

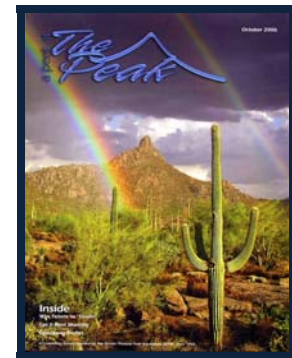


**A Community Service  
Provided  
by the  
Greater Pinnacle Peak Association  
Since 1983**

## 2012 Advertising Kit

For 29 years, *A Peek at the Peak (The Peak)* has been a respected part of the Pinnacle Peak and Desert Foothills community. Nationally recognized, and available in full color in both print and digital editions, it's the only magazine dedicated to the preservation of the natural environment and the enrichment of quality of life in the North Scottsdale, Carefree, Cave Creek, Rio Verde, and northeast Phoenix communities. Based on their targeted readership, widespread availability, home-grown content, quality, and longevity, *The Peak* and its companion Web, and e-mail publications deliver a level of reader engagement and advertising response that is unsurpassed in their distribution area.

*The Peak*, a 501 (C) 3 publication, is provided as a community service by the nonprofit Greater Pinnacle Peak Association (GPPA), founded in 1977. Six bi-monthly issues of *The Peak* are published in print and digital versions. Advertisers also benefit from the exposure provided by *e-Peak Newsletter*, which is e-mailed to subscribers monthly, and *The Peak's* popular Web site, ThePeakAZ.org that is available 24/7.



**Not For Profit,  
For Communication**

- **Instant Credibility:** Quality, Respected Community Magazine Since 1983, Solid Base of Repeat Customers.
- **New Business Leads:** Serves North Scottsdale, Pinnacle Peak, Troon, Desert Mountain, DC Ranch, McDowell Mountain Ranch, Grayhawk, Terravita, Carefree, The Boulders, Cave Creek, Tatum Ranch, North Phoenix, Rio Verde, Shea Boulevard
- **Broad Exposure In Print, Online and E-mail:**
  - Digital Versions Available to Anybody, Anywhere, Anytime
  - Print Magazine Reaches Loyal, Expanding Readership of Affluent Consumers, Readership Exceeds 10,000 Readers
  - Home E-Delivery to More Than 1,000 Newsletter Subscribers
  - Online Advertiser Directory with Web Site Link Optimized for Google and other leading search engines
  - Monthly E-mail newsletter Includes Advertiser Directory
  - Annual Friend of the Community Recognition in Print and Online Listings
- **Value:** Rate Includes Print, Web, and E-mail exposure Multiple Issue Discounts, No Sales Tax
- **Widespread Distribution:** Free at Local Stores, Shops, Banks, Online, With Postal Delivery to Members
- **Recognition:** Advertising Enables The Peak to Support Nonprofits, Education, Natural Environment, Arts, Local Writers, and Photographers

## What Advertisers and Readers Say

**"The best ad results I've ever had!"** Unsolicited comment by Peak advertiser

**"We just closed a big sale because of The Peak!"** Unsolicited comment by Peak advertiser

**"My compliments ... The Peak is just REFRESHING!"** Genevieve Barker, Former NBC Anchorperson

## Readership Demographics

Median Household Income	\$158,881
Median Age	46
College Graduates	42%
Executive, Managerial, and Professional	81%
Married	76%
Median Property Values	\$564,000

## Advertising Calendar

Issue	Close Date	Theme
January/February	December 7 (Wednesday)	Our Desert
March/April	February 7 (Tuesday)	Snowbird Fun
May/June	April 9 (Monday)	Summer Fun
July/August	June 8 (Friday)	Our Wildlife
September/October	August 8 (Wednesday)	Our Community
November/December	October 8 (Monday)	Peak Holidays
January/February 2013	December 7 (Friday)	Our Desert

## Editorial Calendar

The editorial deadline for *The Peak* is the first day of the month prior to the issue month.

## Rate Examples

- Color 1/4 page advertisement in 6 issues of *The Peak*, published in print & digital issues plus listing in online Marketplace with reference by ePeak Monthly Newsletter: One year's exposure for less than \$350 per issue
- Color business card advertisement in 3 issues of *The Peak*, published in print & digital issues plus listing in online Marketplace with reference by ePeak Monthly Newsletter: 6 months exposure for less than \$130 per issue
- Color full page advertisement in 2 issues of *The Peak*, publication in print & digital issues plus listing in online Marketplace with exposure in ePeak Monthly Newsletter: Four months exposure for less than \$995 per issue

\* Rates are subject to change at any time.

**For insertion order, payment information, current rates, call (480) 361-6498, Email: [thepeak@gppaaz.org](mailto:thepeak@gppaaz.org)**