



Exclusive Editorial

- Best of Omaha™
- Faces of Omaha™
- Nurse of the Year® Awards
- Best Doctors® in America
- Best Lawyers in America®
- TopDentist™
- The Big Give

Demographics *

- City Edition Print, Age(s):
25-34 (17.2% of readers)
35-44 (14.7% of readers)
45-54 (23.6% of readers)
55-64 (14.9% of readers)
- Web: age 18-44 (77% of visitors)
- 51% male, 49% female
- 56% with annual income over \$75,000
- 79.4% College education & above

#1 Media in the Omaha Metro *

- Households with income of \$1 Million
- Millennials earning \$100,000+ household income
- Home owners whose property value is \$500,000+
- People who plan to buy a vehicle worth \$30,000+ within the next two years
- People planning to buy a house within the next two years

* 2017 Media Audit

Print • Digital • Video • Social Media • Events

Omaha Magazine has been your true city magazine for over 35 years. We are the leader in combining award-winning editorial, design, and photography to deliver to you entertaining and informative articles on dining, arts, events, travel, people, homes, and more.

Distribution & Readership

City edition: Paid subscriber base, newsstands, controlled circulation, new residents and area physician/dental offices, beauty/spa salons, coffee shops, and car service stations.

350,000 Print, Web, and Social Media Readership
25,000 with 5.6 readers per copy printed totalling 140,000
21,000 direct mail, 3,000 relocation, 1,000 newsstand, and office

Hotel edition: Reach the visitor/tourist market with circulation in nearly every area hotel/motel room. Issues are replaced each time they are kept by a visitor.

1,365,000 Readers per issue (based on 70% occupancy)
22,750 Readers daily, Douglas, Sarpy, and Pottawattamie counties
119+ Hotels, 3 Visitor Centers, 20,000+ Rooms

Total edition: The combined distribution of the City edition and the circulation of the Hotel edition. Omaha area companies and realtors also distribute a combined city/hotel edition.

Web Distribution

- Over 750,000 visitors annually
- 150,000+ web visitors per issue
- 105,000+ Social media impressions
- All issues viewable with ads in a digital flip book
- All ads with URLs directly linked to advertiser website

Award-Winning Editorial, Design, and Photography

• Great Plains Journalism Awards, Tulsa Press Club

- Magazine of the Year, Winner, 2018
- Magazine Cover, Winner, 2018
- Magazine Specialty Photo, Winner, 2018
- Magazine Photography Feature, Winner, 2018
- Multimedia Graphic, Winner, 2018
- Magazine Photographer Of The Year, Winner, 2017
- Magazine Portrait & Magazine Feature Photo, 2017
- Magazine News Writing, Winner, 2017
- Magazine Cover, Winner, 2015

• Nichee Magazine Awards

- Best Niche Regional Magazine, 2016

• The Show, AIGA Nebraska

- Gold Photography, 2014
- Gold Publication Design, 2014

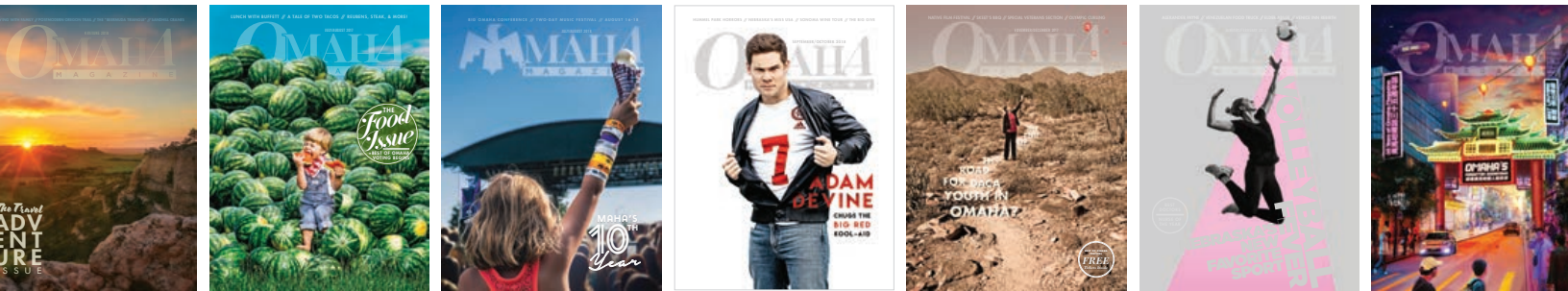
• Excellence in Journalism, Omaha Press Club

- Best Layout and Design, 2013, 2014
- Best in Show, 2013
- Best Magazine Cover, 2013
- Best Feature Story, 2013



Rates/Per Issue • Net*

City Distribution Only	24 Issues	16 Issues	Eight Issues	Four Issues	Single Issue	Issue	Space Reservation	Ads Due Date
Special Positions	\$3,000	\$3,210	\$3,430	\$3,860	\$4,280	Jan./Feb.	Nov. 12, 2018	Nov. 16, 2018
▶ Full Page	\$2,720	\$2,920	\$3,110	\$3,500	\$3,885	March/April	Jan. 7, 2019	Jan. 11, 2019
2/3 Page	\$2,240	\$2,400	\$2,560	\$2,880	\$3,200	May	March 11, 2019	March 15, 2019
1/2 Page	\$1,850	\$1,980	\$2,110	\$2,370	\$2,630	June	April 8, 2019	April 12, 2019
1/3 Page	\$1,330	\$1,430	\$1,520	\$1,710	\$1,900	July/Aug.	May 6, 2019	May 10, 2019
City Market Section						September	July 8, 2019	July 12, 2019
3 Spot	\$1,050	\$1,120	\$1,200	\$1,350	\$1,490	October	Aug. 12, 2019	Aug. 16, 2019
2 Spot	\$730	\$780	\$830	\$930	\$1,030	Nov./Dec.	Sept. 9, 2019	Sept. 13, 2019
1 Spot	\$380	\$410	\$440	\$490	\$540	*Divide rates in half for monthly billing. All rates are per issue. Omaha Magazine is published every other month. All rates subject to change. All rates net.		
Total Distribution								
Back Cover	\$5,210	\$5,580	\$5,950	\$6,690	\$7,430			
Inside Covers	\$4,810	\$5,150	\$5,490	\$6,180	\$6,860			
Special Positions	\$4,410	\$4,720	\$5,040	\$5,670	\$6,290			
▶ Full Page	\$4,000	\$4,290	\$4,570	\$5,140	\$5,710			
2/3 Page	\$3,290	\$3,530	\$3,760	\$4,230	\$4,700			
1/2 Page	\$2,710	\$2,900	\$3,090	\$3,480	\$3,860			
1/3 Page	\$1,960	\$2,100	\$2,240	\$2,520	\$2,800			



AD SPECS

WILL OUR TEAM BE DESIGNING YOUR AD?

Sending Your Business Logo(s)

"Vector" files are preferred - Vector files typically use the file extensions of .eps or .ai. These can be scaled-down for use on a business cards or stretched all the way up to the size of a billboard—making them to most powerful file-format available in print today. The limits are endless with vector files and are the preferred format in all print industries.

Providing Photo(s)

To ensure the highest quality ad, we prefer photography be sent in pdf, jpg, or tiff formats, 300dpi or greater, and in CMYK.

*** Please Note:** Images pulled from your website or facebook page are too low resolution for use in print - they will appear blurry or out of focus.

WILL YOU BE PROVIDING YOUR AD?

Camera-Ready PDFs

Please use Adobe InDesign for building files. Send PDF using [High Quality Print] preset, include bleed when needed. If providing a file made in Adobe Photoshop please send a high-resolution .tiff file, 300dpi, and in CMYK. Omaha Magazine is not responsible for color shift of RGB images.

*** Please Note:** Microsoft Office (Word, Excel, Powerpoint, etc), Google Docs, QuarkXPress, and Publisher will not be accepted. These aforementioned file types are not meant to be used for high-resolution print production.

CLIFFS NOTES

- 300 DPI (OR GREATER)
- HIGH RESOLUTION
- PDF/JPG/TIFF
- CMYK

STANDARD AD SIZES

Full Page Ad With Bleed

(covers entire page edge to edge)

Finished Ad Size:

8.375" x 10.875" + Bleed .125"
= 8.625" x 11.125" (overall size)

Please inset text or any "must have" elements a minimum of .375" from the edge of ad (7.875" x 10.375")



Full Page Ad No-Bleed

(white border surrounding ad)

7.625" x 10"



More Available Options

2/3 Vertical
5" x 10"

1/2 Vertical
5" x 7.458"

1/2 Horizontal
7.625" x 4.917"

1/3 Vertical
2.375" x 10"

1/3 Square
5" x 4.917"

1/6 Vertical
2.375" x 4.917"

1/6 Horizontal
5" x 2.375"

1/12 Square
2.375" x 2.375"

Full Page Bleed
Finished Ad Size:
8.375" x 10.875" + Bleed .125"
= 8.625" x 11.125" (overall size)

Please inset text or any "must have" elements a minimum of .375" from the edge of ad (7.875" x 10.375")

Full Page No-Bleed
7.625" x 10"

1/3 Square
5" x 4.917"

1/6 Vertical
2.375" x 4.917"

1/2 Horizontal
7.625" x 4.917"

1/3 Vertical
2.375" x 10"

2/3 Vertical
5" x 10"

1/12 Square
2.375" x 2.375"

1/6 Horizontal
5" x 2.375"

1/2 Vertical
5" x 7.458"

SPECIALTY AD SIZES

Spot Ad Sizes

Gift Guide 1-Spot
2.375" x 3.0139"

Gift Guide 4-Spot
5" x 6.1944"

Campaign 1-Spot (Best of Omaha)
3.687" x 2.375"

Best Doctors 2/3 Page
7.625" x 6.6111"

Rockbrook Ad Size
2.2467" x 2.6233"

Gift Guide 2-Spot
2.375" x 6.1944" (vertical)
5" x 3.0139" (horizontal)

Gift Guide 6-Spot
5" x 9.375" (vertical)
7.625" x 9.375" (horizontal)

Campaign 2-Spot (Best of Omaha)
3.687" x 4.916" (vertical)
7.625" x 2.375" (horizontal)

Best Doctors 1/2 Page
7.625" x 4.917"











Back Cover
8.375" x 8.125"
Bleed .125" offset from trim
Safe area .375" inset from trim

Gift Guide 3-Spot
2.375" x 9.375" (vertical)
7.625" x 3.0139" (horizontal)

Campaign 3-Spot (Best of Omaha)
3.687" x 7.458"

Best Doctors 1/3 Page
7.625" x 3.222"

City Market Layout Examples

 <p>In this highly-shoppable section, you are guaranteed to discover that one unique item or special gift that makes you feel right at home in the local City Market section.</p> <p>For more products and services, visit us online at OmahaMagazine.com/CityMarket</p>	 <p>Luxury Portfolio Leading edge technology, innovative marketing strategies and association with Leading Real Estate Companies, NP Dodge is your best connection to luxury buyers and sellers here and around the world.</p> <p>Npdodge.luxuryportfolio.com</p>	<p>Big Birge Plumbing A bonded, licensed, and insured plumbing company that provides Exceptional service in and beyond Omaha.</p> <p>402.575.0102 Bigbirgeplumbing.com</p> 	 <p>Vintage 180 Taking vintage furniture and making it modern! Refurbished furniture and home decor. Always taking custom orders!</p> <p>402.957.0996 180 Main St, Springfield, Nebraska</p>
 <p>Abe's Trash Service A local, family owned company. We have been in business for more than 60 years. Our goal is to provide quality dependable service for all of our customers.</p> <p>402.571.4926 Abetrash.com</p>	 <p>Marco Closets The brand you can trust for hometown service and quality craftsmanship for your closet systems.</p> <p>402.415.2133 Marcoclosets.com</p>	 <p>Rainbow Artistic Glass A small, skilled team with the ability to create large-scale glass designs for residential and commercial spaces as well as original interior décor and personalized gifts.</p> <p>402.330.7676 Rainbowartisticglass.com</p>	 <p>Lewis Art Gallery Omaha's oldest art gallery featuring the region's largest selection of original art.</p> <p>402.391.7733 Lewisartgallery.com</p>
 <p>Claxton Fireplace A full service company selling a wide variety of wood-burning fireplaces, inserts and free-standing stoves.</p> <p>402.491.0800 Claxtonfireplace.com</p>	 <p>Midwest Lightscaping The right choice for outdoor and landscape lighting in Omaha and the surrounding areas.</p> <p>402.516.4498 Midwestlightscaping.com</p>		

Go bigger with that smaller ad!

Omaha Magazine's City Market will give your economical 1, 2, 3, and 4 Spot ad more bang for your buck. This fresh design encourages audience engagement by bringing together ads of the same size on the same page, creating a unified look that will draw the attention of Omaha Magazine's readers.