



2021

MEDIA KIT



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:** 13

"We brought *417 Magazine* into our marketing plan more than 13 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*."

135,000 MONTHLY READERS

10,994 PAID SUBSCRIPTIONS | 2,925 NEWSSTAND COPIES | 2,499 HOTEL ROOMS | 3,063 WAITING ROOMS | 6.9 READERS PER COPY

AGE

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

GENDER

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

LIFESTYLE

Have School Aged Children.....	60%
Attend Charitable Events.....	75%
Business Owners or Senior Level Managers.....	75%

READERSHIP HABITS

- 78% frequently purchase from ads seen in 417 Magazine
- 72% keep each issue one month or more
- 40% of all spending in southwest Missouri comes from 417 Magazine readers

ANNUAL HOUSEHOLD INCOME

Average household income	\$182,943
<i>Market Average: 56% less than \$50,000</i>	
\$75-100k.....	11%
\$100-200k.....	47%
\$200k+.....	22%

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 **\$605,719,707** 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 BUY:

Automobile.....	33%	Jewelry	31%
Carpet/Flooring	20%	Lawn Care Services	46%
Children's Apparel.....	29%	Lawn & Garden Supplies.....	53%
Chiropractor.....	14%	Legal Gambling Entertainment.....	29%
Cleaning Services.....	45%	Medical Services/Physicians.....	59%
Cosmetic Surgery.....	22%	Men's Apparel.....	66%
Dining & Entertainment	88%	Pet Supplies.....	30%
Education/Classes	19%	Pharmacist.....	46%
Financial Planner.....	36%	Real Estate.....	11%
Florist/Gift Shops	36%	Tax Advisor/Services.....	45%
Furniture/Home Furnishings.....	63%	Vacation & Travel	61%
Health Club/Weight Loss.....	67%	Veterinarian.....	31%
Home Heating/AC.....	17%	Weekend Day Trips/Mini Vacation ...	51%
Home Improvement.....	30%	Women's Apparel.....	81%







Sources: Circulation Verification Council Audit 2016, 2019; 417 Reader Study 2019







417 AUDIENCE 360















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.**

	12X Monthly Rates	6X Monthly Rates
	\$2,415	\$2,785
	\$2,031	\$2,334
	\$1,527	\$1,746
	\$1,174	\$1,321

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
-  As Seen in 417 images for social media

ADD-ONS

-  The Plate **\$500**
Choose: *February August*
-  4-Page Gatefold *limit one per issue* **\$3,950**
-  The Design **\$300**
-  Product Feature **\$300**
-  Sweepstakes Contributing Sponsorship **\$800**
-  Best Dressed Sponsorship **\$1,000**
-  Native Content **\$1,000**
-  Look-Book Live **\$400**
-  Birthday Club **\$1,500/year**
-  Selects E-Blast **\$500**
-  Hot New Listing **\$250**
-  E-newsletter advo **\$250**



12X PREMIUM POSITIONS

1/2H	BC	IBC	IFC	P1 & Adj
\$1,770	\$2,982	\$2,869	\$2,869	\$2,815

All rates are net | Based on inventory availability