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Thank you for your interest in *A Peek at the Peak (The Peak)*, a national award-winning magazine that is published as a community service by the Greater Pinnacle Peak Association, founded in 1977. If your market is the affluent north Scottsdale, Carefree, Cave Creek, north Phoenix, and Rio/Tonto Verde area, *The Peak* is the best value your advertising dollar can buy. Most of our advertisers are repeat customers and more than 90% advertise for three months or longer. The space reservation deadline for the July/August issue is Wednesday, June 11. I've attached rates for advertisements beginning in July/August, a media kit that provides detailed information, and information about online advertising.

- Since it began 25 years ago, *The Peak* has been by and for the people who live and visit our community. Every issue has interesting articles by local writers about our area's history, personalities, desert preservation efforts, wildlife, and community service. In 2006, *The Peak* was recognized nationally in Washington D.C. as a winner in the Society of National Association Publishers' EXCEL competition. Other nonprofit magazine winners included The Humane Society of the United States (*All Animals*), The Penn State Alumni Association (*The Penn Stater Magazine*), and the National Recreation and Parks Association (*Parks & Recreation*).
- People can learn about your business in other ways. *Peak* advertisers receive a free listing and link to their Web site in the advertiser section of our Web site; you also have the option of publishing your *Peak* advertisement online. Our widely distributed e-mail publication, *e-Peak Newsletter*, also includes a link to our Web site's advertiser listings. Our Web site has been optimized for Google and other search engines.
- *The Peak's* extensive community event listings - in the magazine and online - publicize upcoming events in the readership area. Targeted, helpful information combined with quality articles about local topics cause readers to keep the magazine for reference, giving your ad more opportunity to attract attention. People actually read *The Peak*.
- Our "Find the Quail" contest, a popular monthly promotion to attract readers to your advertisement and complimentary online listing, is included in every issue.
- As a bonus, all advertisers receive the benefits of GPPA membership, which include a one year subscription to *The Peak* and *e-Peak Newsletter*, recognition as a "GPPA Friend of The Community" listing in *The Peak* and our Web site (link from newsletter) for one year, and a "Friend" certificate suitable for framing.

You can easily spend more but you will not find a publication in our readership area that delivers such a high degree of reader engagement, advertiser loyalty, and community involvement. Please do not hesitate to contact me for additional information or to reserve space.



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