

2022

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:** 6

**"*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."**

# 105,349 READERS PER ISSUE

8,587 PAID SUBSCRIPTIONS | 1,240 HOTEL ROOMS | 4,349 WAITING ROOMS | 6.6 READERS PER COPY | 761 COMPLIMENTARY SUBSCRIPTIONS

## AGE

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

## GENDER

Female.....	<b>65%</b>
Male.....	<b>35%</b>
Household purchase decisions made by females ..	<b>84%</b>

## LIFESTYLE

Have School Aged Children.....	<b>60%</b>
Attend Charitable Events.....	<b>75%</b>

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

## HOME OWNERSHIP

Average value of primary home.....	<b>\$500,868</b>
<i>Metro Average: \$161,700</i>	
Own a second home .....	<b>27%</b>
<b>Of the second home owners...</b>	
<b>52%</b> own a vacation home	
<b>16%</b> own rental property	
<b>25%</b> own both	

417 readers are responsible for **\$559,123,957** in home sales.  
*Paid subscribers x buying intent x average home value = home sales*

## WITHIN 12 MONTHS, READERS PLAN TO SPEND

Antiques/Auctions.....	<b>\$1,793,705</b>	Home Improvement .....	<b>\$17,935,429</b>
Arts & Crafts Supplies.....	<b>\$2,413,152</b>	Lawn Care Service .....	<b>\$10,255,896</b>
Carpet/Flooring.....	<b>\$4,773,516</b>	Lawn & Garden Supplies .....	<b>\$14,235,083</b>
Cleaning Services.....	<b>\$15,525,509</b>	Major Home Appliance .....	<b>\$6,760,058</b>
Florist/Gift Shops.....	<b>\$7,702,695</b>	Real Estate Commissions .....	<b>\$34,312,005</b>
Furniture .....	<b>\$23,153,691</b>	Televisions/Electronics .....	<b>\$6,370,075</b>
Home Heating/AC .....	<b>\$1,755,101</b>		







# 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




	<b>\$2,315</b> \$9,260 annually
	<b>\$1,916</b> \$7,664 annually
	<b>\$1,585</b> \$6,340 annually
	<b>\$1,335</b> \$5,340 annually









ADD FULL PAGE FOR **\$2,249**  
ADD 1/2 PAGE FOR **\$1,540**  
*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) **\$4,800**
-  Design Awards Nominations Sponsorship **\$1,060**
-  Homes of the Year Award Nominations Sponsorship **\$1,060**
-  Hot New Listing **\$270**
-  E-newsletter advo **\$270**
-  Selects **\$540**



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



## PREMIUM POSITIONS

BC	IBC	IFC	P1 & Adj
\$2,894	\$2,778	\$2,778	\$2,778

All rates are net