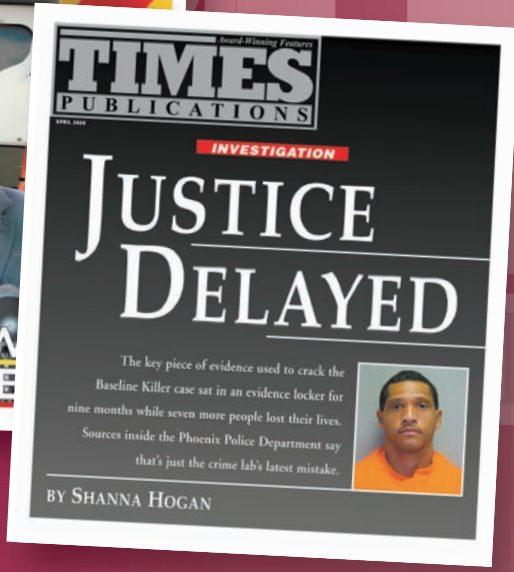


Award-Winning Features

TIMES

PUBLICATIONS



Media Kit 2009

TIMES PUBLICATIONS

CREATING VALUE THROUGH EXCELLENCE

Times Publications are circulated in several communities throughout the Valley including Scottsdale, Northeast Phoenix, Glendale, Gilbert, Chandler, East Mesa, Gold Canyon and Ahwatukee. The total circulation of Times Publications is 111,000 copies, which are distributed at more than 3,000 locations throughout the communities it serves.

"Sometimes other companies call and ask how *The Times* does for us. I always tell everyone it's the best print advertising we do."

*- Andi Dinan, owner Sandoval & Sons
Advertising with *The Times* for 8 years*

"For the price, the ads are a great value, month after month the ad pays for itself."

*- Brian Hilliard, owner
Desert Cabinet Refinishing*

Our loyal readers have come to expect the variety and quality of voices found in the pages of *The Times*. Whether it's the biting observations of an award-winning columnist or humorous objections to our own readers' articulations, there's an earful for everyone who reads *The Times*.

"I can't tell you how many calls I got from that ad, but a bunch. It's working great. We've gotten ten Web site jobs from it in the past two months alone."

*- Georgia Lozinsky, owner
Make Mine Magic Web Design*

"We truly appreciate our partnership with Times Publications... and we appreciate everything they do for us."

*- Rayme DeHay, Senior
Coordinator, Advertising
Arizona Diamondbacks*

The Times has been honored with several Press Club and Arizona Newspapers Association awards for journalistic excellence, including more than twelve first-place honors. In 2008 *The Times* was honored with the coveted General Excellence Award by the Arizona Newspapers Association.

"Thanks for having something that works. I had five calls as soon as the ad hit and I've had calls ever since."

*- Chris Harlien, owner
Arizona Luxury Lawns*

3200 N Hayden Rd, Suite 330
Scottsdale, AZ 85251
480-348-0343
Fax 480-348-2109

TimesPublications.com



OUR READERS ARE SURROUNDED

Reach both
residents & employees
at more than
3,000
DISTRIBUTION
LOCATIONS!

Zone
Advertising
Opportunities



111,000
Copies
Circulated
Valleywide

90%
Pick-up
Rate

TIMES
PUBLICATIONS

3200 N Hayden Rd, Suite 330
Scottsdale, AZ 85251
480-348-0343
Fax 480-348-2109

**Advertise Only In The Areas That
Make Sense For Your Business!**

TimesPublications.com

TIMES PUBLICATIONS READER STATISTICS

READER FINANCIAL STATS

- **72%** of readers have at least one auto loan
- **69%** of readers report having some kind of retirement savings
- **71%** of readers have at least one home mortgage

READER HABITS

- **86%** of readers reported picking up a copy of *The Times* at least once per month
- **More than 50%** of readers reported picking up a copy of *The Times* at least twice each month

Readers rated several regular *Times* features equally and its **Calendar of Events** and **Feature Stories** rated highest among loyal readers.

TIMES READER PROFILE

Male 45% • Female 55%

8% are aged 18-24

35% are aged 25-39

46% are aged 40-59

11% are 60+

- **Median annual household income is \$78,500** or 33% higher than market median
- **79% of our readers own their own home** which is higher than the market average
- **48% of our readers hold college degrees** which is almost double the market average
- **68% of our readers are professionally employed**
- **60% of our readers have children in the home**, almost 50% higher than market average

From research gathered on *Times* readers over the past 10 years it is apparent that the typical readers of *The Times* are educated, professionally employed and possess an interest in knowing what is happening in their community. Quality features and consistency for more than 12 years has created a loyal and interested reading audience.

TIMES
PUBLICATIONS

3200 N Hayden Rd, Suite 330
Scottsdale, AZ 85251
480-348-0343
Fax 480-348-2109

TimesPublications.com



Multiple Editions Stretch Your Advertising Investment

Total
Circulation
111,000

**RACKS
REFILLED
TWICE
EVERY
MONTH!**

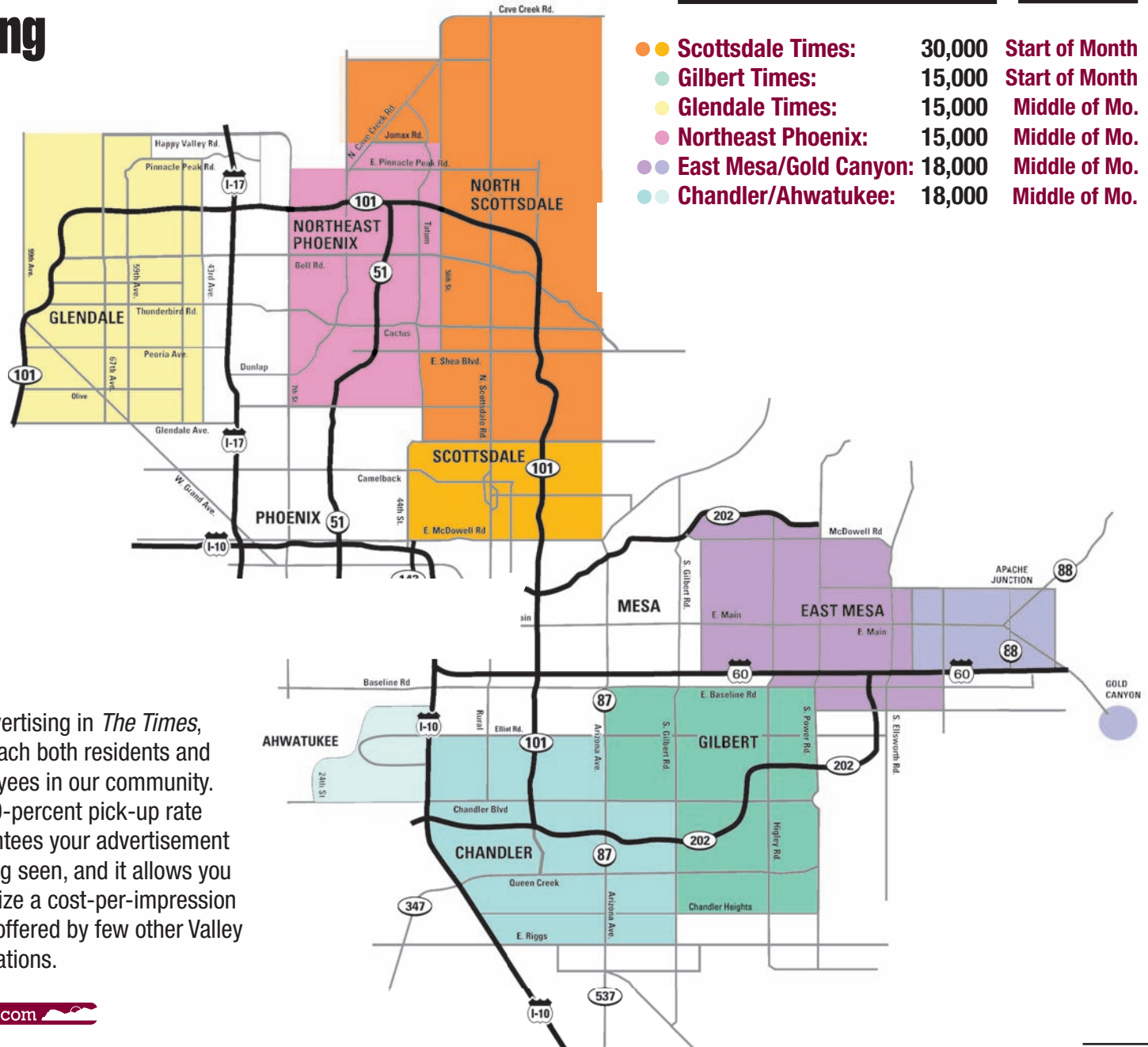
By advertising in *The Times*, you reach both residents and employees in our community. Our 90-percent pick-up rate guarantees your advertisement is being seen, and it allows you to realize a cost-per-impression value offered by few other Valley publications.

3200 N Hayden Rd, Suite 330
Scottsdale, AZ 85251
480-348-0343
Fax 480-348-2109

TimesPublications.com

Circulation by Publication Publishes

● Scottsdale Times:	30,000	Start of Month
● Gilbert Times:	15,000	Start of Month
● Glendale Times:	15,000	Middle of Mo.
● Northeast Phoenix:	15,000	Middle of Mo.
● East Mesa/Gold Canyon:	18,000	Middle of Mo.
● Chandler/Ahwatukee:	18,000	Middle of Mo.



REACHING THE READERS

More than **3,000** Distribution Locations Valleywide

BELOW IS A SAMPLE OF DISTRIBUTION LOCATIONS...

5&Diner
24 Hour Fitness
Ahwatukee Golf Club
AJ's Fine Foods
Arco – AM/PM
Arizona Car Wash
ASU West
AZ on the Rocks
Bagel Nosh
Barro's Pizza
Basha's
Baskin Robbins
Best Western
Blimpie's
Borders Books
Boston Market

Bread Crafters
Bruegger's Bagels
Cantina Laredo
Carlos O' Brien's
Carolina's
Chevron Gas Stations
Civic Center Library
Coco's
Coffee Bean
Coffee Plantation
Comfort Inn
Community Colleges
Conoco Gas Stations
Country Inn & Suites
Courtyard by Marriot
Cousin's Subs
Coyotes Arena
CVS
Dairy Queen
Days Inn
Del Taco
Dennys
Diamond Shamrock
Dunkin Donuts

Fairfield Inn
Famous Sam's
Fatburger
Filiberto's
Glendale Airport
Golden Corral
Golden Spoon
Hampton Inn
Harold's Corral
Holiday Inn Express
Hollywood Video
HoneyBaked Ham Co.
IHOP
Jamba Juice
Jason's Deli
JB's Restaurant
Joe's BBQ
Kyoto Bowl
LA Fitness
La Quinta Inn
Los Olivos
Lox, Stock & Bagels
Macaroni Grill
Manuel's
Marriott Springhill

Mimi's Cafe
Mountain Side Fitness
Mustang Library
Oregano's
Original Pancake House
Pita Jungle
Port of Subs
Postal Max
Pure Fitness
Quizno's
Ramada
Red Mountain Library
Residence Inn
Robek's Juice
Rosati's Pizza
Samurahi Sam's
Schlotzsky's
Scottsdale Airport
Scottsdale Hilton
Senior Centers
Serrano's Fish Market
Shell Gas Stations
Ship Rite
Shogun Express
Silvermine Subs

Sleep Inn
Smart & Final
Springhill Suites
Sunflower Market
Sweet Tomatoes
The Breakfast Club
The Feedbag Restaurant
The Good Egg
The Vine
Tokyo Express
Tropical Smoothie Café
Uncle Sam's Restaurant
UPS Store
Valero
Valle Luna
Village Inn
Wagon Yard
Walgreen's
Water & Ice
Weiss Guys Carwash
Whole Foods Market
Wildflower Bread Co.
Wingate Inn & Suites
YMCA
Zipp's

TIMES
PUBLICATIONS

3200 N Hayden Rd, Suite 330
Scottsdale, AZ 85251
480-348-0343
Fax 480-348-2109



TimesPublications.com