



LETTER FROM THE PUBLISHERS

Content marketing is increasingly becoming a valuable component of an organization's communications strategy. Content marketing is creating and distributing valuable, relevant information to attract your target audience and to drive a profitable result.

The Arizona 100 is a twice-monthly digital publication that provides quick and concise, yet thorough, news of the people, events, activities and news shaping Arizona. Each of the 100-word stories or 100-second videos focus on the arts, entertainment, history and restaurants to business news, management, healthcare and real estate.

The Arizona 100 has international and national "100" partner markets, which publish any article/ video upon request providing a combined reach of more than 300,000 readers across 15 markets.

The Arizona 100 is a project of HMA Public Relations, a full-service public relations and marketing communications firm in Phoenix.

Who knew so much news could be told in just 100 words?

Scott Hanson
Publisher

Abbie S. Fink
Publisher

THE ARIZONA 100 AT A GLANCE

The Arizona 100 is an integrated digital publication and content marketing platform featuring 100-word articles and 100-second videos that provide a quick yet thorough view into the people, news, events and ideas that shape our state. The articles and videos are featured in The Arizona 100 website, distributed through a twice-monthly e-newsletter and shared on social media.

PRODUCTS

Digital eNewsletter

The twice-monthly Arizona 100 eNewsletter contains up to 15 stories each issue and is distributed to a highly engaged audience of nearly 50,000 business and civic leaders across the state. Each eNewsletter features stories and videos written, edited and produced by the team at HMA Public Relations.

The eNewsletter utilizes a direct content marketing strategy to target business and civic leaders (directors, VPs and C-suite executives) throughout Arizona, guaranteeing the quality of audience/readership.

Each eNewsletter issue is distributed to its subscribers twice monthly, allowing businesses and organizations to tell a captivating story with a consistent brand and theme. The eNewsletter contains no embedded advertisements, which allows all content to be neatly displayed in a polished format with no distraction or crowding.

When you analyze the impact of different content distribution channels side-by-side, it becomes clear that email continues to offer the largest overall reach. Because email is personalized, targeted and delivered directly to a customer's inbox, it's an efficient and cost-effective way for your organization to introduce yourself and build rapport with a large audience and potential customers.

Custom Social Media Engagement and Promotion

The Arizona 100's in-house editorial team works with businesses and organizations to craft custom social posts that are designed for sharing and engagement via social media. Custom social posts are created in an authentic voice to inspire, educate or entertain readers and consumers, while further extending the reach of each article/video featured in The Arizona 100.

Social content ranges in various formats and provides social media users the opportunity to discover, engage with and connect with your content via The Arizona 100.

Website

The Arizona 100 provides optimal story and video integration across The Arizona 100 website, eNewsletter and social media channels to ensure your message is heard anywhere. Additionally, each article has links to direct readers to your website or other areas of interest.

CONTENT MARKETING PACKAGES

The Arizona 100 is now offering sponsorship content marketing packages to companies and organizations. HMA Public Relations will work with you to develop a strategy to publish informational stories or videos related to your needs via The Arizona 100 eNewsletter, website and social media.

The HMA Team will work to position you and/or your company as a "thought-leader" or "subject matter specialist," writing on topics that meet your strategic needs.

As an Arizona 100 client, you would receive the following standard package:

- Twelve (12) 100-word stories with a photo/image, one per month, consecutive or staggered, in The Arizona 100 e-newsletter and website
- Stories are written, edited and produced by HMA Public Relations staff
- All stories are approved by you
- Each story will be delivered to nearly 50,000 business leaders and subscribers

- Each story is customized with hyperlinks to your website or other areas of interest
- Stories will be archived in The 100 Companies international database
- Stories may be published in e-newsletters in other markets around the country through the exclusive 100 Companies network at no additional cost
- Stories are promoted on The Arizona 100 and HMA Public Relations' social media channels

Your Investment: 12-Month "Copper Package"

- Product: The Arizona 100 e-newsletter, website and social media
- Term: One Year
- Available Package:
 - Standard: Twelve 100-word stories
- Investment: \$12,000

We also offer a 6-month package

Your Investment: 6-Month "Cotton Package"

- Six (6) 100-word stories with a photo/image, one per month, consecutive or staggered, in The Arizona 100 e-newsletter and website
 - Stories are written, edited and produced by HMA Public Relations staff
 - All stories are approved by you
 - Each story will be delivered to nearly 50,000 business leaders and subscribers
 - Each story is customized with hyperlinks to your website or other areas of interest
 - Stories will be archived in The 100 Companies international database
 - Stories may be published in e-newsletters in other markets around the country through the exclusive 100 Companies network at no additional cost
 - Stories are promoted on The Arizona 100 and HMA Public Relations' social media channels •
- Investment: \$8,000

For more information, please contact editor@thearizona100.com.