15																												

TEAM

Month	July	August	September	October	November	December	January	February	March	April	May	June
Week	26 3 10 17 24	31 7 14 21	28 4 11 18	25 2 9 16 23	30 6 13 20	27 4 11 18 25	1 8 15 22	29 5 12 19	26 5 12 19	26 2 9 16 23	30 7 14 21	28 4 11 18 25
Phoenix OVG Circ: 300,000 Issuance: Annual Median Age: 44 Median HHI: \$66,903	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type				Nov City of Glendale Flagstaff CVB Fountain Hills CC Santa Cruz City of Chandler Graham County CC Sedona CC Tombstone CC 8/24							
Preprint (Fall) Circ: 825,000-1,025,000 Issuance: 1x Median Age: 45-64 Median HHI: \$100,000+	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type		Sept Tucson CVB Greater Phx CVB Flagstaff CVB Lake Havasu CVB PACT Bullhead Area CC Camp Verde CC Cochise County Graham County CC Page Lake Powell Sedona CC Tombstone CC 7/17									
Preprint (Winter) Circ: 825,000-1,225,000 Issuance: 1x Median Age: 45-64 Median HHI: \$100,000+	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type					Jan Scottsdale CVB Tucson CVB Flagstaff CVB Sedona CC Lake Havasu CVB Camp Verde CC PACT Williams Grand Bullhead Area CC Cochise County Graham County CC Page Lake Powell 10/27						
Preprint (AZ/CA) Circ: 500,000-850,000 Issuance: 1x Median Age: 25-54 Median HHI: \$75,000+	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type										May Flagstaff CVB White Mtns Lake Havasu CVB Cape Verde CC Bullhead Area CC City of Bisbee Sedona CC Cochise County Graham County CC PACT Page Lake Powell Tombstone CC 2/23	
Sunset Magazine Circ: 452,000 Issuance: Monthly Median Age: 51 Median HHI: \$82,276	Ins. Date(s) Advertisers Sp/Mat (ADV) Funding Type				Nov 9/1							

TEAM

Month	July				August				September				October				November				December				January				February				March				April				May				June									
Week	26	31	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22
Sunset Magazine-Travel Circ: 1,450,000 SW/MTN Circ: 290,000 Issuance: 2x Median Age: 51 Median HHI: \$82,276	Ins. Dale(s) Advertisers																Nov (Full Circ) Cochise County Navajo Nation Sedona CC																May (SW/MTN) Fountain Hills CC Sedona CC Wickenburg CC Camp Verde CC City of Bisbee Grand Canyon CC Kingman Area CC Northeast I-40 PACT Williams Grand																					
	Sp/Mat (ADV) Funding Type																9/1																3/1																					
Traffic Pulse Circ: Issuance: Traffic Sponsor Median Age: Median HHI:	Ins. Dale(s) Advertisers				Scottsdale CVB																																																	
	Sp/Mat (ADV) Funding Type																																																					
Travel Agent Circ: 46,004 Issuance: Weekly Median Age: Median HHI:	Ins. Dale(s) Advertisers																								Jan Navajo Nation Lake Havasu CVB																													
	Sp/Mat (ADV) Funding Type																												12/1																									
True West Circ: 45,000 Issuance: 10x Median Age: 45 Median HHI: \$85,000	Ins. Dale(s) Advertisers																				Jan Scottsdale CVB Fountain Hills CVB Rim County Town of Pinetop Wickenburg CC Tombstone CC								Apr Fountain Hills CC Navajo Nation Northeast I-40 Corridor Rim County Regional Town of Pinetop Kingman Area CC PACT Page Lake Powell City of Benson				1/5																					
	Sp/Mat (ADV) Funding Type																																																					
Tucson Lifestyle Circ: 57,000 Issuance: Monthly Median Age: 57 Median HHI: \$172,300	Ins. Dale(s) Advertisers																																				June Tucson CVB PACT City of Bisbee Sedona CC																	
	Sp/Mat (ADV) Funding Type																																				4/5																	
Tucson OVG Circ: 150,000 Issuance: 2x Median Age: 41 Median HHI: \$70,118	Ins. Dale(s) Advertisers												Aug-Jan City of Douglas Wickenburg CC City of Bisbee Cochise County Tourism Graham County CC Santa Cruz Tourism Tombstone CC																Feb-Jul City of Douglas Wickenburg CC City of Bisbee Cochise County Tourism Graham County CC Santa Cruz Tourism Tombstone CC				11/8																					
	Sp/Mat (ADV) Funding Type																																																					

