



2019

417 HOME

MEDIA KIT



REAL RESULTS

Real stories. Real advertisers.

“Until very recently, Paperwise had little influence in 417. We were a nationally-recognized software company with international clientele, but very few people in our region knew who we were and what we did. Partnering with the 417 team allowed us the chance to reconnect with leaders from all across our community in just a few short months—something we couldn’t have dreamed about doing without their events.”

—*Eric S. Wubbena, Paperwise*

“417 Magazine has been a huge asset to me for branding my business. I love the time and effort everyone takes in working with me and my brand and that the vision is clear. I also appreciate knowing this is not just a short term investment for my company—it is a long term relationship.”

—*Christa Stephens, Inviktus Salon*

“I am positive we would not have enjoyed the success our first year has brought to us without the help of the crew at 417. They take the time to get to know you, your business and your goals for advertising. We ask every customer as they enter our store how they heard of us, and 80% say they saw our ads in 417. If you could only pick one form of advertising for your business, do yourself a favor and make it 417. ”

—*Eddie DeRonde, Emma Louise Home*

97,000 READERS PER ISSUE

11,000 PAID SUBSCRIPTIONS | 1,800 NEWSSTAND COPIES | 1,629 WAITING ROOMS | 6.75 READERS PER COPY

AGE

Age 25-34.....	17%
Age 35-44.....	22%
Age 45-54.....	24%
Age 55+.....	35%

GENDER

Female.....	65%
Male.....	35%
Have children.....	60%

READERSHIP HABITS

Time spent reading each issue..... **43 min.**
 Keep each issue one month or more..... **79%**

79% frequently purchase from ads seen in *417 Home*

40% of all spending in southwest Missouri comes from *417 Home* readers

ANNUAL HOUSEHOLD INCOME

Average household income.....	\$170,389
<i>Market Average: 56% less than \$50,000</i>	
\$75-100k.....	13%
\$100-200k.....	44%
\$200k+.....	20%

HOME OWNERSHIP

Average value of primary home.....	\$500,868
<i>Metro Average: \$113,908</i>	
Own a second home.....	31%

417 readers are responsible for \$732,549,502 in home sales.

Paid subscribers x buying intent x average home value = home sales

WITHIN 12 MONTHS, READERS PLAN TO BUY

Antiques/Auctions.....	17%	Home Improvement.....	35%
Automobile.....	32%	Jewelry.....	27%
Carpet/Flooring.....	18%	Lawn & Garden Supplies.....	51%
Children's Apparel.....	42%	Legal Gambling Entertainment.....	28%
Cleaning Services.....	42%	Medical/Physicians.....	63%
Cosmetic Surgery.....	23%	Men's Apparel.....	65%
Dining & Entertainment.....	87%	Missouri Weekend Day Trips.....	51%
Education/Classes.....	25%	Pet Supplies.....	30%
Family Entertainment.....	73%	Pharmacist.....	53%
Financial Planner.....	35%	Real Estate.....	11%
Furniture/Home Furnishings.....	59%	Vacation & Travel.....	66%
Health Club/Exercise Class.....	51%	Veterinarian.....	28%
Home Heating/AC.....	20%	Women's Apparel.....	75%

Sources: Circulation Verification Council Audit 2016 & 2017 and Digital Audit 2016; Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004-Q4 2015

417 AUDIENCE 360



	4X Monthly Rates	RESIDENTIAL PROS TO KNOW	GLOBAL DIRECTORY LISTING WITH EVERY PACKAGE!
	\$4,102 6 Bonuses 50% OFF eligible events \$6,216 Annual Bonus Value	SPREAD Runs as native content on 417homemag.com for duration of issue!	
	\$2,125 5 Bonuses 50% OFF eligible events \$5,666 Annual Bonus Value	FULL Runs as native content on 417homemag.com for duration of issue!	
	\$1,751 4 Bonuses 50% OFF eligible events \$3,958 Annual Bonus Value	1/2 Runs as native content on 417homemag.com for duration of issue!	
	\$1,451 3 Bonuses 30% OFF eligible events \$3,408 Annual Bonus Value	1/2 Runs as native content on 417homemag.com for duration of issue!	
	\$1,241 2 Bonuses 30% OFF eligible events \$1,700 Annual Bonus Value	ADD 1/2 PAGE FOR \$800 ADD FULL PAGE FOR \$1,600 Runs as native content on 417homemag.com for duration of issue!	

BONUSES

- Upgrade one ad (limit one)
- Product Feature (417 Magazine)
 - The Design + Brand Amplifier
 - Choose: Spring: Spring Refresh Fall: Cozy-ify Your Home
- Add video, extra photos and map to directory listing
- Right at Home advertorial
- Shop Talk advertorial
- Category Takeover (one month, includes 3 ad spots)
 - *DIY, Home Profiles, Retailers, Outdoors, Gardening, Outdoor Spaces, Projects
- Editorial sponsorship for one year
 - Choose one feature story on 417homemag.com
- Monthly web campaign on 417homemag.com

ADD-ONS

- Upgrade to full page Residential Pros to Know **\$800**
 - Choose: Spring Summer Fall Winter
- 4-Page Gatefold **\$3,500**
- The Design + Brand Amplifier **\$750**
 - Choose: Spring Fall
- Design Awards Nominations Sponsorship **\$500**
- Homes of the Year Award Nominations Sponsorship **\$500**
- Selects E-newsletter **\$800**
- Sweepstakes Presenting Sponsorship **\$4,500**
- Sweepstakes Contributing Sponsorship **\$800**
- Indulge Pop-Up Shop **\$300**