

2022

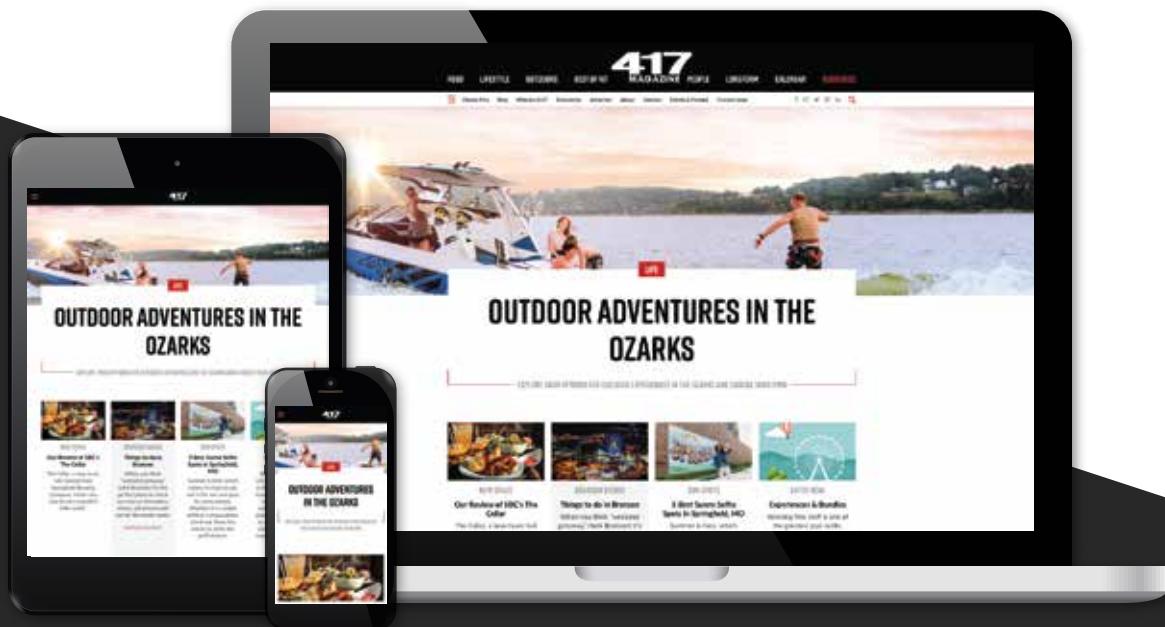
DIGITAL MEDIA KIT

417
MAGAZINE



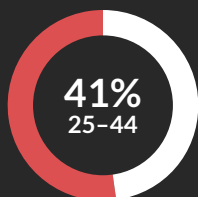
REACH MORE READERS ON 417MAG.COM

Find the right audience at the right time on 417mag.com. Monthly, more than 66,000 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.

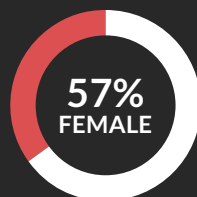


MEET OUR DIGITAL AUDIENCE

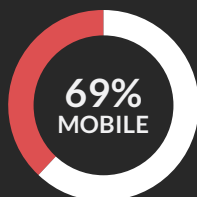
AGE



GENDER



TRAFFIC



INTERESTS



TAP INTO 417MAG.COM'S LOYAL DIGITAL AUDIENCE

DIGITAL AUDIENCE

Average monthly pageviews.....	126,159	Organic search traffic.....	69%
Average monthly users	66,885	Direct traffic	10%
Social media followers	69,715	Email traffic.....	6%

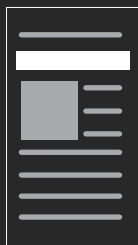
WEB ADVERTISING & SPONSORSHIPS



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/mo
- 417 Blog \$900/mo
- People Pics \$900/mo
- Longform \$600/mo
- Outdoors \$600/mo



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.

\$1,060



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*

\$210/MONTH



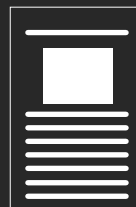
Global Directory Listing

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

\$52/MONTH

\$515/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.

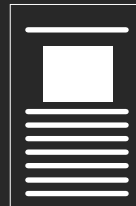
\$1,600/PIECE



Digital Edition Sponsorship

Increase your brand's visibility and help announce our newest issue of 417 Magazine to our digital audience.

\$1,060/YEAR



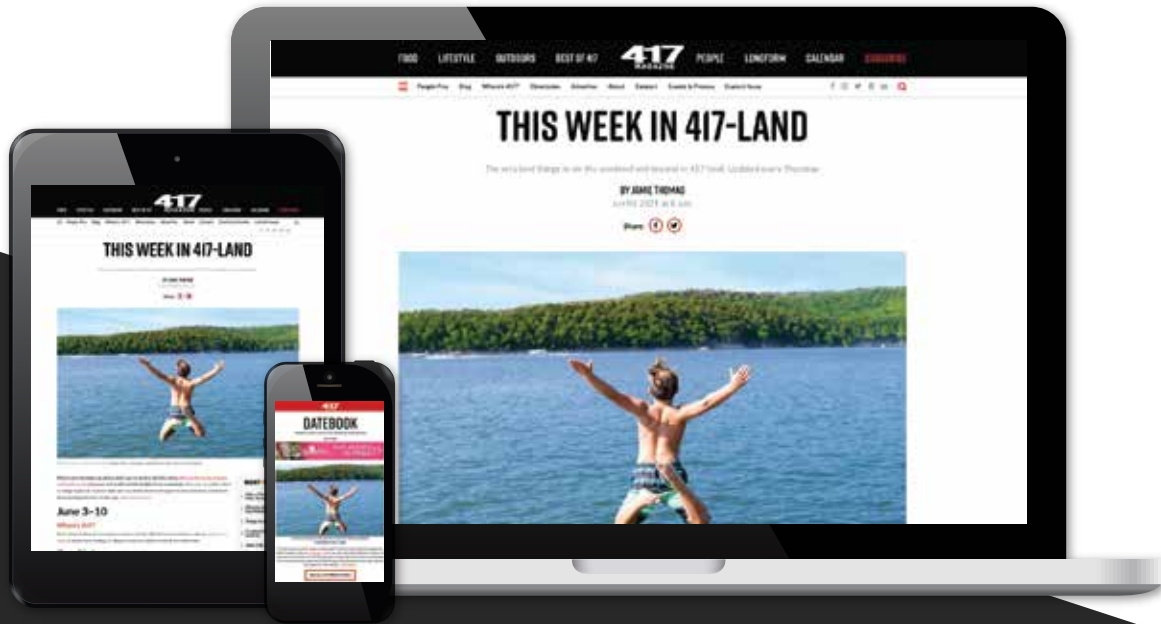
Branded Content

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

\$2,125/PIECE

**some stories may be sponsored and not included*

CONNECT WITH 58,000 EMAIL READERS



417 E-NEWSLETTERS

Table Talk (every Tuesday)
5,510 subscribers
34% open rate
75% female audience

Home + Style (every Friday)
4,530 subscribers
31% open rate
88% female audience

Datebook (every Thursday)
6,598 subscribers
31% open rate
73% female audience

Biz Break (every Monday)
2,522 subscribers
30% open rate
69% female audience

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.

\$270 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.

\$540-\$1,340



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.

\$270

