



2022

# 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:** 14

**"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*."**



# 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**

*The median household income in the Springfield Metro Area is \$47,034*

\$75-100k.....	11%
\$100-200k.....	45%
\$200k+.....	24%

## HOME OWNERSHIP

Average value of primary home..... **\$500,868**  
*Metro average: \$161,700*

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	Home Heating/AC.....	\$1,755,101
Automobile.....	\$182,613,123	Home Improvement.....	\$17,935,429
Boats/Personal Watercraft....	\$7,182,000	Jewelry.....	\$19,286,363
Carpet/Flooring.....	\$4,773,516	Lawn Care Services.....	\$10,255,896
Chiropractor.....	\$10,475,665	Major Home Appliance.....	\$6,760,058
Cleaning Services.....	\$15,525,509	Medical/Physicians.....	\$39,817,008
Cosmetic Surgery.....	\$130,353,300	Men's Apparel.....	\$13,482,050
Dining & Entertainment ....	\$371,506,905	Pharmacist.....	\$67,575,151
Education/Classes.....	\$30,790,634	Real Estate (Commission).....	\$34,312,005
Furniture/Home Furnishings..	\$23,153,691	Vacation & Travel.....	\$22,623,300
Health Club/Weight Loss.....	\$43,741,827	Women's Apparel.....	\$40,535,926







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

# 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
	<b>\$2,570</b> \$30,840 annually	<b>\$2,950</b> \$17,700 annually
	<b>\$2,185</b> \$26,220 annually	<b>\$2,508</b> \$15,048 annually
	<b>\$1,562</b> \$18,744 annually	<b>\$1,801</b> \$10,806 annually
	<b>\$1,247</b> \$14,964 annually	<b>\$1,431</b> \$8,586 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 **\$580**  
Choose: *February August*
-  4-Page Gatefold *limit one per issue* **\$5,200**
-  Product Feature **\$325**
-  Digital Bundles Contributing Sponsorship **\$850**
-  Native Content **\$1600**
-  Selects E-Blast **\$540**
-  Hot New Listing **\$270**
-  E-newsletter advo **\$270**



### 12X PREMIUM POSITIONS

1/2H	BC	IBC	IFC	Page 1
\$1,632	\$2,918	\$2,801	\$2,801	\$2,801

All rates are net | Based on inventory availability