

417 MAGAZINE

The Life-Improvement Magazine
OF SOUTHWEST MISSOURI

AFFORDABLE
Media Package

WORD OF MOUTH STARTS HERE....

Fact: The best place to reach the most affluent, most highly educated, most engaged local consumers is 417 Magazine.



MEDIA PLANNER | 2017

417 MAGAZINE IS PUBLISHED BY WHITAKER PUBLISHING, A LIFE-IMPROVEMENT COMPANY

Who reads 417 Magazine?

On a monthly basis, 417 Magazine reaches more than **125,000** active, influential and engaged readers, who have the discretionary income to purchase the products and services that cater to their dynamic lifestyles.



Gender

Female **65%** Male **35%**

Age

25-34: **16%**

35-44: **22%**

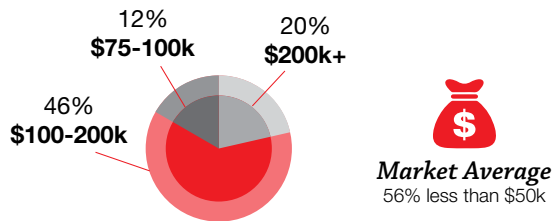
45-54: **25%**

55+: **36%**

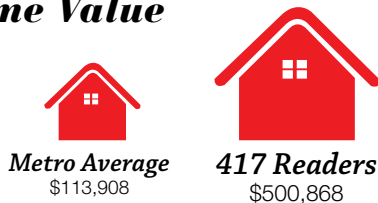
60% Have children

Our readers are **affluent**

Average Household Income **\$173,442**



Home Value



Our readers are **decision makers**

75% have a business owner or senior level manager in the household

75% attend charitable events annually

80% Keep each issue for **one month or more**

Buying Intent

In the next twelve months, readers of 417 Magazine plan to make the following purchases:

	77% Women's Apparel		70% Men's Apparel
	45% Children's Apparel		30% Jewelry
	36% Home Improvements/Supplies		31% Education/Classes
	32% Legal Gambling Entertainment		84% Dining & Entertainment
	40% Automobile Purchase		77% Vacation & Travel
	51% Missouri Weekend Day Trips		24% Cosmetic Surgery
	73% Family Entertainment		

77% frequently purchase products or services from ads seen in 417 Magazine

Paid Subscriptions

417 Magazine ranks third in paid subscriptions throughout 417-land.



12,188
PAID SUBSCRIPTIONS

1,887
HOTEL ROOMS

1,599
WAITING ROOMS

2,875
NEWSSTAND COPIES

Barnes & Noble, Harter House, Hy-Vee, Price Cutter, Target and Walmart

Average: 6.75 readers per copy

Newsstand Sales

417 Magazine is number one on newsstands in 417-land.



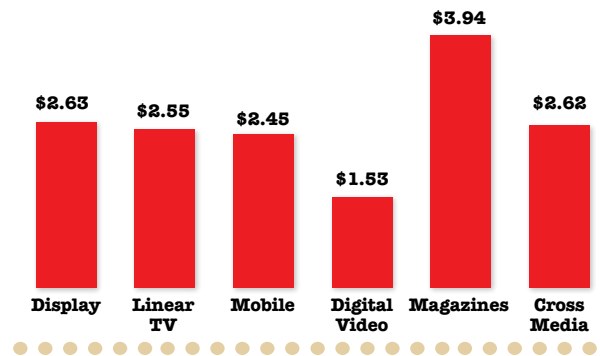
417 Magazine outsells national titles 2 to 1 on newsstands

WHY CHOOSE

417 MAGAZINE



RETURN ON ADVERTISING SPENDING*



Print Magazines are #1 at

INFLUENCING CONSUMERS

to start an online search

AVERAGE 43 MINUTES
to read each issue



40% of ALL spending in southwest Missouri comes from 417 Magazine readers.



Of all spending dollars that come from area households earning more than \$100,000, **83%** come from 417 Magazine readers.

NATIONAL PRINT STATISTICS





78.4% of Paid Daily publications are read
76.9% of Free Weekly publications are read
93.1% of City/Regional Magazine are read



*Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004-Q4 2015. Copyright 2016 ©Nielsen Catalina Solutions

Increase your visibility with a multimedia approach

All advertisers get a one-year subscription!

AD SIZE	AD PRODUCTION	AD IN DIGITAL EDITION	ONLINE LISTING	12X	6X
Full Page 	✓	✓	✓	\$2,277/ISSUE \$2,826 VALUE Seven Bonuses 50% off Eligible Events	\$2,626/ISSUE \$3,336 VALUE Six Bonuses 30% off Eligible Events
2/3 Page 	✓	✓	✓	\$1,915/ISSUE \$2,235 VALUE Seven Bonuses 50% off Eligible Events	\$2,200/ISSUE \$2,683 VALUE Six Bonuses 30% off Eligible Events
1/2 Page 	✓	✓	✓	\$1,668/ISSUE \$1,936 VALUE Five Bonuses 50% off Eligible Events	\$1,904/ISSUE \$2,208 VALUE Four Bonuses 30% off Eligible Events
1/3 Page 	✓	✓	✓	\$1,107/ISSUE \$1,279 VALUE Three Bonuses 50% off Eligible Events	\$1,246/ISSUE \$1,441 VALUE Two Bonuses 30% off Eligible Events

Bonuses:

Print Features:

- _____ **Product Feature:** January February May August November
- _____ **The Look:** March October
- _____ **Beauty Buzz:** January July
- _____ **The Plate:** February August

E-Marketing:

- _____ 5,000 impressions per month (maximum of four)
- _____ Special offer e-blast
- _____ eNewsletter advertorial
- _____ Sweepstakes per year (upgrade to Maximizer for \$1,000)

Add-On Options:

- _____ Spa & Salon Superstars (March) **\$325**
- _____ Trend Watch (April) **\$550**
- _____ Fashionation Pop-up Shop **\$300**
- _____ Editorial Sponsorship **\$300**
- _____ 417 Quiz **\$500**
- _____ 31 Days of Giveaways **\$750**
- _____ Sweepstakes Maximizer **\$1,500**

All rates are gross