

2021

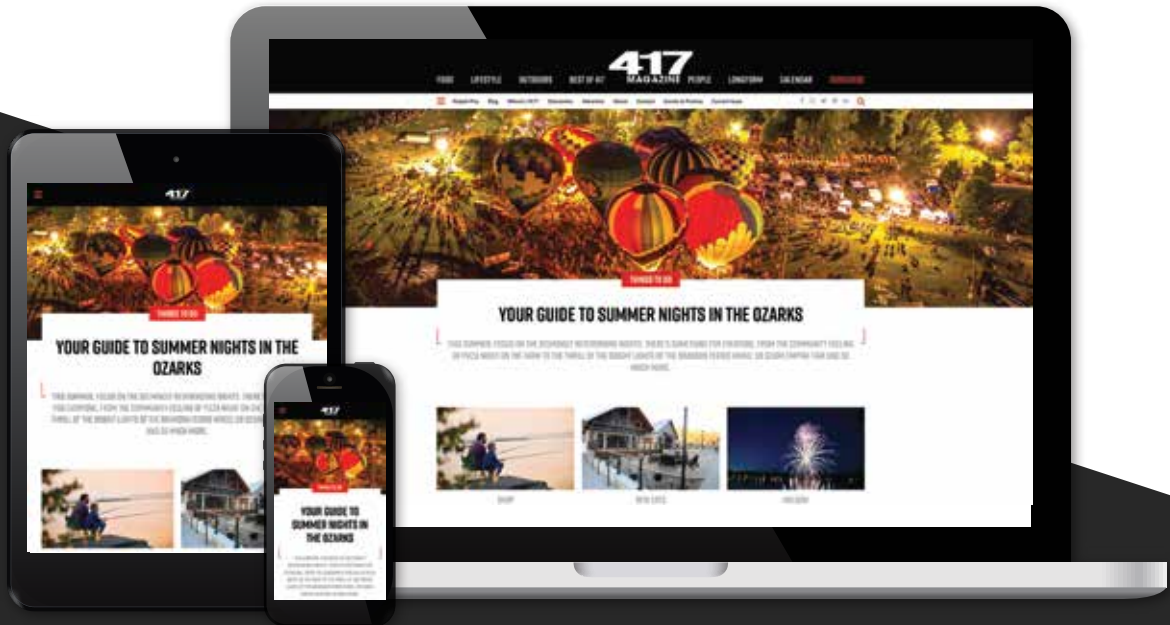
DIGITAL MEDIA KIT

417
MAGAZINE



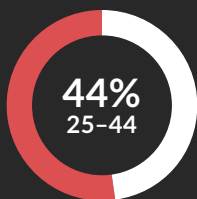
REACH MORE READERS ON 417MAG.COM

Find the right audience at the right time on 417mag.com. Monthly, more than 71,000 loyal website users visit our online properties to find what's best and what's next in local food, drink, shopping, outdoor adventures and more while interacting with high-impact advertising campaigns.

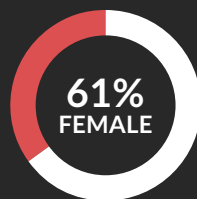


MEET OUR DIGITAL AUDIENCE

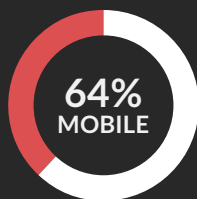
AGE



GENDER



TRAFFIC



INTERESTS



FOOD + DINING



LIFESTYLE



SHOPPING

TAP INTO 417.COM'S LOYAL DIGITAL AUDIENCE

DIGITAL AUDIENCE

| | | | |
|--------------------------------|---------|-----------------------------|-----|
| Average monthly pageviews..... | 145,023 | Organic search traffic..... | 61% |
| Average monthly users | 71,446 | Direct traffic | 14% |
| Social media followers | 69,087 | Email traffic..... | 12% |

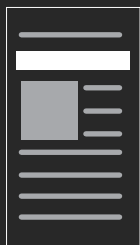
WEB ADVERTISING & SPONSORSHIPS



Website Ad Takeovers

Island and Leaderboard sizes; see separate spec sheet
Display your message on one of our popular sections, its categories and any stories within that section.

- Homepage \$1,000
- 417 Blog \$880
- People Pics \$880
- Longform \$580
- Outdoors \$580



Editorial Sponsorships

728x90 px
You can't sponsor an editorial story in the magazine, but you can when it's posted online. Have your message exclusively displayed in conjunction with the story for one year.

\$1,000/FEATURE



Web Ad Campaign

Island and Leaderboard sizes; see separate spec sheet
Represent your brand next to our highly sought after content with a run-of-site impression campaign. *Min. 2,000 impressions*

\$200/MONTH



Global Directory Listing

A special online directory where visitors can find information on the best local resources. Boosts your SEO.
Include multiple photos, a map and video for \$50

\$50/MONTH

\$500/YEAR

\$50 to renew annually; Videos must be pre-produced and hosted by an online video platform.



Native Content

See separate spec sheet for details
Custom content built by our team that functions as advertising. Aligns your brand's values with our readers' interests.

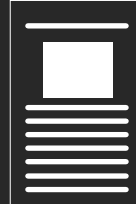
\$1,500/PIECE



Calendar Sponsorship

Increase your brand's visibility and take over all the ad spots on 417mag.com's calendar.
15,000 monthly page views.

\$960/MONTH



Branded Content

See separate spec sheet for details
Tell your brand's story in your own words through a sponsored blog post that functions as advertising.

\$2,000/PIECE

CONNECT WITH 58,000 EMAIL READERS



417 E-NEWSLETTERS

Table Talk (every Tuesday)
5,197 subscribers
34% open rate | 75% female audience

Home + Style (every Friday)
5,714 subscribers
31% open rate | 88% female audience

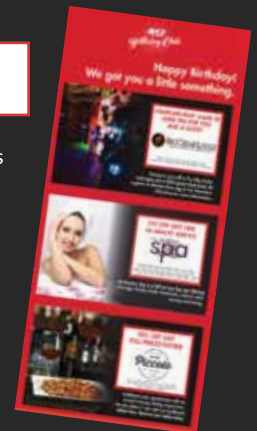
Datebook (every Thursday)
7,975 subscribers
29% open rate | 73% female audience

Biz Break (every Monday)
3,124 subscribers
31% open rate | 69% female audience

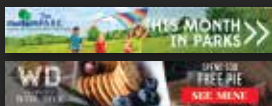
417 BIRTHDAY CLUB

Celebrate thousands of 417 readers on their special day by sliding into their inbox with an exclusive offer.

\$1,500-\$1,800/YEAR



EMAIL ADVERTISING OPPORTUNITIES



E-newsletter ads
600 x 100px
Place your ad in one or more of three ad spots in each of our e-newsletters. Ask your sales rep about e-newsletter availability.

PRICES VARY



E-newsletter advo
Promote your business or an upcoming event/promotion in a "partner content" area on one of our e-newsletters. Includes 65 words, one small image and a link.

\$250 EACH



417 Selects E-Blast
600 px wide | 1024 px max height
Send an exclusive offer or announcement to a highly curated audience. Selects has a 30% average open rate.

\$500-\$1,500



Hot New Listing
600 px wide | 1024 px max height
Send an exclusive offer or announcement to a highly curated audience. Selects has a 30% average open rate. Ask your sales rep for details.

\$550