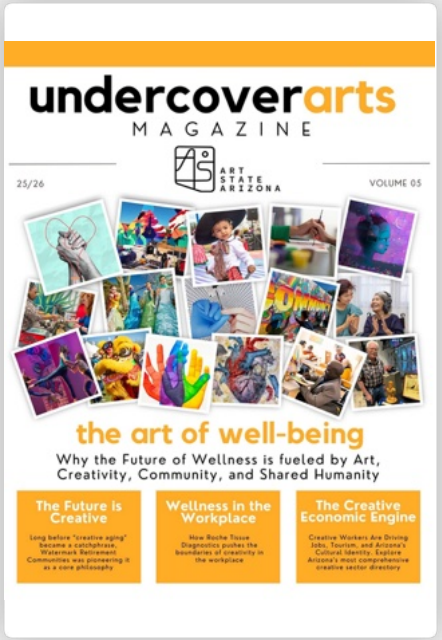
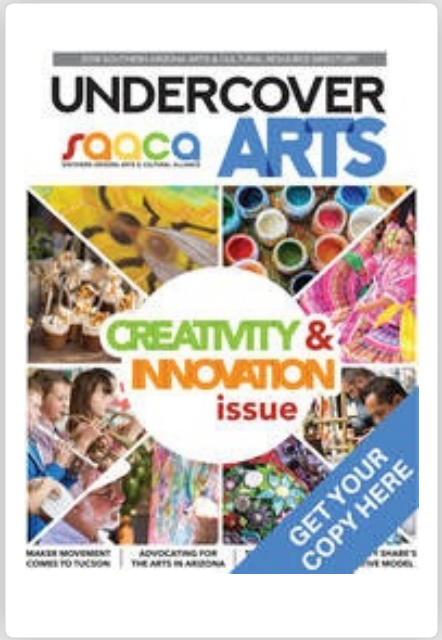
UNDERCOVER **ARTS** *magazine*

The State's Largest Creative Economy Directory—Powering the People, Places, and Ideas Shaping Arizona.

ART STATE ARIZONA









2026-2027 MEDIA KIT

www.artstateaz.org / advertising: jynnifer@artstateaz.org / (520) 797-3959

UNDERCOVER **ARTS** *magazine*

/ CREATIVE ECONOMY

/ OUR MAGAZINE

ARIZONA'S CREATIVE ECONOMY AT WORK

- **$15B+** contributions to the Arizona Creative Economy
- **$1 TRILLION+** U.S. Creative Economy
- **5+ MILLION JOBS** Supported Nationwide
- **300+ Distribution** Locations for the Magazine
- **50+ Annual Events** for Distribution

High-Value, Experience-Driven Audience

- Culturally engaged consumers who prioritize authentic, local experiences
- Strong overlap with tourism, hospitality, and destination audiences
- Decision-makers and professionals who actively spend on dining, travel, and the arts

An audience that shows up—and spends.

Culinary Arts: A Defining Growth Sector

- Rising number of James Beard Awards nominees and semifinalists
- Tucson recognized as a UNESCO Creative Cities Network City of Gastronomy
- Culinary tourism is a leading driver of travel decisions

A sector shaping Arizona's national reputation.

Built-In Storytelling = Stronger Brand Connection

- Indigenous foodways and desert-adapted agriculture
- Nationally recognized chefs and makers
- Innovation across tourism, healthcare, and sustainability

Your brand becomes part of the story—not just placed beside it.

Multi-Channel Visibility

- Print distribution + live events + digital amplification
- Integrated into activations, tastings, and cultural experiences

One ecosystem. Multiple touchpoints.

Real Community Impact

- Supports 2,000+ artists, chefs, and creative businesses annually
- Expands access to arts in underserved communities

Visible, measurable impact.

Statewide Reach with Local Depth

- Urban and rural distribution across Arizona
- Strong partnerships with communities, businesses, and municipalities

Scale with authenticity.

Creative Economy Industries Represented in Arizona

This is where you flex the full ecosystem—because the creative economy is far bigger than people think:

- **Visual Arts** (painters, sculptors, photographers, public artists)
- **Performing Arts** (music, theater, dance, opera, live performance)
- **Film, Media & Digital Content** (film production, animation, gaming, content creators, AR/VR)
- **Design Industries** (graphic design, fashion design, interior design, architecture, UX/UI)
- **Culinary Arts & Food Systems** (chefs, restaurants, heritage foods, food entrepreneurs, beverage makers)
- **Arts & Cultural Organizations** (nonprofits, museums, galleries, cultural centers)
- **Creative Education** (arts educators, teaching artists, arts integration programs)
- **Arts in Healthcare & Wellness** (creative aging, art therapy, hospital arts programs)
- **Public Art & Placemaking** (murals, installations, civic design, community activation)
- **Festivals, Events & Cultural Tourism** (producers, event designers, destination experiences)
- **Music Industry & Production** (recording, sound engineering, live production)
- **Publishing & Literary Arts** (writers, poets, publishers, media outlets)
- **Creative Manufacturing & Makers** (ceramics, textiles, woodworking, fabrication, artisan goods)
- **Advertising, Marketing & Creative Services** (branding, storytelling, content strategy)
- **Technology & Innovation** (creative tech, immersive experiences, digital platforms)













EVERY PLATE TELLS A STORY OF PLACE.

Arizona is no longer a hidden gem—it's a force.

This issue of UNDERCOVER ARTS Magazine dives headfirst into the past, present, and future of the culinary arts shaping our state's identity. From Indigenous foodways that have sustained communities for generations to a new wave of chefs, makers, and innovators redefining what Southwestern cuisine means on a global stage, Arizona's food story is layered, rooted, and rapidly evolving.

In Tucson—the first U.S. city designated a UNESCO Creative Cities Network City of Gastronomy—heritage ingredients like tepary beans, chiltepin peppers, and mesquite flour are not just preserved; they're elevated.

Across the state, chefs and artisans are translating history into modern expression, earning national recognition and a growing list of **James Beard Awards nominees and semifinalists** who are putting Arizona firmly on the culinary map.

But this is bigger than what's on the plate. **The culinary arts are driving tourism, fueling small business growth, and shaping the way communities connect, celebrate, and define themselves. From bustling urban kitchens to rural farms, from craft breweries to borderland food traditions, Arizona's creative economy is alive in every flavor, every story, every shared table.**

This issue is a celebration—and a declaration. Arizona isn't catching up. Arizona is leading.











EDITORIAL THEMES.

- **Where Desert Crops, Deep Roots, and Culinary Innovation Define a State.**
- From Tepary Beans to **James Beard Recognition**—Arizona's Story Is Served.
- A **Land Shaped by Desert Agriculture**, Now Leading a National Culinary Movement.
- Where **Indigenous Foodways** and Modern Kitchens Build Arizona's Future.
- Arizona: **Home to Heritage Ingredients, Bold Chefs, and Global Recognition.**
- From **Ancient Fields to Award-Winning Plates**—A Culture You Can Taste.
- **Rooted in the Desert.** Rising on the National Stage.
- Where Chiltepin, Mesquite, and Creativity Fuel a **$15B+ Creative Economy.**
- The Flavors of Arizona: **Indigenous, Innovative, and Internationally Acclaimed.**
- From **UNESCO Distinction to America's Best Mexican Food—This Is Arizona's Table.**
- A Culinary Landscape Where **Agriculture, Culture, and Creativity Converge.**
- Where the **Sonoran Desert Feeds** a New Generation of Culinary Leaders.
- Arizona's Culinary Identity: **Built by Land, Elevated by Talent, Celebrated Nationwide.**
- **From Farm, Field, and Borderlands** to National Spotlight.
- A State Where **Food Drives Culture, Tourism, and Creative Economic Power.**

UNDERCOVER **ARTS** *magazine*

/ DEMOGRAPHICS / CIRCULATION





/ OUR MAGAZINE

We are thrilled to announce the return of UNDERCOVER ARTS Magazine! This annual publication, produced by Art State Arizona, is the State's most comprehensive guide to the creative economy—connecting artists, businesses, and organizations with the audiences and opportunities that help them thrive.

We invite you to join us, be listed, advertise, and showcase your work in the definitive guide to Arizona's creative sector.

/ TOP 5 INTERESTS OF OUR READERS

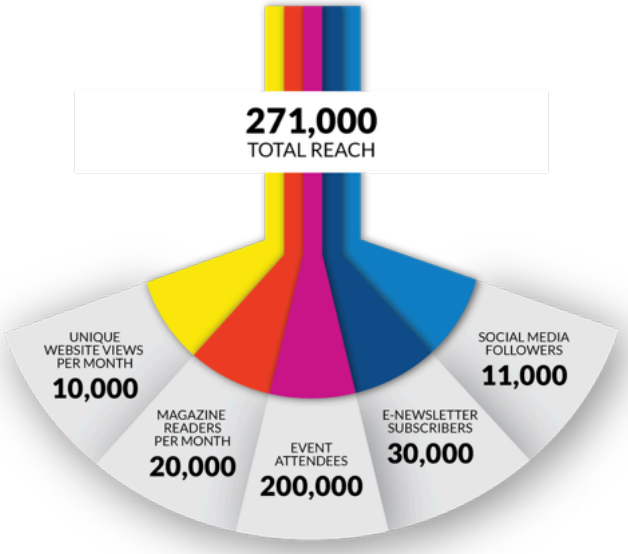
- **Arts and Culture Advocacy & Policy** – Passionate about the role of arts in community development, policymaking, and funding advocacy. Supports initiatives that promote equitable access to arts and cultural opportunities.
- **Creative Economy & Business Growth** – Interested in how arts and culture intersect with business, tourism, economic development, and placemaking. Engages with creative entrepreneurship, artist-led enterprises, and arts-driven innovation.
- **Health & Wellness Through the Arts** – Believes in the transformative power of arts in healthcare, therapy, and public health initiatives. Explores case studies on arts programs in hospitals, senior care, and mental health interventions.
- **Local & National Support for Arts Organizations and Cultural Resources** – Actively seeks funding opportunities, residencies, grants, and professional development for artists. Wants access to a comprehensive directory of creative professionals, organizations, and funding sources.
- **Innovative & Cross-Sector Collaborations** – Drawn to groundbreaking partnerships between arts, technology, science, urban development, and education. Values creative problem-solving in tackling social issues through arts-based solutions.

/ OUR READERS

100% *Are supporters of arts, culture, and community, and are curious to learn more about the impact arts and culture make in our community.*

80% *Regulary attend arts and cultural performances, and invest their money in supporting local music, purchase art, support local venues, performing arts organizations, makers and local businesses.*

Strength
IN NUMBERS



ADVERTISING OPPORTUNITY /
UNDERCOVER ARTS MAGAZINE 2026-2027

UNDERCOVER **ARTS** *magazine*

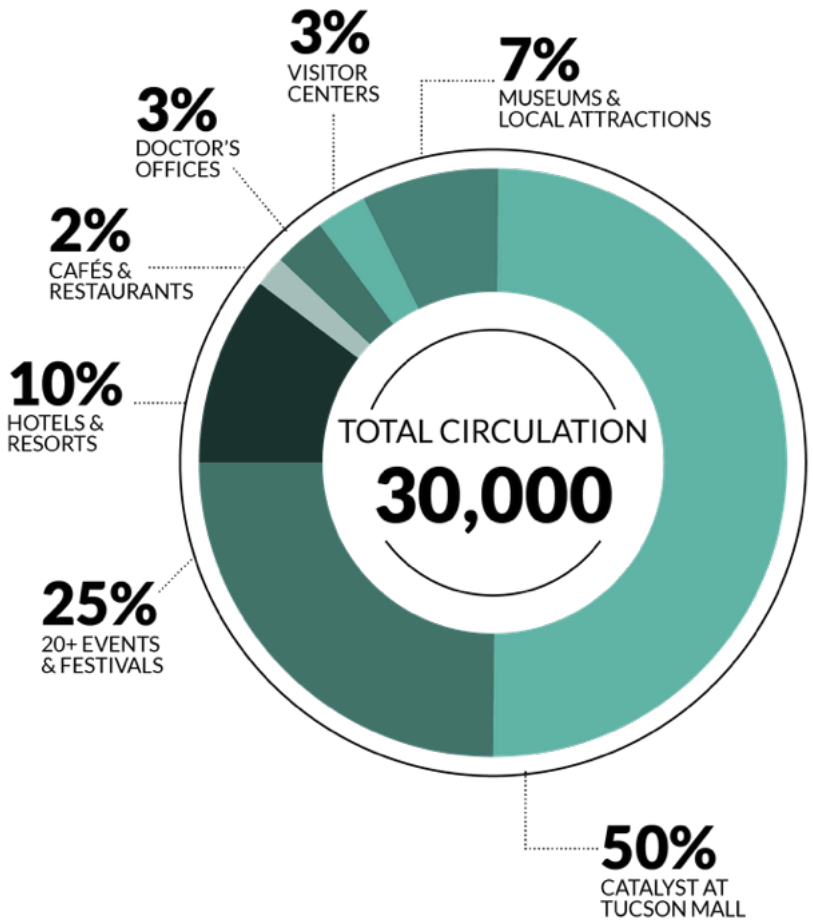
The 2026-2027 edition will launch in July 2026 and will remain in circulation through Jun 2027, featuring an expanded Statewide distribution and a new searchable online directory.

- **ENHANCED DIGITAL OUTREACH** with an online searchable database
- Increased **STATEWIDE CIRCULATION** at events, festivals, and business locations
- **YEAR-ROUND VISIBILITY** through social, website, and online promotion
- **OVER 100 PHYSICAL DISTRIBUTION SITES,** including museums, cultural institutions, galleries, hospitals, business and shopping centers, festivals, and events

The **UNDERCOVER ARTS Magazine** is your gateway to greater recognition, collaboration, and economic impact.





/ WHY ADVERTISE WITH UNDERCOVER ARTS?

- **MULTI-PLATFORM EXPOSURE** – Your brand will be seen across print, digital, and social media channels, ensuring maximum visibility.
- **TARGETED AUDIENCE ALIGNMENT** – Reach decision-makers in arts, business, healthcare, tourism, and government who are actively investing in arts and wellness-driven solutions.
- **LONGEVITY & REACH** – Unlike traditional advertising with short lifespans, **UNDERCOVER ARTS** remains in circulation for a full year across major distribution hubs.
- **AUTHENTIC BRAND ASSOCIATION** – Align your business with a movement that champions creativity, innovation, and social progress.

PRINT AD SPECIFICATIONS /
UNDERCOVER ARTS MAGAZINE 2026-2027

UNDERCOVER **ARTS** *magazine*

Accepted Ad File Formats
- All images and files must be 300 dpi at 100% scale.
- Images should be in CMYK.
- RGB and Spot Color files will be converted to CMYK, which may slightly affect color.

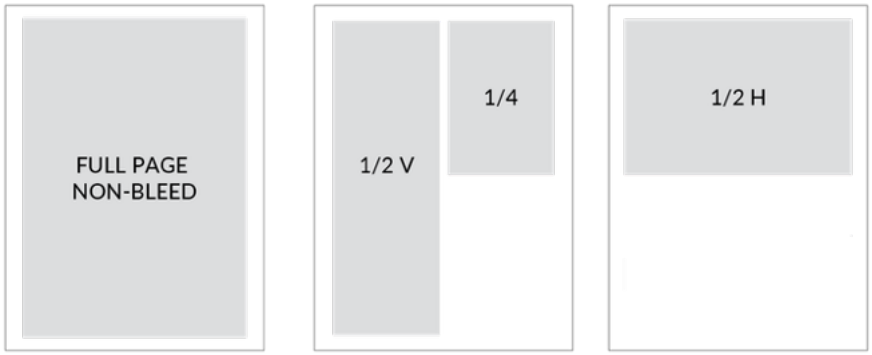
PDF Files
- Use the PDF/X1a:2001 setting when creating a PDF.

Photoshop Files
- Save images as .psd, .tiff, or .eps files.
- Include all fonts used in the file.
- Tip: For a Rich Black background, use the following color percentages:
  - 30C, 20M, 20Y, 100K

Submitting Files Electronically
- Email artwork if the file size is under 10MB (including attachments).
- All advertisements should be emailed to jynnifer@artstateaz.org
- Use file compression programs like StuffIt or ZIP to reduce file size.
- If the file size is over 10MB, send it via a file-sharing service such as:
  - www.WeTransfer.com
  - www.hightail.com
  - www.dropbox.com

Accepted Proofs
- To ensure color accuracy, provide a proof of your ad.
- Contract Proofs: A professional color proof that serves as a final agreement between the printer and client.
- Color Target: A printout of the ad or image(s) that will be used for color verification.
- Note: If a color-calibrated proof is not provided with 4-color ads, the publication cannot be held responsible for color accuracy.
- Color adjustments can only be made to workable files that include all high-resolution images and fonts.

/ AD SIZES & PRICING



2 PAGE SPREAD	*(2x) 7.875" wide x 10.125" high*	$2,750
FULL PAGE	*7.875" wide x 10.125" high*	$1,500
HALF PAGE HORZ.	*7.875" wide x 5" high*	$750
HALF PAGE VERTICAL	*3.875" wide x 10.125" high*	$750
QUARTER PAGE	*3.5" wide x 4.75" high*	$400

UPGRADED LISTING $75

Jennifer Little
Southwest Art Designs
4550 N Oracle Road, Suite 421
Tucson, AZ 85705
WWW.SOUTHWESTDESIGNART.COM

UPGRADED LISTING WITH PHOTO $150

Jennifer Little
Southwest Art Designs
4550 N Oracle Road, Suite 421
Tucson, AZ 85705
WWW.SOUTHWESTDESIGNART.COM



Need assistance creating your advertisement artwork?

We can help you design an advertisement for $150-$400, depending on your size.

ARTWORK DEADLINE AUGUST 1, 2026

BE SEEN. BE RECOGNIZED.
BE PART OF THE MOVEMENT.

UNDERCOVER ARTS magazine

ART STATE ARIZONA

Secure your 2026 ad placement today and gain year-round visibility in Arizona's premier arts and culture publication.

RESERVE YOUR SPACE NOW!

For rates and custom partnership opportunities, contact Jynnifer Dodson at jynnifer@artstateaz.org or call (520) 797-3959






/ A POWERFUL PLATFORM FOR ARTS, INNOVATION, AND COMMUNITY IMPACT

UNDERCOVER ARTS Magazine is more than just a publication—it is a movement. Published by Art State Arizona, this annual magazine showcases the transformative power of arts and culture in building healthier, more connected, and economically thriving communities.

By supporting UNDERCOVER ARTS, businesses, nonprofits, and community leaders have the opportunity to:

Invest in the Future of the Creative Economy

- The creative sector drives innovation, attracts investment, and fosters vibrant communities.
- Supporting this magazine amplifies the voices of artists, cultural organizations, and businesses leading arts and wellness initiatives.
- Your investment strengthens a year-round platform showcasing and empowering Arizona's creative ecosystem.

Elevate Your Brand Through Purpose-Driven Storytelling

- Arts and culture differentiate brands through authentic, community-driven narratives.
- UNDERCOVER ARTS offers a unique advertising opportunity aligned with innovation, impact, and social responsibility.
- Position your business as a leader in arts, wellness, and the creative economy through high-profile storytelling.

Support Arts-Driven Solutions to Complex Challenges

- Arts and culture help solve societal challenges, from public health to workforce sustainability.
- By supporting UNDERCOVER ARTS, you advance creative solutions in healthcare, business, and community development.
- Arts-based programs enhance patient care, reduce stress, and foster holistic healing.

Be Part of a Movement That Drives Long-Term Change

- Arts and culture connect generations, inspire leaders, and strengthen communities.
- Investing in UNDERCOVER ARTS supports arts-driven progress and economic growth.
- When artists and creatives engage with decision-makers, they bring fresh perspectives and drive lasting change.

UNDERCOVER **ARTS** *magazine*

WHERE THE SONORAN DESERT FEEDS A NEW GENERATION OF CULINARY LEADERS.

ART STATE ARIZONA

Support UNDERCOVER ARTS Magazine and position your organization at the forefront of Arizona's creative movement. Gain unparalleled visibility, align with purpose-driven storytelling, and contribute to a publication that is actively transforming lives through arts and culture.






2026-2027 MEDIA KIT

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