



2023

MEDIA KIT

417 HOME



ABOUT 417 HOME

OUR MISSION

We shine a light on our community to inspire a life full of experiences, passion, purpose and pride in 417-land.

WE CONNECT YOU TO OUR COMMUNITY

With a long-term multi-media brand strategy that aligns you with positive content.

BUILDING A LEGACY

On average, our clients have been a part of 417 for 8+ years. Thank you to these partners for 15+ years together.



RANDY MITCHUM

Company: Mitchum Jewelers | **Years Advertising:** 15

"We brought 417 Magazine into our marketing plan more than 15 years ago, and have been very pleased with the results. The additional benefits and added value increase our exposure beyond the monthly advertisement. We're thankful for our partnership with 417."

CONNECT WITH OUR AUDIENCE

AGE

Age 25-34.....	17%
Age 35-44.....	21%
Age 45-54.....	23%
Age 55+.....	38%

LIFESTYLE

Have School Aged Children.....	60%
Attend Charitable Events.....	75%
Business Owners or Senior Level Managers...	75%

READERSHIP HABITS

76% frequently purchase from ads seen in 417 Magazine

69% keep each issue one month or more

42% Have a library of 417 Magazines

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

99% of subscribers who receive 417 Magazine read it | *National Average: 72%*

42% Have been subscribers for 5+ years

GENDER

Female	65%
Male	35%
Household purchase decisions made by females ..	84%

ANNUAL HOUSEHOLD INCOME

Average household income**\$191,116**

The median household income in the Springfield Metro Area is \$47,034

\$75-100k	11%
\$100-200k.....	45%
\$200k+	24%

HOME OWNERSHIP

Average value of primary home.....**\$500,868**
Metro average: \$161,700

Own a second home27%

Of the second home owners...

52% own a vacation home

16% own rental property

25% own both

417 readers are responsible for \$559,123,957 in home sales.

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

MEET OUR SUBSCRIBERS



MEET BETH

Beth looks to 417 to stay informed and in-the-know. Her priority is creating meaningful memories with her family, giving back to the causes that matter to her, and feeling good about her own personal growth.

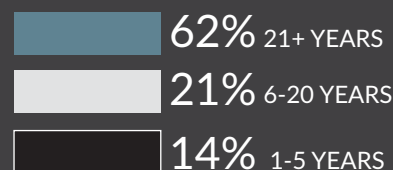


MEET CAROL AND JOHN

Carol and John are enjoying the good life in 417-land, they're also looking forward to the next chapter in their lives: grandchildren, retirement, more community involvement, getting to those goal projects at home, more traveling.



THEY'RE 417-LANDERS



**Springfield is the fastest growing metropolitan area in Missouri*



Sources: Circulation Verification Council Audit 2021; Census Data 2020; 2019 Reader Study; Springfield Area Chamber of Commerce

417 AUDIENCE 360



4X
Monthly Rates

+

RESIDENTIAL PROS TO KNOW IN 417
February and August



\$2,384
\$9,536 annually



\$1,974
\$7,896 annually



\$1,632
\$6,528 annually



\$1,375
\$5,500 annually



ADD FULL PAGE FOR \$2,384
ADD 1/2 PAGE FOR \$1,632
Runs as native content on
417mag.com for six months.

*Ask about
bundling your
417 Home
and HBA
advertising*

ALL ADVERTISERS RECEIVE

- Ad design, copywriting and photography
- Enhanced Directory Listing
- Web Impression Campaign

ADD-ONS

- 4 Page Gatefold (limit 1 per issue) **\$5,665**
- Design Awards Nominations Sponsorship **\$1,635**
- Homes of the Year Award Nominations Sponsorship **\$1,635**

- Hot New Listing **\$335**
- E-newsletter advo **\$280**
- Selects **\$555**

*Sponsorships
include Editorial
Sponsorships
of that feature
article online*



417 Home is a proud partner of the
Home Builders Association of Greater Springfield

PREMIUM POSITIONS

BC	IBC	IFC	P1 & Adj
\$2,980	\$2,861	\$2,861	\$2,861

All rates are net