

UpClose 2013

PUBLICATIONS

Las Sendas Up Close

Bringing neighbors closer to their community
NEW TRAILHEAD LIFESTYLE DEPARTMENT
 Combines Synergies with Jennifer and Kristha

By AnneElin Makin

Some of the most successful Spring events at the Trailhead and Knolls Lakes are now co-sponsored by the new business plan of F&A management group, Jennifer and Kristha.

With the new business plan of F&A management group, Jennifer and Kristha are now co-sponsoring the Trailhead and Knolls Lakes events. The new business plan of F&A management group, Jennifer and Kristha are now co-sponsoring the Trailhead and Knolls Lakes events.



Photo by Jennifer and Kristha

Some of the most successful Spring events at the Trailhead and Knolls Lakes are now co-sponsored by the new business plan of F&A management group, Jennifer and Kristha.

TWO HIGH-CALIBER LIFESTYLE PROFESSIONALS

Jennifer and Kristha are the new co-managers for the Trailhead and Knolls Lakes. They have a wealth of experience in the lifestyle industry and are excited to bring their expertise to the community.



Photo by Jennifer and Kristha

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Red Mountain Ranch Up Close

Bringing neighbors closer to their community
Social Club Tours COMMUNITY COLLEGE AT RED MOUNTAIN

Submitted by Jen Williams, Club Director

The Social Club members of the Red Mountain Ranch Social Club had a great time touring the campus of Community College at Red Mountain. The tour was led by the college's president, Dr. Tracy, and was a very informative and enjoyable experience.



Photo by Jen Williams

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Photo by Jen Williams

Mesa Uplands Up Close

Bringing neighbors closer to their community
GOLFER PREFERS TO FOCUS Only on His Golf Handicap

By Julie Brown

As a golfer, Jerry Levy's game is as much about his handicap as it is about his love for the sport. He focuses on improving his handicap and enjoying the game with his friends.



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Photo by Julie Brown

COSMOS' STYLISTS add pizzazz to women's

By Diana Kosby

The Cosmos' stylists are bringing a new level of fashion to the community. They offer a variety of services to help women look their best.



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BIKE, BIRDIE AND BID FOR INJURED MARINE FUND

By Julie Brown

A group of people are participating in a fundraiser for the Injured Marine Fund. The event includes a bike ride, a golf tournament, and a silent auction.



Photo by Julie Brown

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FROM THE PUBLISHER



Dear Advertisers,

Thank you for taking the time to look at what we have to offer.

We appreciate the opportunity to explain our Up Close community publications, which serve the Northeast Mesa neighborhoods of Las Sendas, Red Mountain Ranch, Alta Mesa, Mountain Bridge, Boulder Mountain and The Groves, as well as the Mesa Uplands area.

Phillips West's editorial mission is to *Bring neighbors closer to their community*. This is accomplished by highlighting residents, businesses, schools, clubs, and charities in our three Up Close publications.

Up Close is direct mailed to more than 13,000 households, and is also delivered to area schools, clubs, and businesses. We reach an average of 30,000 readers every month, including on the Web at www.UpCloseAZ.com.

Because homeowners read and enjoy their community news and Up Close offers an entertaining medium focused on promoting your business as well as neighborhood goodwill, your advertising is more effective in an Up Close publication versus a less connected direct mail piece of ads or coupons, etc.

Many of our supporters say they enjoy the benefits of advertising in Up Close, as they live or work in the community the publication serves. So come join us in bringing neighbors closer to their community by participating with Up Close. We'd love to hear from you.




Call (480) 748-1127 to place your ad today!

Sincerely,

Kim Phillips
Publisher
Phillips West
(480) 748-1127
(480) 882-0181 fax
Publisher@PhillipsWest.com
www.UpCloseAZ.com



DEMOGRAPHICS

 <p><i>Las Sendas</i> Up Close</p>	<p>Distribution - 4,000 3,844 direct mailed to local residents and business owners. 156 copies delivered to area schools, clubs and businesses. Power and McDowell Roads, Northeast Mesa Zip code: 85207</p>	<table border="1"> <tbody> <tr><td>Average Household Income</td><td>\$104,043</td></tr> <tr><td>Median Household Income</td><td>\$81,463</td></tr> <tr><td>Median Age</td><td>37</td></tr> <tr><td>Median Age Adult</td><td>46</td></tr> <tr><td>Male</td><td>50.54%</td></tr> <tr><td>Female</td><td>49.46%</td></tr> </tbody> </table>	Average Household Income	\$104,043	Median Household Income	\$81,463	Median Age	37	Median Age Adult	46	Male	50.54%	Female	49.46%
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Median Age Adult	46													
Male	50.54%													
Female	49.46%													
 <p><i>Red Mountain Ranch</i> Up Close</p>	<p>Distribution - 3,400 3,316 direct mailed to local residents and business owners. 84 copies delivered to area schools, clubs and businesses. Thomas and Recker Roads, Northeast Mesa Zip code: 85215</p>	<table border="1"> <tbody> <tr><td>Average Household Income</td><td>\$101,758</td></tr> <tr><td>Median Household Income</td><td>\$79,590</td></tr> <tr><td>Median Age</td><td>37</td></tr> <tr><td>Median Age Adult</td><td>45</td></tr> <tr><td>Male</td><td>50.55%</td></tr> <tr><td>Female</td><td>49.45%</td></tr> </tbody> </table>	Average Household Income	\$101,758	Median Household Income	\$79,590	Median Age	37	Median Age Adult	45	Male	50.55%	Female	49.45%
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 <p><i>Mesa Uplands</i> Up Close</p>	<p>Distribution - 5,800 5,692 direct mailed to local residents and business owners. 108 copies delivered to area schools, clubs and businesses. Lindsay and Ellsworth Roads, Adobe and McKellips Roads, Northeast Mesa. Zip codes: 85205, 85207, 85213</p>	<table border="1"> <tbody> <tr><td>Average Household Income</td><td>\$146,018</td></tr> <tr><td>Median Household Income</td><td>\$114,285</td></tr> <tr><td>Median Age</td><td>36</td></tr> <tr><td>Median Age Adult</td><td>46</td></tr> <tr><td>Male</td><td>50.91%</td></tr> <tr><td>Female</td><td>49.09%</td></tr> </tbody> </table>	Average Household Income	\$146,018	Median Household Income	\$114,285	Median Age	36	Median Age Adult	46	Male	50.91%	Female	49.09%
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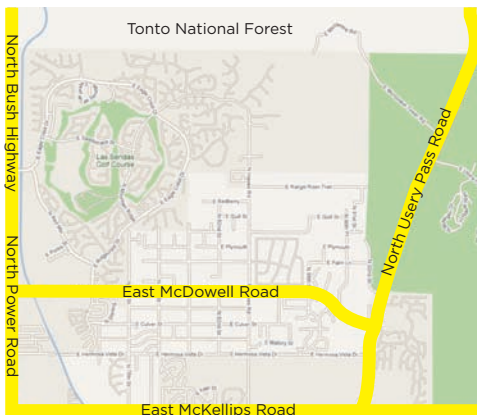
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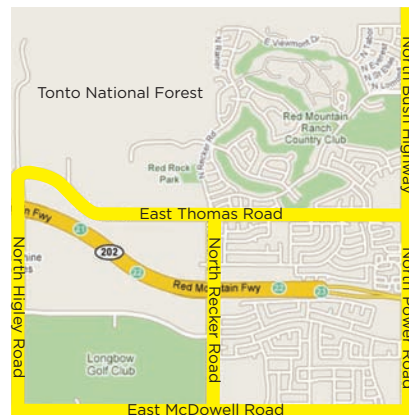
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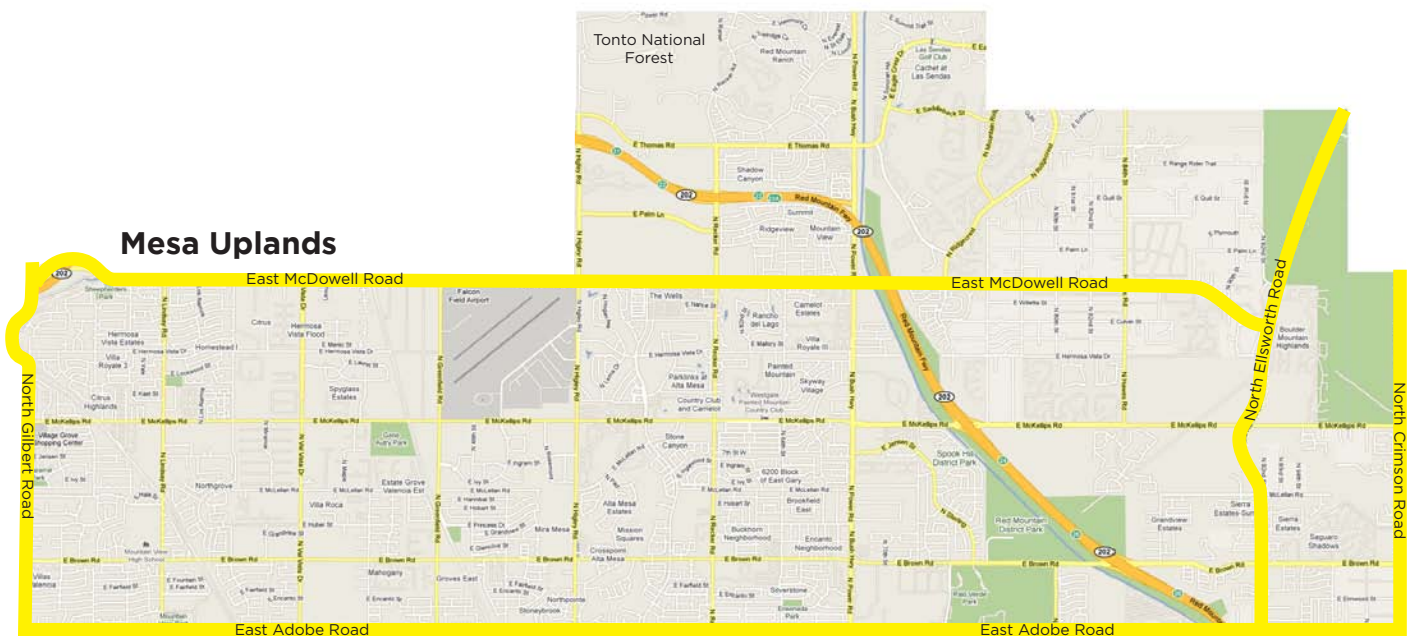
Las Sendas



Red Mountain Ranch



Mesa Uplands



Up Close

Bringing neighbors closer to their community

2013

Las Sendas | Red Mountain Ranch | Mesa Uplands | Alta Mesa | Mountain Bridge | The Groves

COMPLIMENTARY BUSINESS PROFILES*

Educate customers about your business... Promote special events... Broadcast your achievements... Share your story with the community...

Provide credibility and support to your display ad with the addition of monthly editorial highlights.

A higher frequency is an important way to effectively reach your audience and promote your product or service.

- How long your print ad runs is an important factor in your campaign's performance.
- We recommend you run your ad at least three times in the publication. Having your ad displayed multiple times will dramatically reinforce your message. A reader is more likely to remember and respond to your message after seeing your ad several times.
- Seasonal influences, such as holidays, popular vacation times, back-to-school, and more, can help create additional relevance to your product and affect your appeal to readers.

Readers are exposed to a different stage in the consumer process each time they see your ad.

First exposure typically prompts your audience to be curious about your product or service.

Second exposure typically prompts readers to recognize how your product or service is personally relevant to them.

Third exposure typically reminds readers how your business fits their needs and prompts them to act.

—Newspaper Association of America, 2005 Newspaper Advertising Planbook

Las Sendas Up Close
Bringing neighbors closer to their community
April 2011

COSMOS' STYLISTS ADD pizzazz to women's conference

LOOK AND FEEL GREAT FOR SPRING

By Dawn Allen
I'm sure you've heard the word "cosmetics" in the context of the beauty industry. But did you know it's also the name of a popular, award-winning fashion and lifestyle magazine? It's called Cosmos, and it's the focus of the 2011 Women's Conference held on April 7-8 at the Sheraton Grand Las Sendas.

The event is a special celebration for the magazine's 25th anniversary. It will feature a special luncheon with speakers from the fashion and beauty industries. The event is free for all attendees. For more information, call (480) 984-4442.

Red Mountain Ranch Up Close
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March 2011

Bridal Show Features Red Mountain Ranch Country Club's Perfect Wedding Spots

Get \$500 Off Your Wedding Package BEFORE MARCH 31

Red Mountain Ranch Country Club is offering a special wedding package. The package includes everything you need for a perfect day. The offer is valid for all weddings booked by March 31. For more information, call (480) 984-4442.

Mesa Uplands Up Close
Bringing neighbors closer to their community
April 2011

Self Development Charter School announces EXCITING NEWS

Self Development's Performance Wins CHARTER SCHOOL OF THE YEAR AWARD

Self Development Charter School has been awarded the Charter School of the Year award for the second year. This is a testament to the school's commitment to excellence and its dedication to providing a high-quality education for all students.

Phyllis West POSTAL PATRON ECRVWS

Phyllis West is committed to providing excellent service to our postal patrons. We offer a variety of services to help you with your postal needs. For more information, call (480) 984-4442.

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• Mailbox Repairs	• Mailbox Repairs

Red Mountain Ranch Up Close
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March 2011

Special Events Become Spectacular at Red Mountain Ranch Country Club

Postal Patron ECRVWS

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