

2024

SEDONA MONTHLY





Creating opportunities for you, that's our business.

FOR NEARLY 20 YEARS, **SEDONA MONTHLY** has built businesses, told their stories, and connected advertisers with opportunity. Visitors and residents alike have counted on us to direct them to extraordinary experiences, top professionals, and the things they simply can't miss.

We put your business and brand right in the middle of that intersection, and we do it with copy that reaches out to the readers and engages them over, and over, and over again. Residents often keep copies for years. We know, we get the calls for missing issues. Tourists take the magazine home and order from it. We know. We get the calls from advertisers.

If you want to bring this enthusiasm, commitment and energy to your business, **read on.**

More than...
125,000
readers and viewers engaged
and making decisions
to buy each month.

Q How did Sedona Monthly become the most recommended business in all of Northern Arizona? (Alignable 2019-2024)



A We deliver ROI.
Ask any advertiser.

SEDONA
MONTHLY

Arizona's Magazine
With The Great View

OUR READERS



Our Readers are **your** Customers

- **The Greatest Audience Available**

Each and every issue of Sedona Monthly is designed to engage an audience of more than 125,000 readers and viewers over and over, the largest of anything else in the region.

- **The Trusted Local Authority**

For nearly 20 years, Sedona Monthly has been the magazine of record for Northern Arizona Culture and Lifestyle. Sedona Monthly provides expertly curated insights for upscale residents and tourists alike.

- **Proven Advertiser Results**

Many advertisers have entrusted us since the start. As you look through any given issue you will see some of the most progressive local and national advertisers.

We deliver ROI. It's that simple.

85%

More than 85% of our advertisers elect to invest their advertising dollars in Sedona Monthly year after year.

WHO IS OUR AUDIENCE

53%
FEMALE

50/50
RESIDENTS/TOURISTS

47
MEDIAN AGE

\$153k
AVERAGE HOUSEHOLD
INCOME

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CIRCULATION

Distribution Matters

More than
7,700

hotel copies reaching
virtually every upscale
guest room in Sedona
and every luxury hotel
in Arizona

You want your
brand, your
business, your
message to get in
front of as many
qualified buyers
as possible when
you advertise.

Sedona Monthly
has proven,
irreplicable,
distribution
channels that
drive success.

10,000+

subscriber copies
reaching every residence
in the city of Sedona,
the Village of Oak Creek,
and select upscale
residences in Flagstaff



More than
3,500

targeted distribution
copies reaching key
local businesses and
essential tourism hubs
like airports, train
stations, CVBs.



Extensive, targeted, bonus distribution — significant numbers of copies sent to the arts community, developers/builders/architects, food and culture influencers, and business owners. Wherever we can create **advertiser opportunities** with an issue, that's where they go.

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ENGAGEMENT

Your Business, Our Readers Let's get engaged



INSIDE

SEDONA MONTHLY has the content to make sure your message is seen over and over again.

Culture
Arts
Entertainment
Travel
Outdoors
Events
Style



Trusted and Iconic

TRUSTED

We don't sell coverage. Paid advertising must always be transparent to the reader. There aren't many outlets left in the southwest United States that still maintain this separation. It's important for you because it maintains our incredible relationship with the readers, and it adds both trust and value to your message.

Sedona Monthly is an icon in Northern Arizona.

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WORKING EDITORIAL CALENDAR

2024

January/February

- Focus on You: Things That Make You Feel Great.

March

- Home and Design Issue: A Timeless Remodel.

April

- The Culture Issue: Celebrating The Arts.

May

- Annual Women's Issue: Women Professionals.

June

- Home and Real Estate Issue: Tour This Private Retreat.

July/August

- Annual Food Issue: The Restaurant Issue.

September

- Celebrating Our Culture: The Arts and Culture Issue.

October

- Celebrating our Culture: Fall Favorites.

November

- The Hot List: The Organizations and Businesses Making A Buzz.

December

- Our Annual Guide to the *Holidays!*
Fun and Festive.



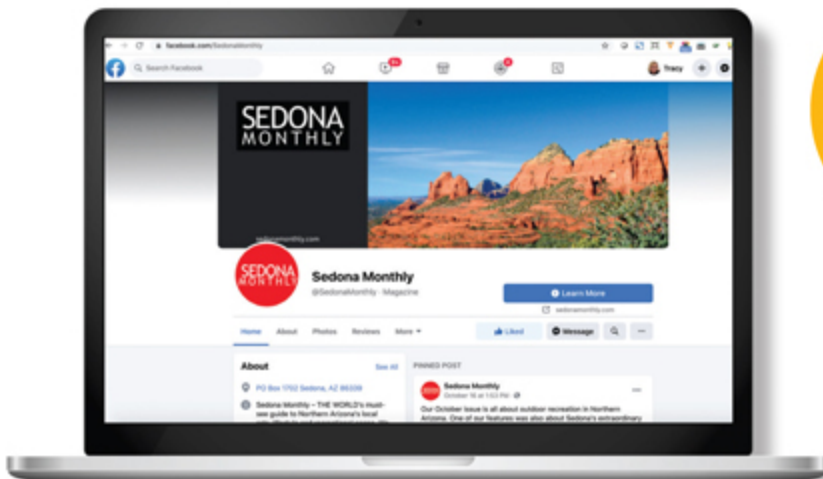
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DIGITAL

Your Business, our Digital Marketing

Let's be friends and let's be Social



10,000

Avid Fans
and Followers



We post, they follow

Instagram, Facebook, Twitter, Pinterest,
and Hiking Newsletter



Complete access to search history, favorite websites, interests, geofencing. If you know who your customers are and where to find them, we can help you reach them with digital ads on their mobile devices. It's extraordinarily powerful when done properly, and we do digital very well.

More than 100,000 Impressions
per month to build your customer base.

Production Requirements

Sedona Monthly is produced using Windows platform.
Printing process: Heatset web offset

ACCEPTED FORMATS

- Digital files. 300dpi.
- Adobe Illustrator. Include all placed graphics, turn all text to paths. Any colors must be trapped and set to separate CMYK for composite color output.
- Adobe Photoshop: JPEG*, PNG* or TIF. No layered Photoshop files.
- * JPEG and PNG images that use alpha-channels, color profiles, or image cropping may show differently to users on different systems.

ACCEPTED MEDIA

- FTP / Email*
- Dropbox
- Google Docs

* If submitting via email, artwork will need to be provided as an attachment.
We do not accept artwork embedded in the body of an email.

DUE DATES

Digital art is due the 20th of the month,
two months prior to publication date.

**All digital artwork must be sent
to admin@sedonamonthly.com
for processing.**

QUESTIONS?

PLEASE CONTACT

Martha Penado
Creative Director
928-814-3922

martha@sedonamonthly.com



FULL PAGE

Live: 7.375" w x 10.047" h
Trim: 8.375" w x 10.875" h
Bleed: 8.625" w x 11.125" h



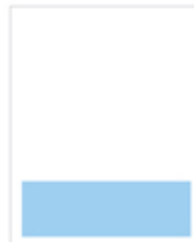
1/2 PAGE HORIZONTAL

Live: 7.375" w x 4.938" h



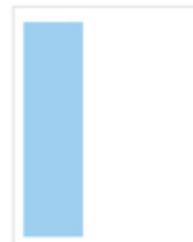
1/2 PAGE VERTICAL

Live: 3.563" w x 10.047" h



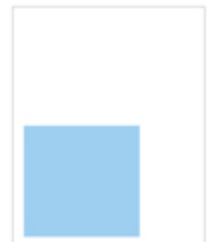
1/3 PG HORIZ. CO-OP

Live: 8.375" w x 3.5" h
Bleed: 8.625" w x 3.75" h



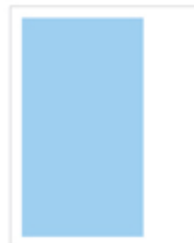
1/3 PG VERT. CO-OP

Live: 2.344" w x 10.047" h
Bleed: 2.872" w x 11.098" h



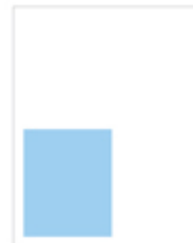
1/3 PG CO-OP

Live: 4.875" w x 4.938" h



2/3 PAGE VERTICAL

Live: 4.875" w x 10.047" h



1/4 PAGE VERTICAL

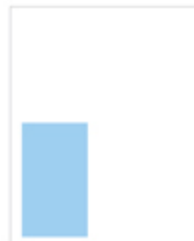
Live: 3.563" w x 4.938" h



1/6 PAGE CO-OP

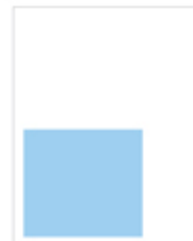
Live: 3.77" w x 3.28" h

FAVORITE FOOD & DRINK



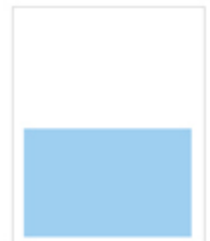
1/6 PG FOOD & DRINK

Live: 2.344" w x 4.938" h



DOUBLE FOOD & DRINK

Live: 4.867" w x 4.517" h



TRIPLE FOOD & DRINK

Live: 7.717" w x 4.633" h



Production Requirements

ACCEPTED FORMATS

- Digital files. 96dpi.
 - Adobe Illustrator. Include all placed graphics, turn all text to paths.
 - Adobe Photoshop: JPEG*, PNG* or TIF. No layered Photoshop files.
- * JPEG and PNG images that use alpha-channels, color profiles, or image cropping may show differently to users on different systems.

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TOP BANNER AD
1050w x 100h pixels



SIDEBAR AD
274w x 228h pixels



NEWSLETTER BANNER AD
468w x 60h pixels



INSTAGRAM POST
1080w x 1080h pixels



FACEBOOK POST
1200w x 627h pixels



TWITTER POST
1024w x 512h pixels
Maximum file size:
5MB for JPEG, PNG.
3MB for GIF.