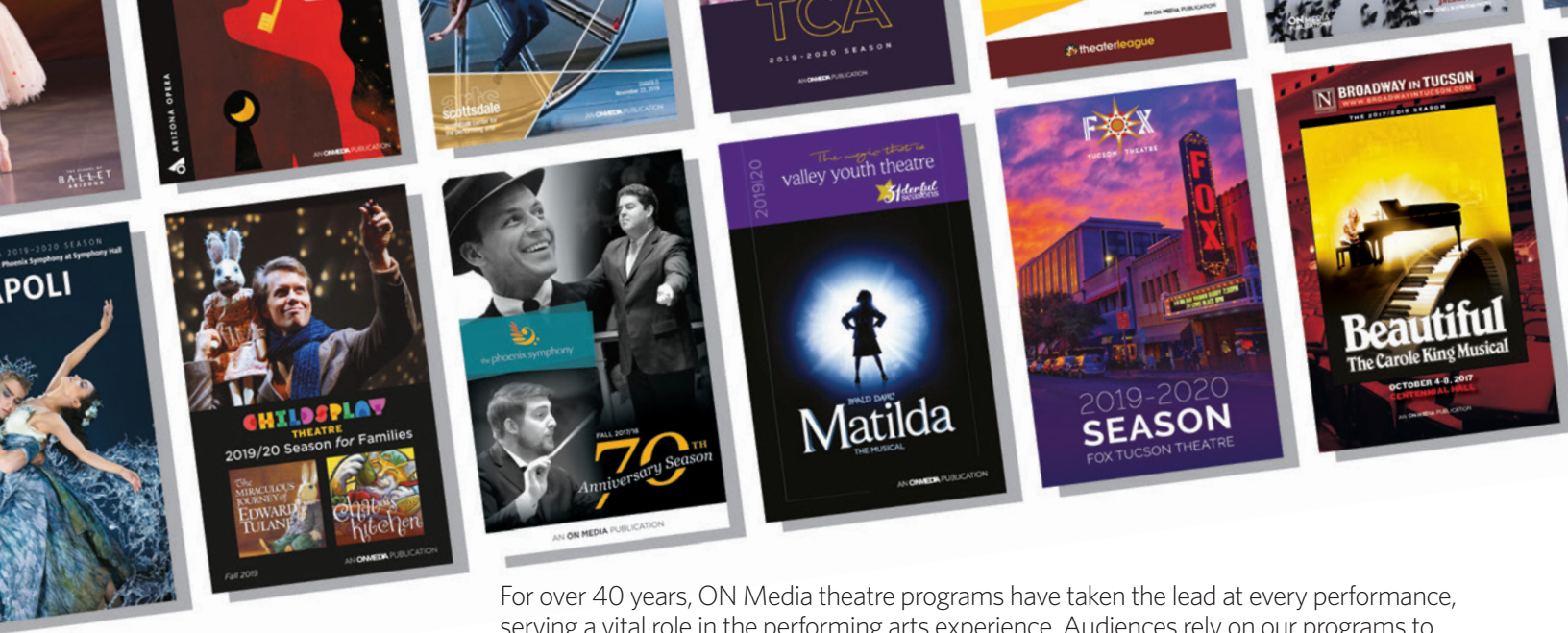


ONMEDI^A

PROGRAMS FOR THE ARTS | ON STAGE | WHERE TRAVELER | ARIZONA GOLF INSIDER | SPECIALTY PUBLICATIONS





INSIDE EVERY ISSUE

PERFORMING NOTES & HIGHLIGHTS

Where the audience discovers the heartbeat of the performers and supporting cast behind the scenes

MONTH AT A GLANCE CALENDAR

Datebook planner in an easy to read formatting of when and where. Readers will keep the publication just for details.

UPCOMING ARTS & CULTURAL EVENTS

With something for everyone...events that will entertain and inspire us all. These are not to be missed

ON THE RECORD FEATURED EDITORIAL

The passions behind the leading businesses who support the arts community.

ARTS HERO OF THE MONTH

A monthly look at our local champions of the arts, their heartfelt stories and funny anecdotes.

For over 40 years, ON Media theatre programs have taken the lead at every performance, serving a vital role in the performing arts experience. Audiences rely on our programs to provide a tangible connection to the exciting action happening on stage and behind the scenes in the form of beautiful keepsakes that can be treasured for years to come.

Ads placed in the theatre programs reach a highly engaged, affluent audience while also showcasing support of the arts community.

ON STAGE

ON Stage is Arizona's ONLY comprehensive direct-mail guide to the best live theatre entertainment options for the upcoming arts season, highlighting the finest musicals, plays, operas, symphonic concerts, entertainers on stage and museums, galleries and garden off stage. This guide is packed with behind-the-scenes scoop and features about the performers, venues and people who make it all come to life. Readers will find an all-inclusive monthly detailed schedule; it is the readers' datebook for show attendance, making it an invaluable keepsake for the whole season.

For a digital version of Arizona's performances go to onstageaz.com. This digital calendar keeps patrons up to date on what shows to go see and what stories are happening in the arts scene in Arizona.

CAST OF PUBLICATIONS

	ANNUAL CIRCULATION	ARTS PARTNER
GAMMAGE	375,000	ASU Gammage Theatre
PHOENIX	320,000	American Theatre Guild Arizona Opera Arizona Theatre Company Ballet Arizona
SYMPHONY	120,000	The Phoenix Symphony
EAST VALLEY	110,000	Scottsdale Center for the Performing Arts Mesa Arts Center
FAMILY	70,000	Childsplay Greasepaint Phoenix Boys Choir
TUCSON	180,000	Arizona Opera U of Arizona Repertory Theatre Arizona Theatre Company
BROADWAY IN TUCSON	150,000	Broadway in Tucson

MAILED			
	ON STAGE PHOENIX	185,000	Phoenix Season Preview Guide
	ON STAGE TUCSON	85,000	Tucson Season Preview Guide



WHERE TRAVELER® MAGAZINE

Travelers Know Where™

WHERE Traveler® is a monthly visitor publication featuring the top restaurants, shops, shows, attractions, exhibits and tours. WHERE Traveler® Magazine is distributed in hotels, at the concierges desk, airport and visitor information destinations throughout the state.

ARIZONA WHERE TRAVELER® GUESTBOOK®

The Essence of Arizona

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

AUDIENCE

Dual Audience, 60% Female & 40% Male

\$126,000 Average Household Income

Average Age 46

Educated, more that 70% graduated from college & more than 75% hold a professional

DISTRIBUTION & READERSHIP

Arizona WHERE Traveler® GuestBook® is distributed in 25,000 hotel rooms throughout the state, reaching more than 3 million readers annually

WHERE Traveler® distributes an average of 40,000 copies each month, reaching more than 2 million readers annually

95% of readers refer to Arizona WHERE Traveler® GuestBook® & WHERE Traveler® Magazine as their primary source of visitor information

90% of readers take action from reading the publications

ARIZONA TOURISM IN 2021

40.9 million domestic & international visitors experienced Arizona as a travel destination

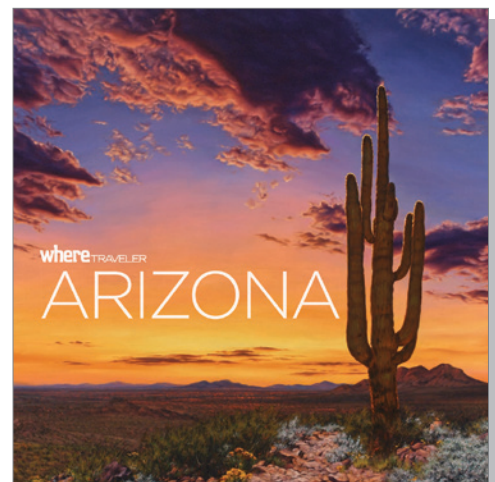
37.9 million domestic visitors

3 million international visitors

ECONOMIC IMPACT OF TOURISM IN 2021

\$23.6 billion of direct travel spending in Arizona

\$64.7 injected into Arizona's economy every single day





ARIZONA GOLF INSIDER

The Official Magazine of the Arizona Golf Association

FEBRUARY

PRINT CIRCULATION
60,000

READERS PER COPY
2.1

APRIL

TOTAL PRINT
AUDIENCE
240,000

TOTAL DIGITAL
AUDIENCE
2.1 Million Page Views
Per Year

OCTOBER

DECEMBER

AFFLUENT



Average HHI:
\$145,000

53 years old
median age

INVESTED



93% own homes

35% own 2nd homes

TRAVELED



65% take 2-3 vacations
per year

96% travel 1-2 week
vacations

EDUCATED



85%
college graduates

ONMEDA