

MEDIA KIT



Covering Arizona government, politics and legislative news for business, industry and politically savvy citizens throughout the state.

ARIZONA CAPITOL TIMES
azcapitoltimes.com

READERSHIP

OUR READERS

Government and business leaders across Arizona

Arizona Capitol Times is published every Friday and is distributed by mail to paid subscribers with news stories published daily on AzCapitolTimes.com.



8,000

influential readers weekly



4K

email newsletter subscribers



65.4K*

average monthly active users on AzCapitolTimes.com



4.7K

Facebook likes

19.2K

Twitter followers



*Source: Google Analytics, August 2017



LOYAL

38 min.
average time spent reading



3
average readers per copy



76% readers keep copies a week or longer

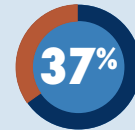
AFFLUENT

\$214,100
median household income

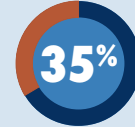
\$835,000
median net worth

\$403,200
median home value

INFLUENTIAL OPINION LEADERS

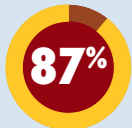


37% upper management

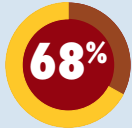


35% business owners /presidents /elected officials

WELL-EDUCATED, MATURE & DIVERSE



87% college degrees



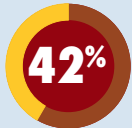
68% age 35 – 65



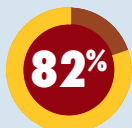
45% post-graduate degrees



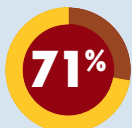
58% male



42% female

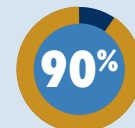


82% married

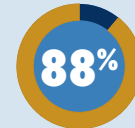


71% Phoenix metro residents

ACTIVE



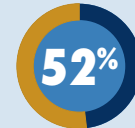
90% dine out for dinner weekly



88% dine out for lunch twice a week



57% visit museums, art galleries or the zoo monthly



52% attend plays or musicals monthly

RESPONSIBLE FOR THE PURCHASE OF



WE'RE YOUR CAPITOL CONNECTION

About Us

Arizona Capitol Times is the only newspaper in the state that provides in-depth coverage of what is happening at the state Capitol. From legislative news and politics to business and government affairs, Arizona Capitol Times covers what you need to know, why it matters and what it means to you, your business or organization. Our readers are legislative and business professionals, from heads of state agencies to lobbyists and leaders of businesses and organizations across the Valley and state. Founded in 1946, the newspaper has become the preeminent source for statewide public policy news.



Inside Arizona Capitol Times

Every day, Arizona Capitol Times delivers thorough and unbiased analyses of who's who and what's what at the Capitol, with comprehensive reports of political developments, including stories from inside the Legislature, the governor's office and state agencies, along with coverage of campaigns and elections and what that means to you, your business and your clients. You will find guest commentaries by legislators, state officials and business leaders, as well as details of votes by the Arizona congressional delegation.

Our monthly special sections cover important topics such as education, health care, transportation, real estate and construction, energy, water and community giving and volunteerism.

In addition, each year Arizona Capitol Times produces a number of special publications that are must-have resources for navigating state government and politics. Among them are the Green Book Guide to the Legislature, Book of Lobbyists and Government Liaisons, Citizen Government Directory, Trade & Professional Associations Directory, Political Almanac and Government Resource Directory.

What Makes Us Unique?

Our coverage is different from other niche publications in Arizona. Our reporters are award-winning journalists who chronicle the day-to-day actions of the state's policymakers. Their nonpartisan focus goes beyond the sound bites to define what is important to Arizonans and why.

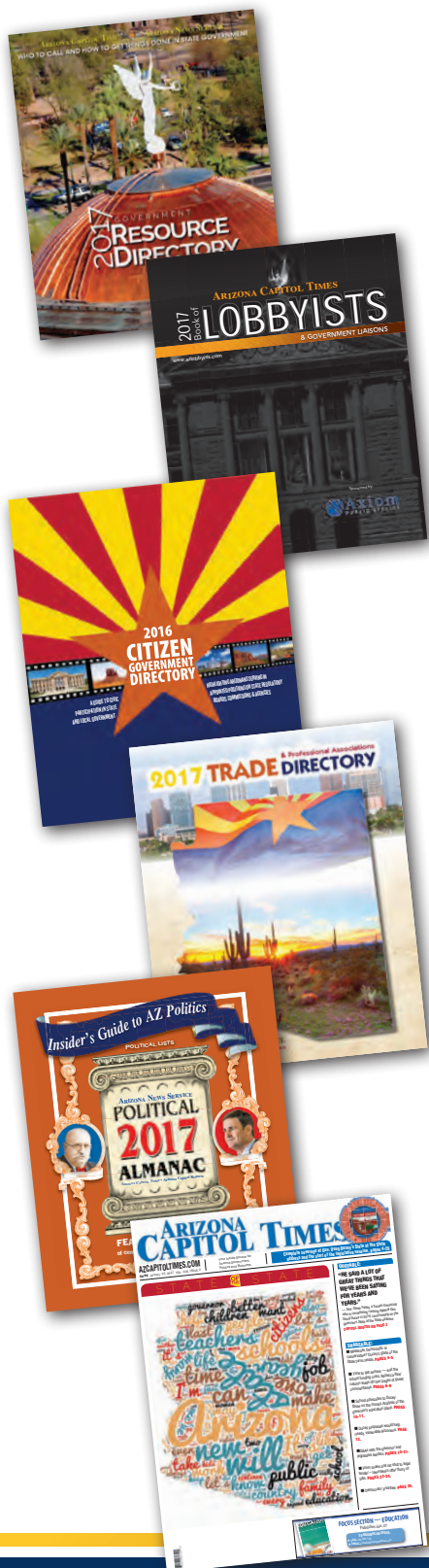
We make sure what happens at the Capitol doesn't stay at the Capitol!



SPECIAL PUBLICATIONS

The resources you need to succeed!

When you need to know more about whom to contact and how state government works, rely on Arizona Capitol Times. Our special publications, which are included with a Arizona Capitol Times subscription, serve as valuable references on whom to call and where to go to get things done in state government.



Government Resource Directory

This must-have resource is published every December. It explains the responsibilities of all major state agencies and provides a comprehensive list of agency staff and their contact information, along with state and federal legislator profiles, detailed information on state licensing and certification boards and various other state services. It's a veritable state government information bible, and most of its information is available nowhere else.

Book of Lobbyists & Government Liaisons

This annual publication serves as a guide to the lobbyists in Arizona, those who are anticipating entering the field and contacts for key state offices. It features listings of all registered lobbyists in the state as well as information about who they represent. It's the "bible" of who's who in the state's lobbying arena.

Citizen Government Directory

This handy guide to the state's regulatory boards and commissions gives a brief description of the duties of each board, with contact information, names of board members, the governors who appointed them and where and when there will be openings as board terms expire.

Nonprofit Trade & Professional Associations Directory

This directory features a comprehensive list of the state's associations and trade unions, including business and advocacy groups, ranging from chambers of commerce to volunteer and leisure organizations. No other publication in the state contains this volume of information organized in such a user-friendly format.

Political Almanac

The Political Almanac features our famous Wall of Knowledge statistics, lists and tables covering elections, the Legislature, state budget and courts. It also contains information about the best advisers on campaigns, initiatives and elections, plus statisticians, petition gatherers and more.

Special Editions

In addition to the focus sections included in the Arizona Capitol Times through the year, the newspaper also produces its State of the State edition at the beginning of the legislative session, and a comprehensive analysis of what happened during session can be found in our Session Wrap.

TARGET ONLINE MARKETING

Arizona Capitol Times has been a key resource for legislative, political and public policy news in Arizona since 1946.

Our website, azcapitoltimes.com, builds on this strong tradition, providing valuable in-depth coverage of what is happening at the Arizona Capitol and why it matters — with a comprehensive, searchable online news database.

Likewise, azcapitoltimes.com is an excellent way to reach our targeted readership, including legislative and business professionals, heads of state agencies, lobbyists and leaders of government and private organizations.

E-mail Alerts

Reach a targeted audience of decision makers by advertising in Arizona Capitol Times' Morning Edition e-mail newsletter and our Yellow Sheet Report Wake-Up Call email. The daily emails, along with breaking news alerts, are sent to over 4,000 Arizona Capitol Times and Yellow Sheet Report subscribers and has an open rate well above the national standard.

Website Advertising

azcapitoltimes.com

Get your business or event noticed by the state's top executives in business, government and politics by advertising with azcapitoltimes.com. The website offers trusted and timely news that is vital to the business and public policy communities in Arizona. AzCapitolTimes.com has over 2,000 daily active users.

azlobbyists.com

Make an impression on business and government leaders by advertising your lobbying firm or public affairs company on azlobbyists.com. The website includes a comprehensive registry of Arizona's most active lobbyists and government affair professionals with premium listings that are also included in the Book of Lobbyist publication.



EVENTS



Morning Scoops are breakfast forums held throughout the year that include a mixed panel of industry and policy experts, lawmakers and other governmental officials discussing relevant topics affecting business, government and the future of Arizona. Topics include education, health care, water, and transportation.



Leaders of the Year in Public Policy honors individuals and organizations that positively impact the state and the lives of Arizonans without regard to political affiliation. Nominees are selected by a panel of their peers for their accomplishments, contributions and leadership in twenty categories, such as business, education, health care, public safety and transportation. Honorees are announced and profiled in Arizona Capitol Times at an annual reception held in the fall.



Best of the Capitol is a light-hearted awards program held every year in June. The event highlights the people and places that are a part of Arizona politics and government. There are over 30 categories, including Best Elected Official, Best Lobbyists, Best Dressed and Best Place to Impress a Client. Winners are honored at a cocktail reception.



Meet the Candidates is a biennial networking event for local citizens and Capitol professionals to meet candidates for legislative, state, and congressional offices. The event is held in July of each election year, and a Candidate Guide special section is published concurrently in Arizona Capitol Times.



Rock the Capitol: Meet the Freshman is a biennial networking event for local citizens and Capitol professionals to meet the Legislature's new class of freshman lawmakers. The event is held in December of each election year, and a Meet the Freshman special section is published concurrently in Arizona Capitol Times.

Sponsorship opportunities are available for all of our events, and are a great way for industries, businesses and advocacy organizations to network, gain exposure and influence key leaders and policymakers in Arizona politics and government.

ARIZONA CAPITOL REPORTS

Your source for legislative news, information and bill tracking.



Legislation On Line Arizona (LOLA)

azcapitolreports.com

LOLA is a digital legislative bill tracking service that offers real-time access to legislative data and provides users with custom tools and features that report on and analyze legislative activity.

Key Features

- ★ Access to thousands of legislative documents
- ★ Up-to-the-minute reporting of legislative activity
- ★ Committee agendas and calendars
- ★ Legislative tracking tools and reports
- ★ Vote analysis reports
- ★ Lawmaker and candidate profiles
- ★ Email alerts and communication tools
- ★ Forum message boards

Arizona Legislative Report

Arizona Legislative Report is the public policy professional's best source for printed information on legislative action. It is printed daily during the legislative session and hand-delivered by 5 p.m. or mailed to statewide and national clients.

Key Features

- ★ News coverage of legislative debates and policy issues
- ★ Reports of daily legislative activity
- ★ Amendment Record of all approved amendments
- ★ Advanced notice of committee hearings and agendas
- ★ Legislative documents, bill summaries and bill status reports
- ★ Copies of press releases, news clips, state agency reports and speeches

Yellow Sheet Report

yellowsheetreport.com

Yellow Sheet Report is Arizona's best daily political tip sheet, providing subscribers with behind-the-scenes access to state government and politics. It is published year-round with daily issues and archives available at yellowsheetreport.com.

Key Features

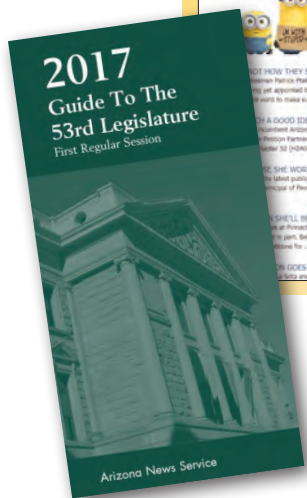
- ★ Exclusive scoops from the Legislature, governor's office and state agencies
- ★ Analysis of campaigns and elections and political trends
- ★ Coverage of Arizona's congressional delegation
- ★ Full reprints of relevant documents, press releases and news clips
- ★ A Friday report of upcoming state agency and Corporation Commission meetings, and summaries of proposed regulatory rules and attorney general opinions
- ★ Archived reports for searching and printing

Green Book Guide to the Legislature

greenbookaz.com

Published every year, this pocket guide and web app includes:

- ★ Biographical sketches, photographs and contact information for all members of the Legislature
- ★ Directories of legislative staff
- ★ Details of legislative committees and caucuses
- ★ Interest-group endorsements
- ★ Seating charts
- ★ Arizona's congressional delegation and staff
- ★ State executive officers



PUBLIC NOTICE ADVERTISING

Why Public Notices Are Required

The Legislature wants Arizonans to be informed about government and legal actions that affect them, and notices in newspapers are the best way to distribute that information. When you publish notices in Arizona Capitol Times, you are providing important information to the citizens of Arizona. We make finding your notices easy, with an index to our public notice advertising sections so readers can readily identify new Arizona companies, find foreclosed properties and bid on them, find notices of estates in probate, notices of divorce and child custody matters and notices of state land being offered for sale at auction.

Our Services

Affidavit Filing Services

All corporate affidavits of publication are filed at the Arizona Corporation Commission after the first publication; limited liability partnership affidavits are filed and fees are paid at the Secretary of State's Office; probate, domestic relations and civil summons affidavits are filed at the respective courts. A stamped copy of the affidavit is sent to you with a copy of your ad. For trustee's sales and other notices, an original affidavit and one copy are sent directly to you.

Statewide Publication Services

Send us your documents for publication in any of Arizona's 15 counties, and we will handle placement in a newspaper in the required county. We will schedule publication, invoice you for the newspaper's charges, handle the accounting and file the affidavit as necessary when publication is complete, all for a nominal handling fee.

Full-service Corporate Filing

We file your documents with the Corporation Commission or Secretary of State's Office, return the approved original to you, schedule publication and file the affidavit after the first publication.

THE BEST CHOICE at the best price!

Need to review your notice?

Go To **PUBLICNOTICES.AZCAPITOLTIMES.COM**

For public notice rates

CALL **602.258.7026**

FAX **602.253.7636**

EMAIL **publicnotices@azcapitoltimes.com**

