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%**

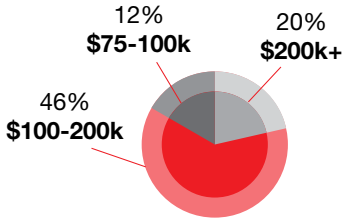
45-54: **25%**

55+: **36%**

60% Have children

Our readers are ***affluent***

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



Market Average
56% less than $50k

Home Value

Metro Average
$113,908

417 Readers
$500,868

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

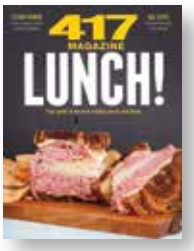
417 Magazine is number one on newsstands in 417-land.

417 Magazine outsells national titles 2 to 1 on newsstands

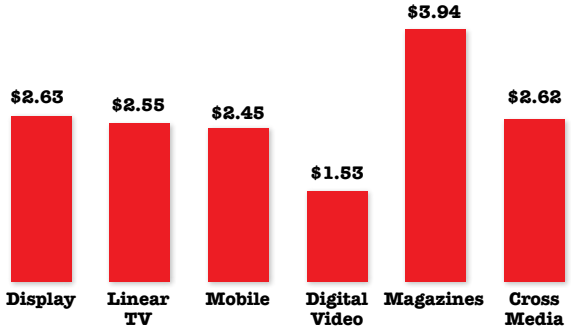
**Circulation Verification Council Audit 2013 & 2015 and Digital Audit 2014.*

CRMA

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*

417 MAGAZINE STATISTICS

99%

of people that subscribe to 417 Magazine, read it.

Source Circulation Verification Council

**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!

Choose your plan

Choose from one of our media plans below to bundle **PRINT, DIGITAL AND EVENT ADVERTISING**

	PRINT		EVENTS	DIGITAL				
	PRINT AD	AD PRODUCTION	DISCOUNT ON ELIGIBLE EVENTS	AD IN TABLET EDITION	CUSTOM MICROSITE	MONTHLY WEB CAMPAIGN	E-MARKETING	SWEEPSTAKES CONTEST
1 ***Full Page*** **12X** $2,277/ISSUE $2,826 VALUE	**Full Page** Bleed: 8.625 in x 11.125 in Trim size: 8.375 in x 10.875 in Live Area: 7.5 in x 10 in	●	50% Off up to two events	●	●	25,000 Impressions/mo for 12 mo	● Choose TWO	● ONE Included
2 ***Full Page*** **6X** $2,662/ISSUE $3,336 VALUE			● 30% Off up to two events			● 25,000 Impressions/mo for 6 mo		
3 ***2/3 Page*** **12X** $1,915/ISSUE $2,235 VALUE	**2/3 Page** 4.875 in x 10 in	●	● 50% Off up to two events	●	●	● 20,000 Impressions/mo for 12 mo	● Choose ONE	● ONE Included
4 ***2/3 Page*** **6X** $2,200/ISSUE $2,683 VALUE			● 30% Off up to two events			● 20,000 Impressions/mo for 6 mo		
5 ***1/2 Page*** **12X** $1,668/ISSUE $1,936 VALUE	**1/2 Horizontal** 7.5 in x 4.875 in	●	● 50% Off one event	●	●	● 15,000 Impressions/mo for 12 mo	● Choose ONE	ADD FOR $500
6 ***1/2 Page*** **6X** $1,904/ISSUE $2,208 VALUE			● 30% Off one event			● 15,000 Impressions/mo for 6 mo		
7 ***1/3 Page*** **12X** $1,107/ISSUE $1,279 VALUE	**1/3 Vertical** 2.375 in x 10 in **1/3 Horizontal** 4.875 in x 4.875 in	●	● 50% Off one event	●	●	● 10,000 Impressions/mo for 12 mo	ADD FOR $500	ADD FOR $500
8 ***1/3 Page*** **6X** $1,246/ISSUE $1,441 VALUE			● 30% Off one event			● 10,000 Impressions/mo for 6 mo		

E-MARKETING (CHOOSE):

E-NEWSLETTER ADVERTORIAL MONTH: _____

SPECIAL OFFER E-BLAST MONTH: _____

ADD EDITORIAL SPONSORSHIP FOR $300: (NET)_____

ADD 31 DAYS FOR $1,000: (NET)_____

Rates are gross.