“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
Market Average: 56% less than $50,000

$75–100k ............................................................... 13%
$100–200k ............................................................. 44%
$200k+ ................................................................. 20%

HOME OWNERSHIP
Average value of primary home .................. $500,868
Metro Average: $113,908

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%
Automobile ......................................................... 32%
Carpet/Flooring .................................................. 18%
Children’s Apparel ............................................ 42%
Cleaning Services .............................................. 42%
Cosmetic Surgery .............................................. 23%
Dining & Entertainment .................................... 87%
Education/Classes ............................................. 25%
Family Entertainment ....................................... 73%
Financial Planner .............................................. 35%
Furniture/Home Furnishings ....................... 59%
Health Club/Exercise Class ....................... 51%
Home Heating/AC ............................................ 20%

Home Improvement ........................................ 35%
Jewelry .............................................................. 27%
Lawn & Garden Supplies ............................... 51%
Legal Gambling Entertainment .................... 28%
Medical/Physicians ......................................... 63%
Men’s Apparel .................................................. 65%
Missouri Weekend Day Trips ...................... 51%
Pet Supplies ..................................................... 30%
Pharmacist ....................................................... 53%
Real Estate ....................................................... 11%
Vacation & Travel .......................................... 66%
Veterinarian ................................................... 28%
Women’s Apparel ........................................... 75%
