



2019

MEDIA KIT

417
MAGAZINE



REAL RESULTS

Real stories. Real advertisers.

“We advertised with 417 for a few years when first opening the store and then decided to take a break for a couple years. This year we decided to expand and wanted to get the word out fast. 417 was the best option that we felt would reach the most people. It’s great exposure and we get to work with the lovely staff at 417!”

—*Carissa Greenlee, Torn Boutique*

“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*

125,000 MONTHLY READERS

11,707 PAID SUBSCRIPTIONS | 2,875 NEWSSTAND COPIES | 2,049 HOTEL ROOMS | 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 Magazine

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

417 MAGAZINE IS NUMBER ONE ON NEWSSTANDS

in 417-land and outsells national titles 2 to 1.

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%

417 AUDIENCE 360



Advertising with 417 goes a lot further than a page in the magazine. Take a 360-degree approach to your advertising package with a robust combination of print, digital, social media and email marketing to create a customized strategy that meets your advertising goals.

	12X Monthly Rates	6X Monthly Rates	GLOBAL DIRECTORY LISTING WITH EVERY PACKAGE!
	<p>\$2,345</p> <p>5 Tier One Bonuses 4 Tier Two Bonuses 50% OFF eligible events</p> <p>\$7,350 Annual Bonus Value</p>	<p>\$2,704</p> <p>5 Tier One Bonuses 30% OFF eligible events</p> <p>\$3,350 Annual Bonus Value</p>	
	<p>\$1,972</p> <p>4 Tier One Bonuses 4 Tier Two Bonuses 50% OFF eligible events</p> <p>\$6,800 Annual Bonus Value</p>	<p>\$2,266</p> <p>4 Tier One Bonuses 30% OFF eligible events</p> <p>\$2,800 Annual Bonus Value</p>	
	<p>\$1,718</p> <p>4 Tier One Bonuses 3 Tier Two Bonuses 50% OFF eligible events</p> <p>\$6,350 Annual Bonus Value</p>	<p>\$1,961</p> <p>3 Tier One Bonuses 30% OFF eligible events</p> <p>\$2,250 Annual Bonus Value</p>	
	<p>\$1,140</p> <p>4 Tier One Bonuses 2 Tier Two Bonuses 50% OFF eligible events</p> <p>\$4,800 Annual Bonus Value</p>	<p>\$1,283</p> <p>2 Tier One Bonuses 30% OFF eligible events</p> <p>\$1,100 Annual Bonus Value</p>	

TIER ONE \$550 VALUE

- The Design (417 Home)
Choose: Spring Fall
- The Look | Choose: April October
- The Plate | Choose: February August
- Beauty Buzz | Choose: January June
- Product Feature
Choose: February May August
- Upgrade one ad (limit one)
- Table Talk advertorial
- Shop Talk advertorial
- Right at Home advertorial
- Datebook advertorial
- Biz Break advertorial
- 417 Tix advertorial
- Monthly e-newsletter ad spot
- Monthly web campaign (min. 2,000 impressions)
 - Add video, extra photos and map to directory listing

TIER TWO \$1,000 VALUE

- The Design + Brand Amplifier (417 Home)
Choose: Spring Fall
- The Look + Brand Amplifier
Choose: April October
- The Plate + Brand Amplifier
Choose: February August
- Beauty Buzz + Brand Amplifier
Choose: January July
- Upgrade one ad (limit one)
- Editorial sponsorship for one year
*Choose from our list of top-performing stories that includes cover stories, blogs and more. Editorial sponsorships take precedence over category takeovers.
- Category takeover for one month
*Best Lawyers, Dishes, Drinks, Faces of 417-land, Food, Food Features, Health, Profiles, Recipes, Reviews, Spaces, Style, Top Dentists, Top Docs, Travel, Weddings

ADD-ONS

- The Look + Brand Amplifier **\$750**
Choose: April October
- The Plate + Brand Amplifier **\$750**
Choose: February August
- Beauty Buzz + Brand Amplifier **\$750**
Choose: January July
- Best Self Full Page profile **\$1,200**
- 4-Page Gatefold **\$3,500** limit one per issue
- Select e-newsletter **\$800**
- Sweepstakes Presenting **\$4,500**
- Sweepstakes Contributing **\$800**
- 10MB Voting Sponsor **\$1,000**
- Best Dressed Sponsorship **\$1,000**
- Native Content **\$1,000**
- Fashionation Pop-Up Shop **\$300**
- Indulge Pop-Up Shop **\$300**