



2023

MEDIA KIT

417 MAGAZINE

Shining a light on 417-land for 25 years.



ABOUT 417 MAGAZINE

417 Magazine is proudly locally owned and strongly committed to building the highest-quality audience by delivering award-winning journalism that tells southwest Missouri's story with authority and style. Combining the long-term staying power of print and the immediacy of a fast-growing digital audience, the 417 brand touches our readers' lives throughout the day and month. **There's no better way for your business to connect with 417-land's smartest and most affluent consumers.**

MEET OUR AUDIENCE

MEET CAROL AND JOHN



Carol and John are invested in preserving qualities that make their community great, while looking forward to the positive change the next generation is bringing about.

417 Magazine has been a trusted resource for Carol and John to stay informed, involved and entertained. They enjoy sharing new experiences while treasuring the memories they've built as a family.

While they're 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, going on that dream getaway.

MEET BETH



From her health to her home to her family, Beth wants to Live Her Best Life—and she still finds a window to the best life in magazines. She looks to 417 to stay informed and in-the-know. She's increasingly going online for inspiration too, from her Facebook feed to Pinterest boards.

Beth's time is precious, so she follows media that moves with the speed of her life and aligns to her priorities: Creating meaningful memories with her family, giving back to the causes that matter to her, and feeling good about her own personal growth.

Balancing her commitment to her family and community, she evaluates her time spent reading like she measures so many things in her life: Is the outcome worth the investment?



RANDY MITCHUM

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

"We brought 417 Magazine into our marketing plan more than 14 years ago, and have been very pleased with the results. Their subscription audience aligns with our target audience. Being a consistent monthly advertiser has opened the door for new customers that have then turned into lifelong loyal customers. The additional benefits and added value increase our exposure beyond the monthly advertisement. We're thankful for our partnership with 417."

118,503 MONTHLY READERS

8,587 PAID SUBSCRIPTIONS | 2,779 HOTEL ROOMS | 4,349 WAITING ROOMS | 6.6 READERS PER COPY | 761 COMPLIMENTARY SUBSCRIPTIONS

AGE

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

GENDER

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

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
- 40% of all spending in southwest Missouri comes from 417 Magazine readers
- 42% Have a library of 417 Magazines
- 99% of subscribers who receive 417 Magazine read it | National Average: 72%

ANNUAL HOUSEHOLD INCOME

Average household income	\$191,116
<i>The median household income in the Springfield Metro Area is \$47,034</i>	
\$75-100k.....	11%
\$100-200k.....	45%
\$200k+.....	24%

HOME OWNERSHIP

Average value of primary home.....	\$500,868
<i>Metro average: \$161,700</i>	

Own a second home.....27%

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

417 MAGAZINE IS NUMBER ONE ON NEWSSTANDS

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

WITHIN 12 MONTHS, READERS PLAN TO SPEND:

Athletic/Sports Equipment...	\$11,032,629
Automobile.....	\$182,613,123
Boats/Personal Watercraft....	\$7,182,000
Carpet/Flooring	\$4,773,516
Chiropractor.....	\$10,475,665
Cleaning Services.....	\$15,525,509
Cosmetic Surgery.....	\$130,353,300
Dining & Entertainment	\$371,506,905
Education/Classes	\$30,790,634
Furniture/Home Furnishings ..	\$23,153,691
Health Club/Weight Loss.....	\$43,741,827





Home Heating/AC.....	\$1,755,101
Home Improvement	\$17,935,429
Jewelry	\$19,286,363
Lawn Care Services	\$10,255,896
Major Home Appliance.....	\$6,760,058
Medical/Physicians	\$39,817,008
Men's Apparel.....	\$13,482,050
Pharmacist.....	\$67,575,151
Real Estate (Commission)....	\$34,312,005
Vacation & Travel	\$22,623,300
Women's Apparel.....	\$40,535,926



Sources: Circulation Verification Council Audit 2021; Census Data 2020; 2019 Reader Study

417 AUDIENCE 360











	12X Monthly Rates	6X Monthly Rates
	\$2,648 \$31,776 annually	\$3,039 \$18,234 annually
	\$2,250 \$27,000 annually	\$2,583 \$15,498 annually
	\$1,609 \$19,308 annually	\$1,855 \$11,130 annually
	\$1,284 \$15,408 annually	\$1,474 \$8,844 annually

ALL ADVERTISERS RECEIVE

-  Ad design, copywriting and photography
-  Two ad upgrades for a 12x Advertiser
-  One ad upgrade for a 6x Advertiser
-  Enhanced Directory Listing
-  Web Impression Campaign

ADD-ONS

-  The Plate **\$595**
Choose: February September
-  4-Page Gatefold *limit one per issue* **\$5,975**
-  Product Feature **\$335**
-  Digital Bundles Contributing Sponsorship **\$875**
-  Native Content **\$1,650**
-  Selects E-Blast **\$555**
-  Hot New Listing **\$335**
-  E-newsletter advo **\$280**



12X PREMIUM POSITIONS

BC	IBC	IFC	Page 1	1/2H
\$3,093	\$2,969	\$2,969	\$2,969	\$1,730

All rates are net | Based on inventory availability