

417 MAG .COM

The Life-Improvement Magazine
OF SOUTHWEST MISSOURI

AFFORDABLE *Digital Package*

WORD OF MOUTH STARTS HERE...

Fact: 417mag.com is the premiere lifestyle website for southwest Missouri. Every day, thousands get more of what they love about 417 Magazine and 417-land at 417mag.com.



All digital rates are net.

DIGITAL MEDIA PLANNER | 2018

Who visits 417MAG.COM

Gender



Female **70%**



Male **30%**

Age

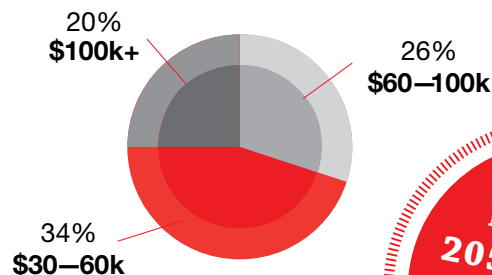
18-49: **60%**



50+: **40%**



Income of our visitors:



More than
205,000 pages
viewed each
month

417mag.com provides:

Extended Branding: Reinforce the power of your print message and increase overall awareness.

Direct Response: Invite potential customers to click through to your website.

Readers go deep 3.18 pages per session

Primary reason for visiting 417mag.com:

Contests:

42,000
Page views
per month

Calendar:

9,000
Page views
per month

People Pics
from Parties,
Fundraisers & Galas:

50,000
Page views
per month

Current
Issue:

10,000
Page views
per month



46%

Increase in unique page
views in the last three years.



E-Marketing

More than 43K engaged
e-newsletter subscribers



Social Media



32K Facebook



14K Twitter



9K Instagram

Digital Opportunities

Digital Promotions Package

For special events, special offers and exciting promotions.

- E-newsletter advo (\$300 value) - 2 max
- Pencil banner for one week (\$300 value)
- Gateway ad on a landing page for one week (\$300 value)
- 10,000 ad impressions (\$200 value)
- Special Offer E-blast (\$550 value)*

Choose 2 - \$600

Choose 3 - \$750

Choose 4 - \$1,000

*Limit one E-blast



Special Offer E-blast

Send an exclusive offer to a highly targeted list of readers. Our digital experts curate the list based on your needs and goals.

\$550 per E-blast

*Discount must be 20% or higher

*Must have publisher's approval

*Multi-level marketing companies prohibited



E-newsletter Advertorial

Weekend Pass

Thursdays

3,457 subscribers

37.3% average open rate

Bridal Buzz

Third Wednesday/mo

2,710 subscribers

16% average open rate

Shop Talk

First & Third Friday/mo

4,822 subscribers

31% average open rate

Right at Home

Second & Fourth

Friday/mo

4,075 subscribers

39.3% average open rate

Best of the Week

Sundays

5,595 subscribers

32.4% average open rate

Set List

Mondays

6,624 subscribers

38.9% average open rate

Biz Break

Mondays

4,286 subscribers

32.2% average open rate

Table Talk

Tuesdays

4,943 subscribers

40% average open rate

417 Tix Insider

First day/mo

2,079 subscribers

28% average open rate





Promote your business or an upcoming event/promotion in a "sponsored content" area on one of our e-newsletters. Includes 65 words, one small image and a link.

\$300 per e-newsletter

Contests & Promotions

Readers visit 417mag.com to enter to win prizes from their favorite businesses in 417-land. Contests are promoted in 417 Magazine's Club 417 Page on 417mag.com and through other outlets, getting your name out there to thousands of our followers.

	Print	Social Media		Lead Generation	Traffic Builder	Digital	E-blast
Promotion	Logo and contest info on the Club 417 page	Twitter post 	Facebook like box and post 	Contact list of all opt-in leads	Instant bounce back message to entrants customized by you	Home Splash and Promotions page	E-blast to Club 417 list to promote contest
Sweepstakes \$500 \$2,500 value	●	●	●	●	●	one week	
Sweepstakes Maximizer Package \$1,500 \$5,423 value	● PLUS, 1/6-page print ad during contest month \$923 value	●	●	●	●	one month	● \$500 value
Quizzes \$500-1,000 see onesheet	●	●	● Facebook post only	●		one week	

All digital rates are net.

Web Advertising & Sponsorships

Channel Sponsorships



Pencil Banner Ad



Channel Sponsorships

Permanently display your message on one of our popular channels with a channel sponsorship.

Homepage - \$1,000 per month

Blog - \$500 per month

Calendar - \$500 per month

Dining - \$500 per month

Galleries - \$500 per month

Best of 417 - \$300 per month

Promotions - \$300 per month

Style - \$300 per month

Health - \$300 per month

Spaces - \$300 per month

Pencil Banner (Desktop only)

Your ad on the bottom of the screen. Seen by every person who comes to 417mag.com

\$300 per week

1,200 x 245 pixels + 1,200 x 35

770 x 245 pixels + 770 x 24 (Tablet)

Editorial Sponsorships

You can't sponsor an editorial story in the magazine, but you can when it's posted online. Have your message permanently displayed in conjunction with the story. 728x90 pixels.

\$300 per feature

Gateway Ad

Before readers access highly sought-after content, guarantee that they see your ad first. Gateway ads can click through to your site. Choose one channel.

\$300 per week (or)

\$750 per month

Custom Microsite

A special online directory where visitors can find information on the best local resources.

\$30 per month

\$50 per month non-advertisers

Impression Campaign

Represent your brand next to our highly sought-after content with a run-of-site impression campaign.

\$200 per 10,000 impressions

Web Ad Specs

Leaderboard Ad 728x90 pixels

Island Ad 300x250 pixels

Banner Ad 468x60 pixels

Gateway Ad 600x400 pixels

E-newsletter Ad 600x100 pixels

Pencil Ad (Desktop only)

Collapsed: 1200x36 Expanded: 1200x246