

10.17.2026

Subscribe

5M

Scottsdale

Good Morning, Scottsdale.

Here's your local news stories at a glance for today, Saturday, the 17th of October.

Weather

Sunrise 6:00AM | Sunset 6:28PM | [See Full Forecast by ZIP](#)

6AM	12PM	6PM	12AM
55°	62°	68°	56°

Events

Today

- [Scottsdale Yoga Fest](#) | Sat., Oct 17 | 12-7p.m. | Civic Center Park | Free | Unroll Your Mat. Find Community.

Wednesday

- [Raiders vs. Scorpions](#) | Wed., Oct 21 | 7-10p.m. | Scottsdale Stadium | \$5+ | Bring your pup for Wag Along Wednesday.

More events here

NIKE ZOOM

PEGASUS 39

Fanatics

SHOP NOW

News Notes

Development

A 249-room, seven-story hotel could be coming to Main Street. If approved, the project would take about a year and a half to complete and begin next year. [\(ABC123 News\)](#)

Wellness

Add protein to your day without the effort. ProSo is the dietitian-formulated soda with 10g of clean whey protein, zero sugar, and light, crisp flavor. [Save 10% with code: LOCAL.](#)*

Finance

An innovative way to access your home's equity

Sponsored by Unison

With Unison, you can access up to \$500K of your home's equity with no monthly payments. (Photo via Unsplash)

Your home equity belongs to you. *Period.* And there are ways to access these funds when you need them.

One way: An [Equity Sharing Agreement](#) that lets you turn your equity into cash, without a traditional loan. Think: No monthly payments or interest, and you share in your home's future value changes.

With Unison as your partner, you can make those renovations you've been dreaming of, travel, pay off debt, or even fund retirement.

More this way

Games

Play new challenges every morning at 8am. From crosswords and Sudoku to themed word searches

Let the games begin

Jobs

Check out who's hiring around Scottsdale

- Events Manager at [City of Scottsdale](#)
- Software Engineer at [Realtor.com](#)
- Graphic Designer at [Foundry Creative](#)

5M

Media Kit

Who We Are

5AM City is the fastest-growing AI-Empowered Local Newsletter Network in the U.S.

- Hyperlocal newsletters across 400+ U.S. cities, 7 days per week.
- Entertaining, engaging, and positive – no crime, punishment or politics.
- The most relevant need to know news, events and brands each morning.
- Built on a hybrid model combining AI infrastructure, trusted content sources, and human editorial frameworks to deliver at scale while maintaining quality.
- Rapidly expanding national footprint to 1,400+ markets in 2026.
- **450,000+ Active Subscribers | 75,000+ Impressions Per Send**

Partners

Branded Content Offerings

- **Text Ads | \$300**
50 Word max | Up to 2 links. A short, 1-3 sentence blurb that's designed to highlight your brand and push them to your website.
- **Mini Article | \$1,000**
Headline, Image, 75 word max | Up to 3 links. A short article with an impactful visual, designed to create a splash and drive traffic.

VOLUME DISCOUNT*	DISCOUNT	ESTIMATED IMPRESSIONS
2 Placements	10%	150,000+
3+ Placements	20%	225,000+

*Must be purchased at one time

5M | Audience Profile



The Super Local

Social Clout

Family First

Frequent Traveler

City Pride / City Proud

Stylish

Career Driven

Early Adopter

Coffee Shop Connector

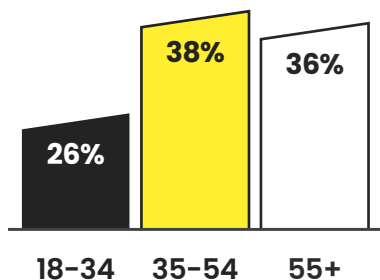
Early Riser

Active / On-the-Go

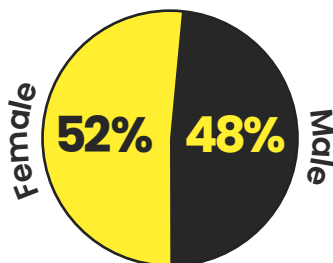
Outdoor Enthusiast

Local Leader

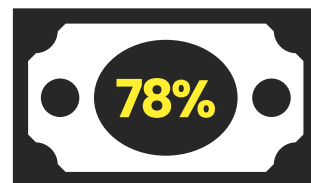
Age Distribution



Balanced



High Earners

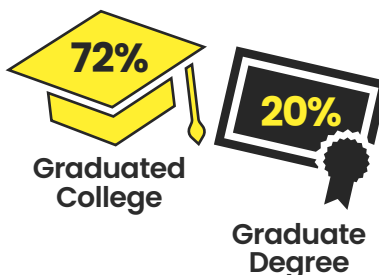


Earn above the median HHI for their city

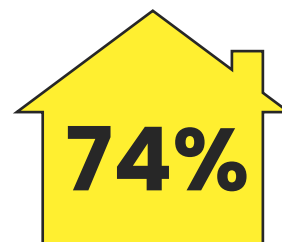
Employed



Educated



Homeowners



Purchase Intent



Use our brand to make purchasing decisions

Decision Makers



32% are decision makers at their place of work

Local Shoppers



Believe it's important to shop locally

5AM | How **AI** is Used in Our Newsletters



5AM City publishes a hyperlocal newsletter **seven days per week across 400+ US cities**, reaching hundreds of thousands of readers daily. Artificial intelligence enables the scale and efficiency required to operate this network, while maintaining strong editorial standards and brand-safe environments. The system operates as a **hybrid model** combining AI infrastructure, trusted content partnerships, and human-developed editorial frameworks.

How AI is Used

AI primarily powers the CMS and email publishing workflow while aggregating, organizing, and summarizing local information. Rather than generating entirely new editorial content, the system:

- Aggregates information from *human-approved sources*
- Identifies relevant local news and events informed by *10+ years of editorial experience*
- Compresses longer source material into *short summaries, optimizing for accuracy*
- Structures content into a *digestible newsletter format optimized for quick reading*

Trusted Content Sources

Many sections are powered by structured data partnerships with organizations such as The Weather Channel, Nextdoor, Evvnt, Eventbrite, and CollabWork, which provide weather, community insights, events, and job listings.

Human Oversight

All advertising placements and brand integrations are managed by human teams to ensure brand safety and proper advertiser alignment.

Editorial Framework

AI summarizes content from approved human-published sources, while recurring engagement modules (*such as Quote of the Day and evergreen lifestyle content*) come from a human-created content library. All sources must meet **editorial standards** prioritizing accuracy, credibility, and local relevance, with coverage focused on community topics such as city guides, lifestyle, food and drink, and events. The company intentionally **avoids coverage of polarizing subjects, including politics, crime, and other divisive topics.**

Result

This hybrid approach — combining AI-powered aggregation, trusted data partnerships, human-created content, and editorial oversight — allows 5AM City to efficiently scale hyperlocal newsletters across hundreds of markets while maintaining accuracy, brand safety, and reader relevance.