

Circulation and reach

ROX Media Group publishes and distributes over 3.6 million print copies annually. In total, ROX Media Group reaches over 10 million consumers who reside in or travel to Arizona every year.

CIRCULATION/REACH			
Brand	Printed Copies	Delivery Method	Reach
TravelHost	200,000	Hotel Rooms	6,600,000*
Visitor Guides	260,000	Certified Folder/ Visitor Centers	260,000
Lifestyle Magazines	1,120,000	Certified Folder/ Direct Mail to Subscribers	1,120,000
Custom Publications	2,000,000	Direct Mail	2,000,000
Special Supplements	80,000	Certified Folder/ Visitor Centers	80,000

* Total Reach is based upon an average hotel stay of 1.86 nights. As such, the average in-room copy reaches 15 readers per month. Source: American Hotel Lodging Association.

In addition, our *TravelHost Arizona* website pages attract over 700,000 consumer impressions each year.

Distributor/printer partners

ROX Media Group partners with Presidio Distribution, all 66 Arizona Visitor Centers and Certified Folder to ensure timely and accurate distribution of our printed media.

ROX Media Group partners with Publication Printers (Denver, CO) to provide quality printed media and economies of scale for our clients.

