

Arizona Polo Club

Magazine

Media Kit

2017





2017 Magazine Opportunities

WWW.ARIZONAPOLO.COM

AZPOLOCLUBMAG2017@GMAIL.COM

The Seventh Annual Bentley Scottsdale Polo Championships: Horses & Horsepower returns for two days this year - Saturday, November 11 & 12, 2017. Last year the Bentley Scottsdale Polo Championships drew the biggest crowd in the country for a polo event with over 12,000 fans.

The 2017 issue of Arizona Polo Club Magazine will be distributed at The Polo Party in November as well as valley luxury hotels, local hotspots and eateries. Circulation to be 2,000+



Arizona Polo Club
Scottsdale, Est. 1982

The Arizona Polo Club has been hosting regular match games and tournaments at WestWorld equestrian Center in Scottsdale since 1982. The arena and outdoor polo season extends from October through April each year.

Polo club members and visitors are proven purchasers of luxury goods. Join us as we cater to this exclusive audience, with an annual magazine that is dedicated to the sport and lifestyle of polo. Don't miss this great opportunity to become a Friend of Polo, and enjoy all of the benefits that this exclusive relationship offers!



Find us at www.arizonapolo.com

Buy your place now-
azpoloclubmag2016@gmail.com

POLO DEMOGRAPHICS

AGE

Average	47 years
Under 35 years	15.6%
35-44 years	27.1%
45-64 years	48.8%
64 years+	8.5%

NETWORTH

\$1 million +	64.2%
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EDUCATION

College Degree	76.8%
Post Grad Degree	29.9%

PRIMARY RESIDENCE*

Average Value	\$515,000
\$500,000 +	31.4%
\$1 million +	10%
*Market Value	

INVESTMENTS

Life Insurance	73.6%
Common/Pref. Stock	72.3%
Real Estate	61.2%
Bonds	45%

OCCUPATION

Professional/Mgmt.	58.8%
President/Director	33.2%

PRIVATE CLUBS MEMBERSHIP*

Health Club	52.8%
Country Club	40.8%
Equestrian Club	21.7%

*Other than Polo Clubs



2016 AD RATES

Double Page	\$3300
Full Page	\$1200
Half Page	\$650
Quarter Page	\$300

Premium Positioning

Back Cover	\$2000
Inside Back Facing	\$1600
Inside Front Facing	\$1600



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DOUBLE PAGE		FULL PAGE	1/2 PAGE H	1/4 PAGE V

*Ad rates are subject to signed advertising agreement with Arizona Polo Club.

** Premium positioning is reserved on a first-request basis and is subject to availability.