

2026



## MONTHLY NEWSPAPER



## SPECIAL SECTIONS



## DIGITAL MEDIA

The Arcadia News is a monthly community newspaper in Phoenix, Arizona, focusing on neighborhood news and engaging feature stories.

Owned and operated by Arcadia residents, with readers in the affluent Arcadia/Biltmore/Camelback Corridor.

**ARCADIA NEWS**

## WHY ARCADIA NEWS?

Arcadia News is the only publication that covers the affluent community of Arcadia, Biltmore and the Camelback Corridor. We deliver **real** neighborhood news about **real** people and businesses in our community. For over 30 years our 43,000 readers\* have given our advertisers results, with 80%\* frequently purchasing products or services from ads in our paper. That's 35,000 readers every month who are ready to buy.

### ➤ Key Facts

#### ANNUAL CIRCULATION

**240,000**

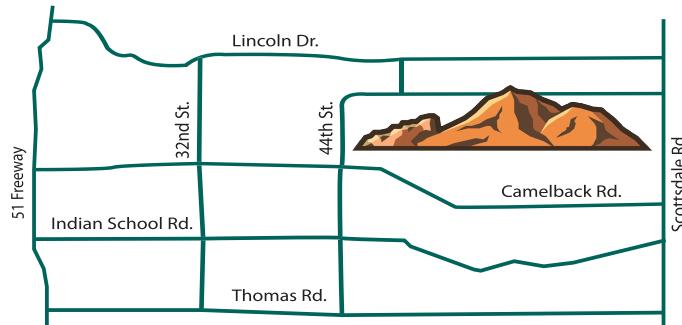
#### MONTHLY CIRCULATION

**20,000**

#### CONTROLLED DISTRIBUTION

**15,000** direct mail to homes  
**5,000** in **75** rack locations

#### COVERAGE AREA



#### VERIFIED CIRCULATION



(\*Report available upon request)

## DEMOGRAPHICS

With an average age of 42, Arcadia News readers are professional and educated; many have families and most are in their prime spending years, with an average net worth of more than \$1,000,000.

**NET WORTH  
\$1,000,000+**

#### AGE

AGE	GENDER
<b>18-24</b>	12%
<b>25-44</b>	35%
<b>45-64</b>	34%
<b>65+</b>	19%

#### EDUCATION/CAREER

<b>85%</b>	College or Advanced Degree
<b>82%</b>	Managerial / Professional Positions

#### INCOME

<b>56%</b>	\$100,000+
<b>17%</b>	\$200,000+

## AWARD-WINNING

Arcadia News has won more than 100 awards for our original stories, photography and design.



## 2026 PRINT READY AD RATES

	<b>12x Rate</b> (monthly)	<b>6x Rate</b> (monthly)	<b>3x Rate</b> (monthly)	<b>Open Rate</b> (monthly)	<b>Add Color</b> (monthly)
<b>FULL</b>	\$1290	\$1560	\$1630	\$1795	\$ 200
<b>JUNIOR</b>	\$1090	\$1260	\$1330	\$1495	\$ 200
<b>1/2</b>	\$790	\$960	\$1130	\$1295	\$ 175
<b>1/3</b>	\$690	\$760	\$830	\$995	\$ 150
<b>1/4</b>	\$490	\$560	\$630	\$695	\$ 125
<b>1/6</b>	\$390	\$460	\$530	\$595	\$ 115
<b>1/8</b>	\$290	\$360	\$430	\$495	\$ 100

### DESIGN SERVICES

Design service may be available. Contact an account manager for pricing. Low resolution proofs are provided at no charge. High resolution PDFs of ads are \$35 each. Ads will be e-mailed unaltered.

### CREATIVE RIGHTS

All ads, layouts, designs, logos, copy and concepts created or assembled by the Arcadia News, whether preliminary or final, are copyright © protected property of the Arcadia News.

### SPECIAL SECTIONS

#### HEALTH & WELLNESS

The directory is published six times a year.



#### ARCADIA HOME & DESIGN

A seasonal go-to guide for Arcadia homeowners.



#### CAMP GUIDE

Our award-winning section is published in April.



### MARKETPLACE ADS

#### CLASSIFIEDS

\$25 for 25 words or less, 25¢ for each additional word.



#### BUSINESS CARDS

3.25" wide x 2" tall. Print-ready pricing \$75/mo.



#### AT YOUR SERVICE

A directory for home and business services.  
12-months: \$145/mo.  
6-months: \$175/mo.



### DIGITAL

#### E-MAIL & SOCIAL MEDIA CAMPAIGNS, WEB ADS

Put your message in front of millions through targeted social media and digital advertising that works. With more than 500,000 Instagram followers and an e-newsletter reach of over 70,000 (with an open rate over 20%), amplifying your digital outreach is almost too easy.

Services provided by our sister publication, AZ Foothills and AZ Foothills Media.

#### ARCADIANEWS.COM WEB ADS

**LEADERBOARD:** 728w x 90h

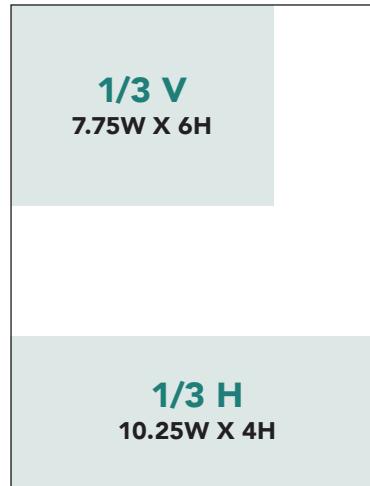
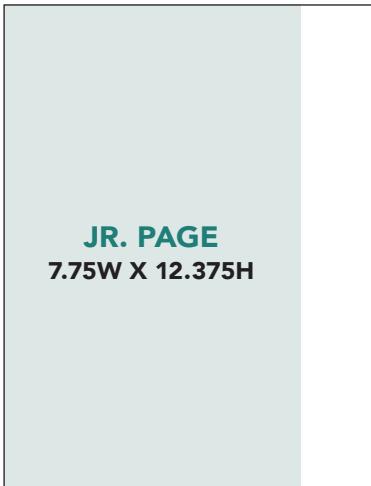
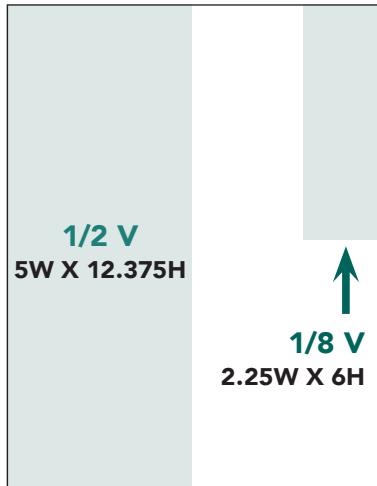
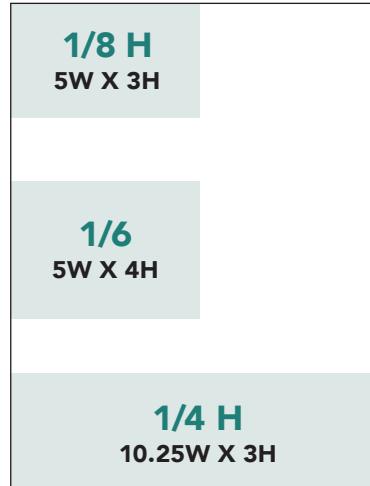
**SQUARE:** 300w x 250h

**SKYSCRAPER:** 120w x 600h

\$100 per month for one page  
\$200 per month for all pages.



## AD SPECS & DETAILS



### AD DEADLINES

#### JANUARY 2026

Ad reservation 12/12 @ noon  
Art due 12/16 @ 5:00 pm

#### FEBRUARY 2026

Ad reservation 1/14 @ noon  
Art due 1/16 @ 5:00 pm

#### MARCH 2026

Ad reservation 2/13 @ noon  
Art due 2/17 @ 5:00 pm

#### APRIL 2026

Ad reservation 3/13 @ noon  
Art due 3/17 @ 5:00 pm

#### MAY 2026

Ad reservation 4/14 @ noon  
Art due 4/17 @ 5:00 pm

#### JUNE 2026

Ad reservation 5/12 @ noon  
Art due 5/15 @ 5:00 pm

#### JULY 2026

Ad reservation 6/12 @ noon  
Art due 6/15 @ 5:00 pm

#### AUGUST 2026

Ad reservation 7/14 @ noon  
Art due 7/17 @ 5:00 pm

#### SEPTEMBER 2026

Ad reservation 8/14 @ noon  
Art due 8/19 @ 5:00 pm

#### OCTOBER 2026

Ad reservation 9/14 @ noon  
Art due 9/17 @ 5:00 pm

#### NOVEMBER 2026

Ad reservation 10/13 @ noon  
Art due 10/16 @ 5:00 pm

#### DECEMBER 2026

Ad reservation 11/13 @ noon  
Art due 11/16 @ 5:00 pm

### ➤ FILE SUBMISSION

**File Format:** Adobe PDF/X1-A

**Color:** 300 dpi, CMYK

**B&W:** 300 dpi, Grayscale

- Files under 20MB may be sent by email to [ads@arcadianews.com](mailto:ads@arcadianews.com).

The Arcadia News requires ads to conform to the PDF/X-1a profile, which is a PDF format/export option in most professional design software. The Arcadia News is not responsible for errors in ads that do not conform to this profile. If you are uncertain about your settings, contact our graphics department or look on our website to get the Adobe Distiller PDF/X-1a.joboptions file.

### ➤ FILE PREPARATION

- Please submit completed ad as a flattened PDF with all fonts embedded.
- All black text, line art and fills should be 100K, not a "build" of CMYK.
- Reverse ads (white on all black background) are discouraged due to reproduction quality on newsprint.
- Final proofing is the responsibility of the advertiser.
- Please do not include trim, crop, bleed or registration marks, color bars or other extraneous information.

We're here to help. To review your advertising plan or for more information, contact our ad team at [ads@arcadianews.com](mailto:ads@arcadianews.com) or **602-840-6379**.

### 2026 FEATURES

**JAN** Fitness/Health

**FEB** Events & Adventures

**MAR** Spring, Home & Design Guide

**APR** Outdoors, Camp Guide

**MAY** Women

**JUN** Summer

**JUL** Summer II

**AUG** Back to School

**SEP** Fall Sports Preview

**OCT** Fall Events

**NOV** Veterans/Heroes, Home & Design Guide

**DEC** Holidays