

Biz417



WE'RE THE MAGAZINE FOR BUSINESS



**Making connections
since 2015.**

Biz 417 is networking in print—a place to meet the business personalities in 417-land, to be inspired by their successes and to learn from their missteps.

We're rooting for you.



TELLING STORIES THAT INSPIRE

PRINT

*Biz 417 and the
flagship publication,
417 Magazine*

DIGITAL

*24/7 online
community*

SOCIAL

*An active social
media presence*

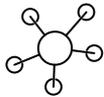
EVENTS

*Leading the region with
high-impact thought
leadership events*

Keeping 63,671+ audience members in-the-know with relevant content backed by years of credibility.



44,093
bi-monthly
print readers

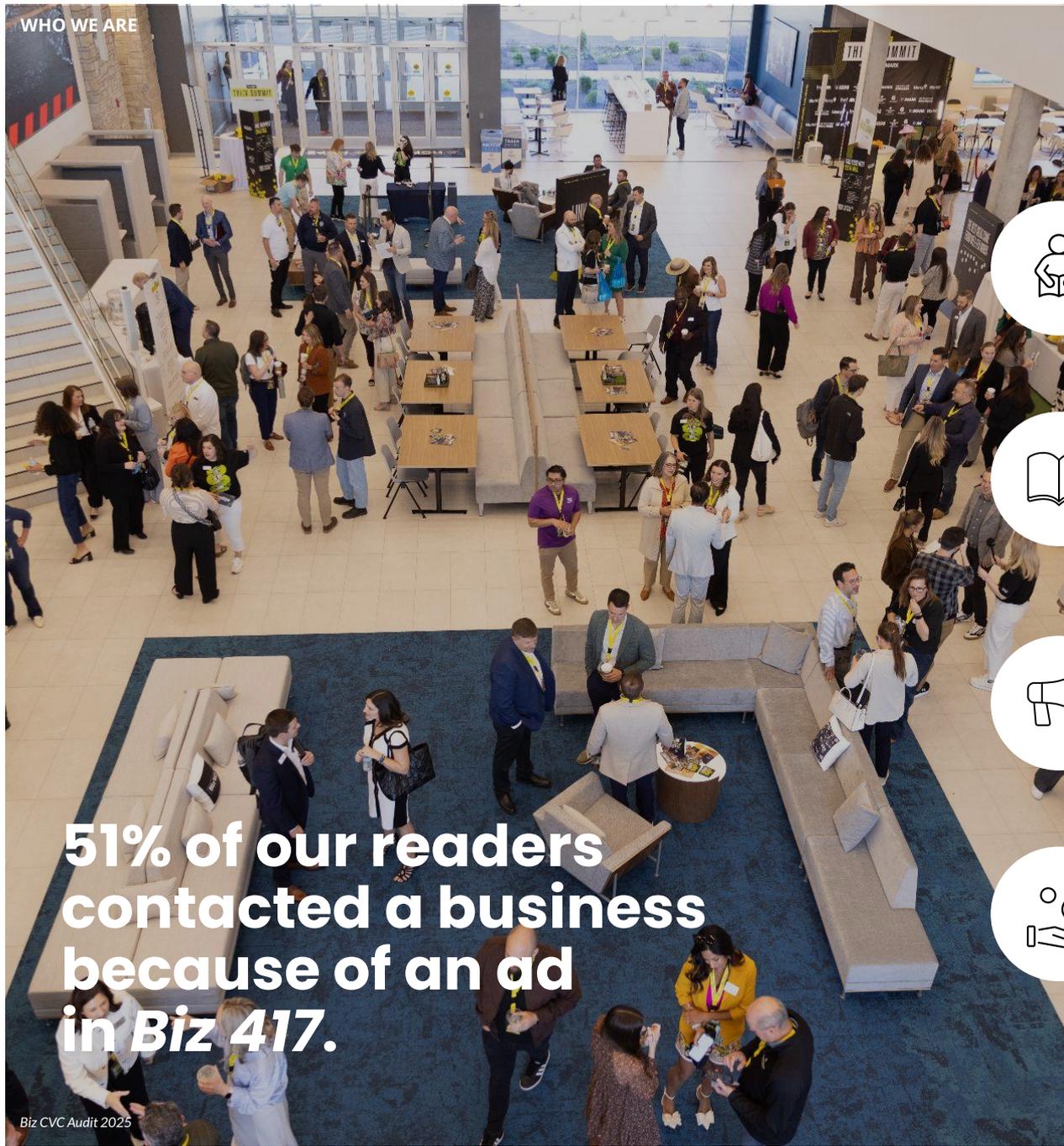


11,078
social media
followers



8,500
website & newsletter
connections





51% of our readers contacted a business because of an ad in Biz 417.



41% saved the entire issue of *Biz 417*



68% spend 30 minutes or more reading each issue



75% discussed an item they saw in *Biz 417* with others



81% influence the purchasing decisions of their company



***Biz 417* readers have
an average household
income of \$233,489.**

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



CONNECT WITH OUR AUDIENCE

Age	
35-44	20%
45-54	31%
55+	38%

Powerful	
Partners or owners of a business	33%
C-level or higher	73%
Have a bachelor's degree or higher	84%

Gender	
Male	65%
Female	35%

		SPACE CLOSE	ADS DUE	IN HOMES
JAN/FEB	PROFILE: CHRISTINA ANGLE & JOHN GRIESEMER	NOV. 14	NOV. 25	JAN. 7
MAR/APR	WOMEN WHO MEAN BUSINESS Special Sections: Powered by Women, Congrats Ads Events/Promos: Think Summit	JAN. 16	JAN. 30	MAR. 3
MAY/JUN	TOPICAL FEATURE Special Sections: Attorney Profiles, Financial Profiles	MAR. 20	APR. 1	MAY 5
JUL/AUG	10 FOR THE NEXT 10 Special Sections: Congrats Ads Event: Ladies Who Launch	MAY 15	JUN.1	JUN. 30
SEP/OCT	BEST PLACES TO WORK Special Sections: Employers of Choice Event: Best Places to Work Celebration	JUL. 3	JUL. 19	SEP. 1
NOV/DEC	BIZ 100 + PERSON OF THE YEAR Special Sections: Faces of Biz, Congrats Ads Event: Biz 100 Celebration	SEP. 18	OCT. 2	NOV. 3

Biz 417 Editorial Calendar



Biz 417 Packages

6x
Monthly Rates

4x
Monthly Rates



\$2,477
\$14,862 annually

\$2,787
\$11,148 annually



\$1,982*
\$11,892 annually

\$2,230*
\$8,920 annually



\$1,734
\$10,404 annually

\$1,951
\$7,804 annually



\$1,214
\$7,283 annually

\$1,366
\$5,464 annually

All advertisers receive



Ad design, copywriting
and photography



Enhanced Directory
Listing



Web Impression
Campaign

* Limited inventory, one photoshoot included for 4 mo. campaign, two photoshoots included for a 6 mo. campaign

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.

