

# VALLEY VALUES

## Increase exposure and sales by taking part in an exclusive new product!

The Valley Values is a new, 32-page publication showcasing local deals and great value from businesses like yours. Featuring 6-8 pages of unbeatable bargains and coupons, followed by engaging advertisements highlighting your services and products, readers will rely on the Valley Values for great deals in the Valley. With categories such as dining, home improvement and home services, the Valley Values is just the kind of premier publication consumers are interested in utilizing while shopping. This product also includes an eNewsletter emailed to 80-90,000 azcentral users that opted in to receive deals/coupons, along with a website that will host all of the offers. Advertise your products today with the Valley Values, and be seen by a large audience looking for your business!

## Valley Values reader profile of people in the Southeast Valley:

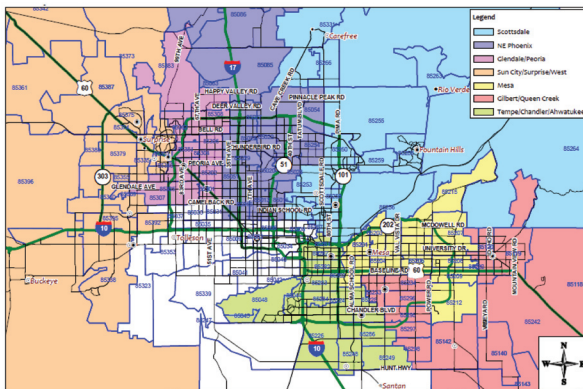
- 82% use coupons.
- Shoppers cite The Arizona Republic as their No. 1 source for obtaining coupons.
- 80% shopped for hardware/paint/lawn/garden stores in the past year.
- 77% are homeowners.
- 56% made home improvements in the past year.
- 47% have household incomes of \$75,000.
- 83% were online in the past week, using the Internet as an information resource and to complete transactions.

## DEADLINES

PUBLICATION DATE	SCHEDULE DATE	ART TRANSFER DATE
August 29, 2010	August 10, 2010	August 12, 2010
September 26, 2010	September 7, 2010	September 9, 2010
October 31, 2010	October 8, 2010	October 14, 2010
November 28, 2010	November 5, 2010	November 11, 2010
January 1, 2011	December 10, 2010	December 16, 2010

## Valley-wide distribution

90,000 copies are distributed per zone each month through Sundays' Arizona Republic, Sunday's YES edition to non-subscribers and through Buyer's Edge.



Contact us for zone details.

