



2026 MEDIAKIT | FOR THE OZARKS

WE'RE FOR THE OZARKS



Telling the story of our region since 1998

At *417 Magazine*, local love comes naturally to us, and we're here to root for the people, places and experiences that make our home in Southwest Missouri unique.



FOR OUR PARTNERS



Community

We connect you to our community.



Quality

We know our audience best.



Trust

We have built brand influence through 27 years of building trust.



Connectedness

We have a multi-media strategy to influence and reach our audience.



Forward-looking

We believe in a long-term brand strategy that aligns our clients with positive information.

We're rooting for you.



BIG CEDAR LODGE



TELLING STORIES THAT INSPIRE



PRINT

A 417 brand that includes the flagship, 417 Magazine, and Biz 417



DIGITAL

24/7 online community



SOCIAL

An active social media presence



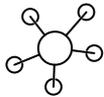
EVENTS

Year-round events

Keeping 239,770+ audience members in-the-know with relevant content backed by years of credibility



98,498
monthly print
readers



84,206
social media
followers



57,066
website & newsletter
connections





79% of our readers frequently purchase from ads seen in 417 Magazine.



69% keep each issue for one month or more



99% of subscribers who receive *417 Magazine* read it



42% have been subscribers for 5+ years



26% of all spending in southwest Missouri comes from 417 readers



417 readers have an average household income of \$222,411.

The median household income in the Springfield Metro Area is \$45,647



417 CVC Audit 2025 Springfield Area Chamber of Commerce [FC] CVC Buying Intent Calculator 417 CVC Audit 2025

417 readers have an average home value of \$854,990.

The metro average is \$250,000.



31% of 417 readers own a second home



Of the second home owners, 52% own a vacation home



Of the second home owners, 16% own rental property



Of the second home owners, 25% own both



417 readers are responsible for \$1,381,568,597 in home sales



CONNECT WITH OUR AUDIENCE

Age		Lifestyle	Gender		
35-44	27%	Have school aged children	60%	Female	64%
45-54	27%	Attend charitable events	75%	Male	36%
55+	35%	Business owners or senior level managers	75%	Purchase decision are made by females	84%



		SPACE CLOSE	ADS DUE	IN HOMES
JAN	HOW TO THRIVE IN WINTER Special Sections: Faces of 417-land Events/Promos: Faces of 417-land Celebration	NOV. 7	NOV. 18	JAN. 2
FEB	BEST OF 417 Special Sections: Men's Health, Residential Pros to Know, The Plate Events/Promos: Best of 417 Dining Bundle	NOV. 28	DEC. 19	JAN. 29
MAR	FLYAWAY WEEKENDS Special Sections: Branson Guide, Kids Camps	JAN. 9	JAN. 23	FEB. 25
APR	CHEAP EATS Second Feature: Best Dentists Special Sections: Dentist Profiles, Let's Go: Regional Travel Guide	FEB. 6	FEB. 23	MAR. 25
MAY	BEAUTIFUL GARDENS Special Sections: Women's Health, Route 66 Events/Promos: Yes Day Experience	MAR. 13	MAR. 25	APR. 28
JUN	WAYS TO COOL DOWN THIS SUMMER Special Sections: Encore, Branson Guide	APR. 10	APR. 25	MAY 27
JUL	TOP DOCTORS Special Sections: First Rate Physicians	MAY 8	MAY 25	JUN. 24
AUG	LET'S HAVE AN EXPERIENCE Special Sections: Branson Guide, Residential Pros to Know	JUN. 5	JUN. 25	JUL. 29
SEP	FALL FESTIVALS Special Sections: Let's Go: Regional Travel Guide, Financial Advisors, The Plate	JUL. 10	JUL. 26	AUG. 26
OCT	WINERY WEEKENDS Special Sections: Cancer Care, Best Self Events/Promos: Best of 417 Voting , Hot Flash Happy Hour	AUG. 14	AUG. 25	SEP. 30
NOV	10 TRUE OZARKS ADVENTURES Special Sections: Cosmetic Surgery, Branson Guide Events/Promos: Great Dates Bundle	SEP. 11	SEP. 25	OCT. 28
DEC	BEST BREAKFASTS Second Feature: Best Lawyers Special Sections: Attorney Profiles, Giving Back	OCT. 9	OCT. 18	NOV. 25

DIGITAL PRODUCTS

WE'VE GOT
YOU COVERED

For 26 years we've built
a direct relationship
with our audience.

When we say "for the Ozarks,"
we're confident and owning our
irreplaceable role in the
community beyond print.

LIFE
52 PERFECT
SATURDAYS IN THE
OZARKS

MAKE SURE YOUR WEEKEND ITINERARY IS
THE NEXT YEAR? HERE ARE 52 PERFECT
THINGS YOU CAN SPEND IN THE OZARKS FROM
417 MAGAZINE.

FREE 417 TOTE when
you subscribe today!

SUBSCRIBE
NOW

417mag.com

Every month,
159,969 audience
members engage
with us through our
digital platforms.



417mag.com organically ranks number one with **1,300 keywords** in Google search.



2.7M+ impressions per month across Google Search, News & Discover



We have **53,019 monthly website users**.



77% of our digital audience are **45+**



23% of traffic comes from loyal audiences (13% direct, 10% email)



The average **session duration** is **2:35** and the average **pages per visit** is **1.93**

Our connections have created powerfully curated audiences.

Connect with these highly defined and curated audiences digitally on our websites, through social media and throughout their internet journey on other sites to help them fully enjoy their life in 417-land.



Food & Drink



Local Events



Outdoors



Travel



Style



Business



Family



Home & Design



Giving Back



We do
it all
for you.

