



2021

MEDIA KIT

417 HOME

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?



RICK & ELISABETH MOUERY

Company: Mouery's Flooring | **Years Advertising:** 5

"*417 Magazine* always makes the cut for the advertising budget for Mouery's Flooring. We view our ads as a medium to share our beautiful floors with Springfield, as a way to consistently keep a presence with our target market, and finally, as a way to keep us connected to other like-minded business in 417-land. We love to see our images & products sprinkled throughout the magazine and we love it even more when people bring *417 Magazine* into our store with specific products that they want to see! Our partnership with *417 Magazine* has been an integral part of our overall growth."

119,000 READERS PER ISSUE

10,994 PAID SUBSCRIPTIONS | 1,600 NEWSSTAND COPIES | 5,000 WAITING ROOMS | 6.75 READERS PER COPY

AGE

Age 25-34.....	18%
Age 35-44.....	23%
Age 45-54.....	23%
Age 55+.....	34%

GENDER

Female.....	62%
Male.....	38%

READERSHIP HABITS

78% frequently purchase from ads seen in *417 Home*

72% keep each issue one month or more

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

ANNUAL HOUSEHOLD INCOME

Average household income**\$182,943**
Market Average; 56% less than \$50,000

\$75-100k.....	11%
\$100-200k.....	47%
\$200k+.....	22%

HOME OWNERSHIP

Average value of primary home.....**\$500,868**
Metro Average: \$113,908

Own a second home**31%**

417 readers are responsible for
\$605,719,707 in home sales.

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

WITHIN 12 MONTHS, READERS PLAN TO BUY

Antiques/Auctions.....	13%	Home Heating/AC.....	17%
Arts & Crafts Supplies.....	24%	Home Improvement.....	30%
Carpet/Flooring.....	20%	Lawn Care Service.....	46%
Cleaning Services.....	45%	Lawn & Garden Supplies.....	53%
Computers, Tablets or Laptops.....	22%	Major Home Appliance.....	26%
Florist/Gift Shops.....	36%	Real Estate.....	11%
Furniture/Home Furnishings.....	63%	Televisions or Electronics.....	36%

417 AUDIENCE 360



417 Home 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.

4X Monthly Rates + **RESIDENTIAL PROS TO KNOW IN 417** February and August

<p>FULL PAGE</p>	<p>\$2,189</p>	<p>FULL Runs as native content on 417mag.com for six months. \$2,189</p>
<p>2/3 PAGE</p>	<p>\$1,804</p>	<p>1/2 Runs as native content on 417mag.com for six months. \$1,495</p>
<p>1/2 PAGE</p>	<p>\$1,495</p>	<p>1/2 Runs as native content on 417mag.com for six months. \$1,495</p>
<p>1/3 PAGE</p>	<p>\$1,278</p>	<p>ADD 1/2 PAGE FOR \$1,495 ADD FULL PAGE FOR \$2,189 Runs as native content on 417mag.com for six months.</p>

ALL ADVERTISERS RECEIVE

- Ad design, copywriting and photography
- Enhanced Directory Listing
- Web Impression Campaign
- As Seen in 417 images for social media

ADD-ONS

- 4 Page Gatefold (limit 1 per issue) **\$3,950**
- Product Feature **\$300**
Choose: Feb May Aug
- Design Awards Nominations Sponsorship **\$500**
- Homes of the Year Award Nominations Sponsorship **\$500**
- Look Book Live **\$400**
- Birthday Club **\$1,500/year**
- Hot New Listing **\$250**
- E-newsletter advo **\$250**
- Selects **\$500**

417
HOME Market

PREMIUM POSITIONS

BC	IBC	IFC	P1 & Adj
\$2,664	\$2,569	\$2,569	\$2,525

All rates are net