

AN **ONMEDI**A PUBLICATION  
2024 MEDIA KIT



# ARRIVED™

/ ARIZONA GUESTBOOK /

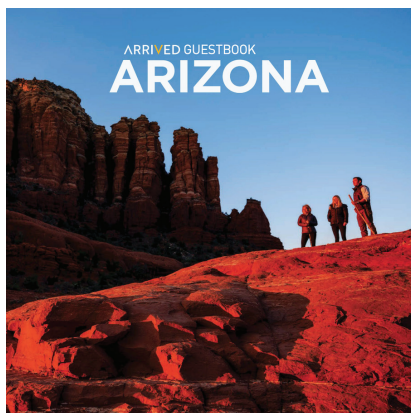
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# ARRIVED™

/ IN EVERY EDITION /



## THE ESSENCE OF ARIZONA

Published since 1937, ARRIVED GuestBook® is distributed exclusively in-room at a select collection of upscale hotels.

Written with affluent travelers in mind, ARRIVED GuestBook® is an annual, in-room, museum-quality coffee table book that readers are compelled to pick up and linger over—timely yet timeless, elegant, poetic and reflective of the soul and spirit of the city they are visiting. Through stunning photography, insightful essays, exclusive celebrity interviews and neighborhood profiles, ARRIVED GuestBook® introduces visitors to the essence of the city.

### FIRST LOOK

A brief, visual overview of the city and its top attractions. From must-see landmarks to hidden local treasures, this eclectic lineup showcases the area's unique character.

### FEATURES

Gorgeous photography, thoughtful articles, insightful essays and celebrity interviews encapsulate the essence of the city, engaging readers who know it well and those who are experiencing it for the first time.

### PHOTO ESSAYS

A stunning visual exploration of a carefully curated destination or topic, aimed to transport a reader to it via dramatic pictorial storytelling.

### LISTINGS

A well-edited roundup of the city's best shopping, dining, entertainment, tours, museums, attractions and more. Timely sidebars and a comprehensive collection of listings give readers the practical information they need to make the most of their time in the city.

# ARRIVED™

/ READERSHIP /

AS HOTEL OCCUPANCY INCREASES, VISITORS REMAIN THE MOST ACTIVE CONSUMERS IN THE CITY.

INFLUENCE WHERE THESE VISITORS EAT AND SHOP, AND WHAT THEY SEE AND DO WITH YOUR PRESENCE IN **ARRIVED**.

## VISITOR MARKET V. LOCAL MARKET

### PHOENIX+SCOTTSDALE VISITORS

VISITOR POPULATION 36.4 MILLION

SPEND \$10.7 BILLION A YEAR

DINE OUT FOR EVERY MEAL

SHOPS 365 DAYS A YEAR

ATTENDS AN ENTERTAINMENT  
EVENT EVERY DAY



### PHOENIX+SCOTTSDALE LOCALS

LOCAL POPULATION 1.87 MILLION



HAVE A SET BUDGET



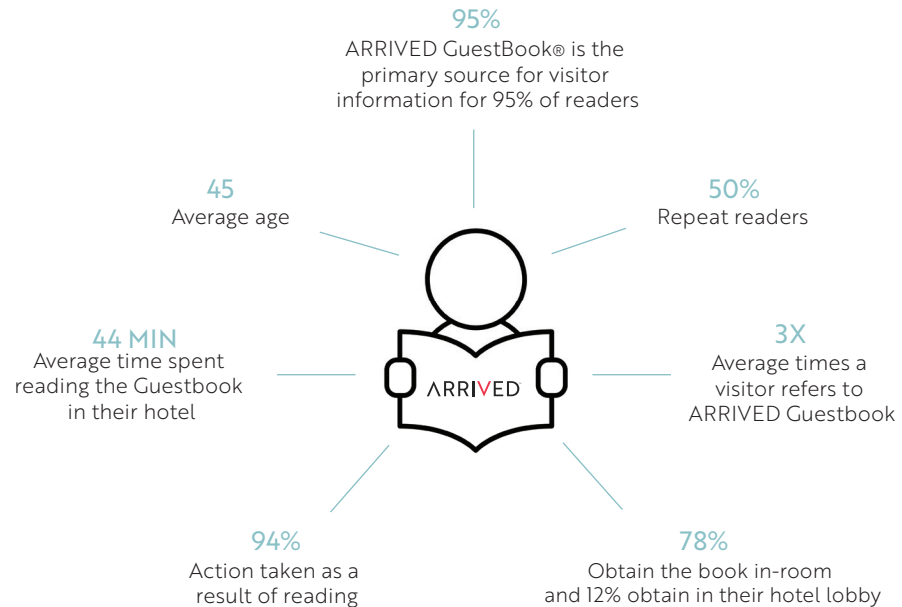
MAY DINE OUT ONCE A WEEK

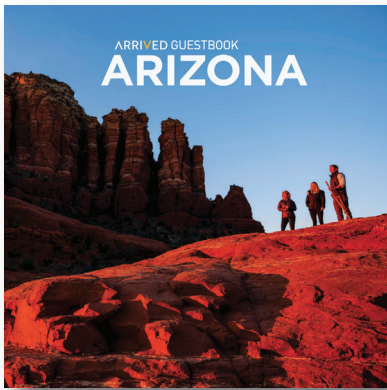


MAY SHOP TWICE A MONTH



MAY ATTEND AN ENTERTAINMENT  
EVENT ONCE A MONTH





# ARRIVED™

/ 2024 DISTRIBUTION /

## VALLEY OF THE SUN HOTELS

AC Marriott Scottsdale North Hotel  
 Canyon Suites at The Phoenician  
 Comfort Suites at Talking Stick  
 Courtyard by Marriott Scottsdale North  
 Crowne Plaza Phoenix Chandler Golf Resort  
 DoubleTree by Hilton Paradise Valley Resort  
 DoubleTree by Hilton Phoenix Mesa  
 Embassy Suites by Hilton Phoenix  
 Downtown North  
 Embassy Suites by Hilton Scottsdale Resort  
 Embassy Suites Phoenix – Biltmore  
 Embassy Suites Phoenix – Scottsdale  
 Hermosa Inn  
 Hilton Phoenix Resort at the Peak  
 Hilton Phoenix Tapatio Cliffs Resort  
 Hotel Valley Ho  
 Hyatt Regency Scottsdale Resort  
 at Gainey Ranch  
 Inn at Eagle Mountain  
 Marriott's Canyon Villas at Desert Ridge  
 Phoenix Marriott Tempe at The Buttes  
 Renaissance Phoenix Downtown Hotel  
 Renaissance Phoenix Glendale Hotel & Spa  
 Residence Inn by Marriott  
 Phoenix Desert View at Mayo Clinic  
 Royal Palms Resort and Spa  
 Sanctuary on Camelback Mountain  
 Scottsdale Camelback Resort  
 Scottsdale Marriott at McDowell Mountains  
 Scottsdale Marriott Old Town

Scottsdale Resort at McCormick Ranch  
 Scottsdale Plaza Resort  
 Scottsdale Villa Mirage  
 Sheraton Grand Wild Horse Pass  
 Resort & Spa  
 Sonesta Select Scottsdale at Mayo Clinic  
 Sonesta Suites Scottsdale Gainey Ranch  
 Springhill Suites by Marriott Scottsdale North  
 Talking Stick Resort  
 Tempe Mission Palms Hotel  
 The Boulders Resort and Spa  
 The McCormick Scottsdale  
 The Phoenician  
 The Rocks Luxury Residence Club  
 The Wigwam Arizona Resort  
 Vee Quiva Hotel & Casino  
 W Scottsdale Hotel  
 We-Ko-Pa Casino Resort  
 Westin Kierland Resort & Spa  
 Westin Kierland Villas  
 Westin Phoenix Downtown  
 Westin Tempe  
 Wild Horse Pass Hotel & Casino

**112+**  
 ARIZONA HOTELS LOVE  
 ARRIVED ARIZONA



*We have been advertising for several years with you. It continues to be the most successful campaign we have. The number of first time customers that say (unsolicited) that they saw our ads in the book while visiting Tucson is extraordinary. This dollar investment pays for itself over and over every year.*

*What a wonderful publication!*

*The help that we get on the back end from the creative team is outstanding. You remain one of my favorite companies to work with. Thank you for helping to make our business more successful.*

**– TAMARA GREVE, OWNER  
 LOOP JEAN COMPANY**

25,000

ANNUAL  
CIRCULATION

REACHING 3 MILLION  
READERS ANNUALLY

### NORTHERN ARIZONA HOTELS

Alma de Sedona  
Amara Resort and Spa  
Bell Rock Inn  
Best Western Plus Arroyo Roble Hotel  
Briar Patch Inn  
Cliff Castle Casino Hotel  
Hassayampa Inn  
Highlands Resort at Verde Ridge  
Hilton Sedona Resort at Bell Rock  
Hyatt Residence Club Sedona, Pinon Pointe  
Inn Above Oak Creek (sedona Oak creek Inn)  
Junipine Resort  
L'Auberge de Sedona  
Los Abrigados Resort and Spa  
Orchard Canyon on Oak Creek (prev  
Garland's)  
Orchards Inn  
Poco Diablo Resort  
Prescott Resort and Conference Center  
Sedona Pines Resort  
Sky Ranch Lodge Resort  
Sky Rock Inn of Sedona (Best western plus  
inn)  
Southwest Inn at Sedona  
Strawberry Inn  
The Wilde Resort & Spa (prev Sedona Rouge  
Hotel)

### SOUTHERN ARIZONA HOTELS

Aloft Tucson University  
Arizona Inn  
Best Western Plus Innsuites Tucson Foothills  
Best Western Plus Tucson Int'l Airport Hotel  
Casino Del Sol Resort  
Spa & Conference Center  
Courtyard by Marriott Tucson Airport  
Desert Diamond Casino & Hotel  
Doubletree by Hilton Tucson  
Convention Center  
Doubletree by Hilton Tucson - Reid Park  
Doubletree Suites by Hilton Tucson Airport  
Doubletree Suites by Hilton Tucson  
Williams Center  
Embassy Suites Hotel Tucson  
Paloma Village  
Fairfield Inn and Suites by Marriott  
Oro Valley  
Hacienda Del Sol Guest Ranch Resort  
Hampton Inn & Suites Tucson Mall  
El Conquistador Tucson, A Hilton Resort  
Hilton Garden Inn Tucson Airport

Holiday Inn Express and Suites  
Oro Valley  
Holiday Inn Express Hotel and Suites  
Tucson Mall  
Homewood Suites by Hilton Tucson  
St. Phillips Plaza  
Hotel Congress  
La Posada Lodge and Casitas  
Lodge on the Desert  
Loews Ventana Canyon Resort  
Radisson Suites Tucson  
Sheraton Tucson Hotel & Suites  
Sonesta Es Suites Tucson  
Starr Pass Golf Suites  
Tanque Verde Ranch  
The Tuxon  
The Lodge at Ventana Canyon  
Towneplace Suites by Marriott Tucson North  
Tubac Golf Resort & Spa  
Tucson Marriott University Park  
Varsity Clubs of America  
Viscount Suite Hotel  
Vistoso Vacation Rentals  
Westin La Paloma  
Westward Look Wyndham Grand  
Resort & Spa

*"I have been advertising in the Arizona  
Guestbook for over 20 years now and  
it's one of my favorite publications.*

*The beautiful hardcover book is not  
only classy but is conveniently located  
(in-room) in most of Arizona's finest  
resorts. It's a must for attracting both  
out of town and local patrons."*

— CHAD FLAUM, OWNER  
OLD TOWN TORTILLA FACTORY

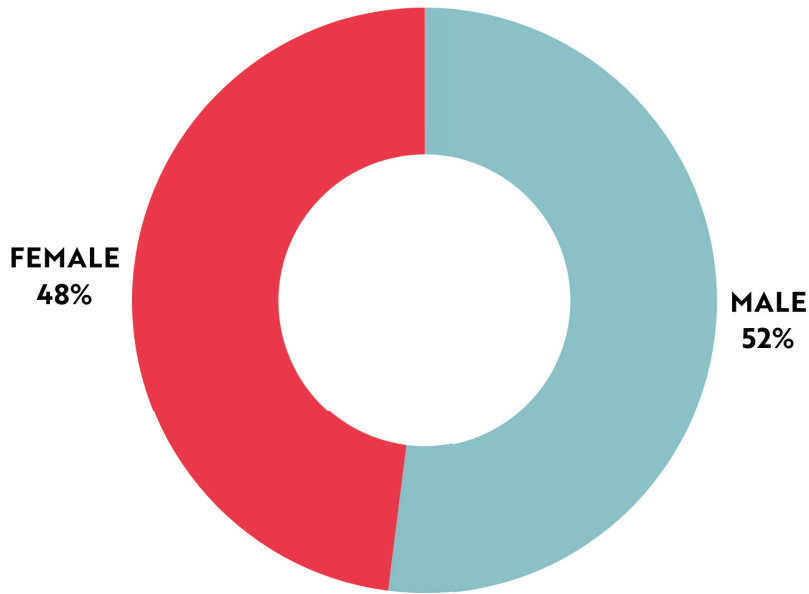


DISTRIBUTED AT  
3-, 4- AND  
5-STAR HOTELS

ARRIVED ARIZONA updates  
distribution lists quarterly.

# ARRIVED™

/ VISITOR STATS & DEMOGRAPHICS /



**36.4 MILLION**  
DOMESTIC OVERNIGHT VISITORS  
CAME TO THE PHOENIX METRO AREA

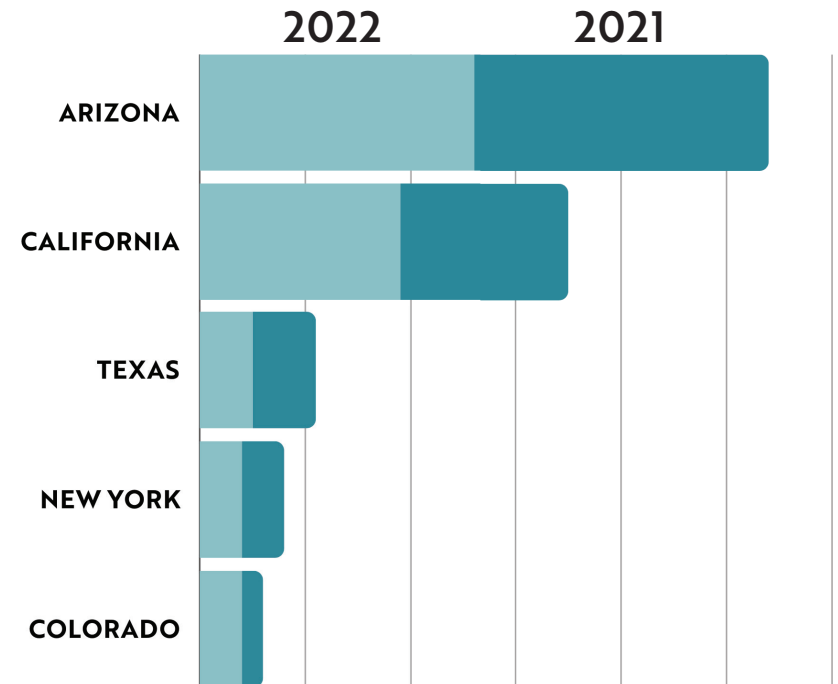
**46.3**  
AVERAGE VISITOR AGE

**75%** OF VISITORS TO PHOENIX METRO  
ARE COLLEGE GRADUATES OR  
HAVE POST-GRADUATE DEGREES

**78%** OF OVERNIGHT TRAVELERS  
ARE REPEAT VISITORS

**53%** HAVE VISITED BEFORE IN THE  
LAST 12 MONTHS

## OUR VISITORS COME FROM



**\$10.7 BILLION**  
IN VISITOR SPENDING

# PRINT SPECIFICATIONS

## SPECIFICATIONS & SCHEDULES | ARRIVED ARIZONA GUESTBOOK

**2 PAGE SPREAD  
DISPLAY**  
20 1/4" X 10 1/4"

**FULL PAGE  
DISPLAY**  
10 1/4" X 10 1/4"

**1/2 DISPLAY**  
4" X 8 1/2"

**1/4 DISPLAY**  
4" X 4 1/8"

**1/3 FORMAT**

**HEADING  
TEXT**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo.

ADDRESS  
PHONE NUMBER  
URL

**LOGO**

**1/3 FORMAT**

**HEADING  
TEXT**

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ADDRESS  
PHONE NUMBER  
URL

**LOGO**

**1/3 FORMAT**

**HEADING  
TEXT**

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ADDRESS  
PHONE NUMBER  
URL

**LOGO**

**1/2 FORMAT**

**IMAGE**

**HEADING TEXT**

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ADDRESS  
PHONE NUMBER  
URL

**1/4 FORMAT**

**IMAGE**

**HEADING TEXT**

ADDRESS • PHONE NUMBER • URL

**IMAGE**

**HEADING TEXT**

ADDRESS • PHONE NUMBER • URL

**IMAGE**

**HEADING TEXT**

ADDRESS  
PHONE NUMBER  
URL

**IMAGE**

**HEADING TEXT**

ADDRESS • PHONE NUMBER • URL

**IMAGE**

**HEADING TEXT**

ADDRESS • PHONE NUMBER • URL

Bleed safety: Keep all live matter 1/4" from the trim size on all four sides.

**\*\*Add 1/2" on each side of spine for safety margin.**

- APPLICATIONS:**
- WE ACCEPT HIGH-RESOLUTION PDF FILES ONLY
  - MINIMUM RESOLUTION OF FINAL PDF IS 300 DPI
  - ALL FONTS ARE CONVERTED TO OUTLINE OR EMBEDDED
  - THE PDF IS SET UP AS CMYK

**PROOFS:**

IF COLOR IS CRITICAL, YOU MUST SEND A COLOR CORRECTED PROOF.

**WHERE TO SEND THE MATERIALS:**

EMAIL YOUR FILES TO YOUR ACCOUNT EXECUTIVE AND ADPRODUCTION@ONMEDIAAZ.COM. FOR EXTRA LARGE FILES, PLEASE SEND VIA WETRANSFER.COM.

**REVISIONS:**

ARTWORK SUBMITTED IS CONSIDERED FINAL AND PRESS READY. ANY CHANGES TO ARTWORK NEED TO BE NOTED WITH **REVISED** IN THE FILE NAME

**PICK UP ADS:**

PLEASE DO NOT RESEND THE ARTWORK BUT EMAIL YOUR ACCOUNT EXECUTIVE TO CONFIRM THE INSTRUCTIONS.

**DEADLINES:**

DATES ARE SUBJECT TO CHANGE. DEADLINES CANNOT BE EXTENDED UNDER ANY CIRCUMSTANCES.

### FORMATTED AD SPECIFICATIONS

UNIT	WORD COUNT	IMAGE SIZE
1/3 PAGE FORMAT	100 - 120 WORDS	4" W x 5" H
1/2 PAGE FORMAT	120 - 150 WORDS	4" W x 3.75" H
1/4 PAGE FORMAT	40 - 60 WORDS	4" W x 2.25" H

### DUE DATES

ISSUE	AD CLOSE	AD CLOSE / MATERIALS DUE
NOVEMBER	OCTOBER 1	OCTOBER 15

UNIT	RATE	TRIM	BLEED
COVER 3	\$13,750	10" x 10"	10 1/4" x 10 1/4"
COVER 4	\$18,750	10" x 10"	10 3/4" x 10 3/4"
2-PG SPREAD DISPLAY**	\$22,500	20" x 10"	20 1/4" x 10 1/4"
FULL-PAGE DISPLAY	\$11,875	10" x 10"	10 1/4" x 10 1/4"
1/2 PAGE DISPLAY	\$8,350	4" x 8 1/2"	
1/4 PAGE DISPLAY	\$4,700	4" x 4 1/8"	
1/2 PAGE FORMAT	\$3,500		<b>USEFUL MEASUREMENTS</b> 1/8" = .125 1/4" = .25 1/2" = .50
1/3 PAGE FORMAT	\$2,600		
1/4 PAGE FORMAT	\$1,500		