

WICKENBURG

Social



Contact:
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928-671-8429

2022 MEDIA KIT



Wickenburg Social

A totally new and dynamic promotional website and free publication showcasing positive community-focused content.

We connect locals and tourists with all things happening in and around the Historical Town of Wickenburg, Arizona.

Our mission is to showcase Arizona's West Valley lifestyle in a smart, artistic and evocative style.

Wickenburg Social is dedicated to promoting the best brands, venues, products, and services thru quality editorial and advertising.

The Wickenburg Social utilizes a premier, Arizona based printer using eco-friendly paper & soy based inks, because we care!

~ BLT

A NEW WAY TO CONNECT WITH THE FASTEST GROWING DEMOGRAPHIC IN THE COUNTRY

WE SHOWCASE TOP REAL ESTATE, LOCAL BUSINESSES EVENTS, ACTIVITIES & WESTERN LIFESTYLE

DINING / SHOPPING / ENTERTAINMENT
 LODGING / NEW GEAR / PREVIEWS & REVIEWS

WickenburgSocial.com DIGITAL ADS

AD DURATION	2mo	4mo	6mo
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BANNER ADS

Leaderboard - 728 x 90	350	550	750
Mobile - 300 x 100	250	400	600
Rectangle - 300 x 250	250	400	600



ENTIRE PUBLICATION AVAILABLE ONLINE & SHARED EXTENSIVELY ON SOCIAL MEDIA

10,000 COPIES PRINTED BI MONTHLY - SEPT THRU MAY
 DISTRIBUTED TO STRATEGIC LOCATIONS IN AND AROUND MARICOPA & YAVAPAI COUNTIES



EDITORIAL CALENDAR

JULY / AUGUST - 100% ONLINE
 SEPT / OCTOBER - THE PREMIERE ISSUE
 NOVEMBER / DECEMBER - THE HOLIDAY ISSUE
 JANUARY / FEBRUARY - THE TRAVEL ISSUE
 MARCH / APRIL - THE BEST OF WICKENBURG
 MAY / JUNE - THE SUMMER ISSUE

ARTWORK DUE

JUNE 25 - JULY 4 DELIVERY
 AUGUST 25 - SEPTEMBER 3 DELIVERY
 OCTOBER 25 - NOVEMBER 3 DELIVERY
 DECEMBER 25 - JANUARY 3 DELIVERY
 FEBRUARY 25 - MARCH 3 DELIVERY
 APRIL 25 - MAY 3 DELIVERY

ALL ADVERTISEMENTS PUBLISHED IN FULL COLOR

2 PAGE SPREAD

FULL PAGE

1/2 VERT

1/3 STRIP

1/2 HORIZ

1/4 PAGE

PRINT AD SIZES

FREQUENCY	1x	2x	6x
FULL PAGE	1,200	2,300	6,000
1/2 PAGE	650	1,200	3,300
1/4 PAGE	450	850	350
1/3 PAGE	350	300	2,100

PREMIUM PLACEMENT

INSIDE COVER	1,500	2,900	7,400
BACK COVER	1,750	3,250	7,500
INSIDE BACK	1,250	2,400	6,200

PRINT AD SPECS

	WITH *BLEED			W/O BLEED		
	WIDTH	HEIGHT		WIDTH	HEIGHT	
SPREAD	17.5	X 11.5		17	X 10	
FULL PAGE	9	X 11.5		7.5	X 10	
1/2 HORIZ	9	X 5.625		7.5	X 4.875	
1/2 VERT	4.35	X 11.5		3.625	X 10	
1/3 STRIP	3.25	X 11.5		2.5	X 10	
1/4 PAGE		N/A		3.625	X 4.875	

***Allow 1/4 inch bleed on all outward facing edges. All ads must be submitted as a flattened PDF, TIF or JPG at 300 dpi in CMYK color. No spot colors.**





WICKENBURG SOCIAL DEMOGRAPHICS

UNIQUE TO WICKENBURG, THIS NEW UPSCALE, ACTIVE LIFESTYLE PUBLICATION AND WEBSITE TARGETS THE HIGHLY COVETED 45-64 YR WHITE & BLUE COLLAR WORKER AND RECENTLY RETIRED. DUAL AUDIENCES! 53% FEMALE / 46% MALE. 73% ARE HOMEOWNERS. 66% HAVE SOME COLLEGE OR ADVANCED DEGREES. MEDIAN HOUSEHOLD INCOME \$73,000 - THE MEDIAN AGE FOR WICKENBURG RESIDENTS IS 61.2 YEARS YOUNG. POPULATION: 9000.

WHILE THE POPULATION IN WICKENBURG IS AROUND 9,000 YEAR ROUND, THE TOWN EXPLODES IN SIZE FROM LABOR DAY THRU MEMORIAL DAY. MANY MANY TEAM ROPERS, SNOW BIRDS, SEASONAL TOURISTS, RV AND OFFROAD ENTHUSIASTS, JOIN THE LOCALS TO ENJOY THE MILD CLIMATE, TEAM ROPING COMPETITIONS, ANNUAL EVENTS & ACTIVITIES GALORE.



ABOUT US

HUSBAND AND WIFE TEAM BRIAN AND LESLIE TERHORST HAVE OVER 15 YEARS OF EXPERIENCE WORKING TOGETHER IN PROJECT, CORPORATE, ADVERTISING & MARKETING ENVIRONMENTS. IN 2018 RELOCATED TO WICKENBURG, TO CONCENTRATE ON BLT MARKETING & DESIGN - A FULL SERVICE CREATIVE AGENCY SPECIALIZING IN BRANDING, GRAPHIC DESIGN, WEBSITE DEVELOPMENT, PR, PROMOTIONS AND EVENTS.

IN ADDITION TO CREATING A NEW REGIONAL PUBLICATION, WE OFFER EXCEPTIONAL GRAPHIC DESIGN, BRAND & LOGO CREATION, WEBSITE DEVELOPMENT, ECOMMERCE SOLUTIONS AND MORE. ALLOW US TO CREATE YOUR BRANDING, ADVERTISING & SOCIAL MEDIA CAMPAIGNS FOR WICKENBURG SOCIAL. WE'RE EXPERT AT LAYOUT, CONTENT CREATION, COPYWRITING AND PHOTOGRAPHY. PLEASE VISIT WWW.BLTMD.COM FOR MORE

WICKENBURG SOCIAL

ONLINE | PRINT | SOCIAL MEDIA | EVENTS

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