



2025 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.





### **Community**

We connect you to our community.



### **Quality**

We know our audience best.



### **Trust**

We have built brand influence through 26 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.

# FOR OUR PARTNERS

# We're rooting for you.

BIG CEDAR LODGE





# THIS IS WHAT WE'RE HERE FOR



## 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

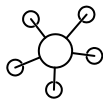
Year-round events



**Keeping 261,654+  
audience members  
in-the-know with  
relevant content  
backed by years  
of credibility.**



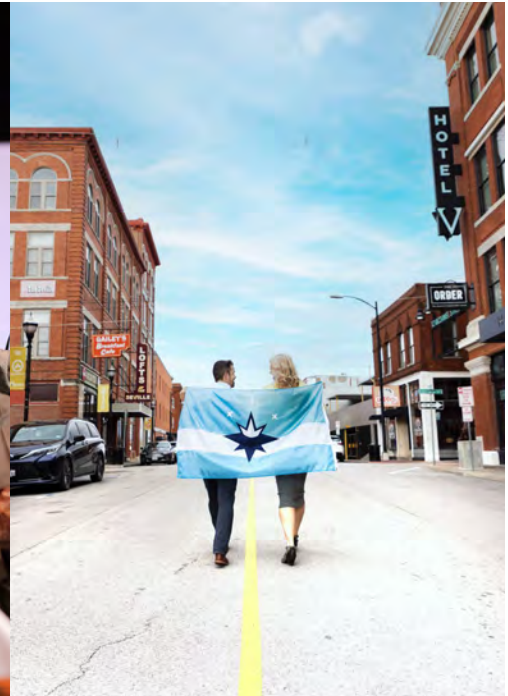
**110,272**  
monthly print  
readers



**75,902**  
social media  
followers



**75,480**  
website & newsletter  
connections



**78% of our readers  
frequently purchase  
from ads seen in  
417 Magazine.**

Sources: 417 CVC Audit 2023, 2022 MSU Marketing Study, CVC estimation



**67%** keep each issue for one month or more



**45%** have a library of *417 Magazines*



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



**42%** have been subscribers for 5+ years



**40%** of all spending in southwest Missouri comes from *417* readers





Sources: 417 CVC Audit 2023, US Bureau of economic analysis

**417 readers have an  
average household  
income of \$198,644.**

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





Sources: 417 CVC Audit 2023, Springfield Area Chamber of Commerce, CVC Buying Intent Calculator, 417 CVC Audit 2021

**417 readers have  
an average  
home value  
of \$801,309.**

*The metro average is \$250,000.*



27% 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



### Age

35-44	25%
45-54	22%
55+	39%

### Lifestyle

Have school aged children	60%
Attend charitable events	75%
Business owners or senior-level managers	75%

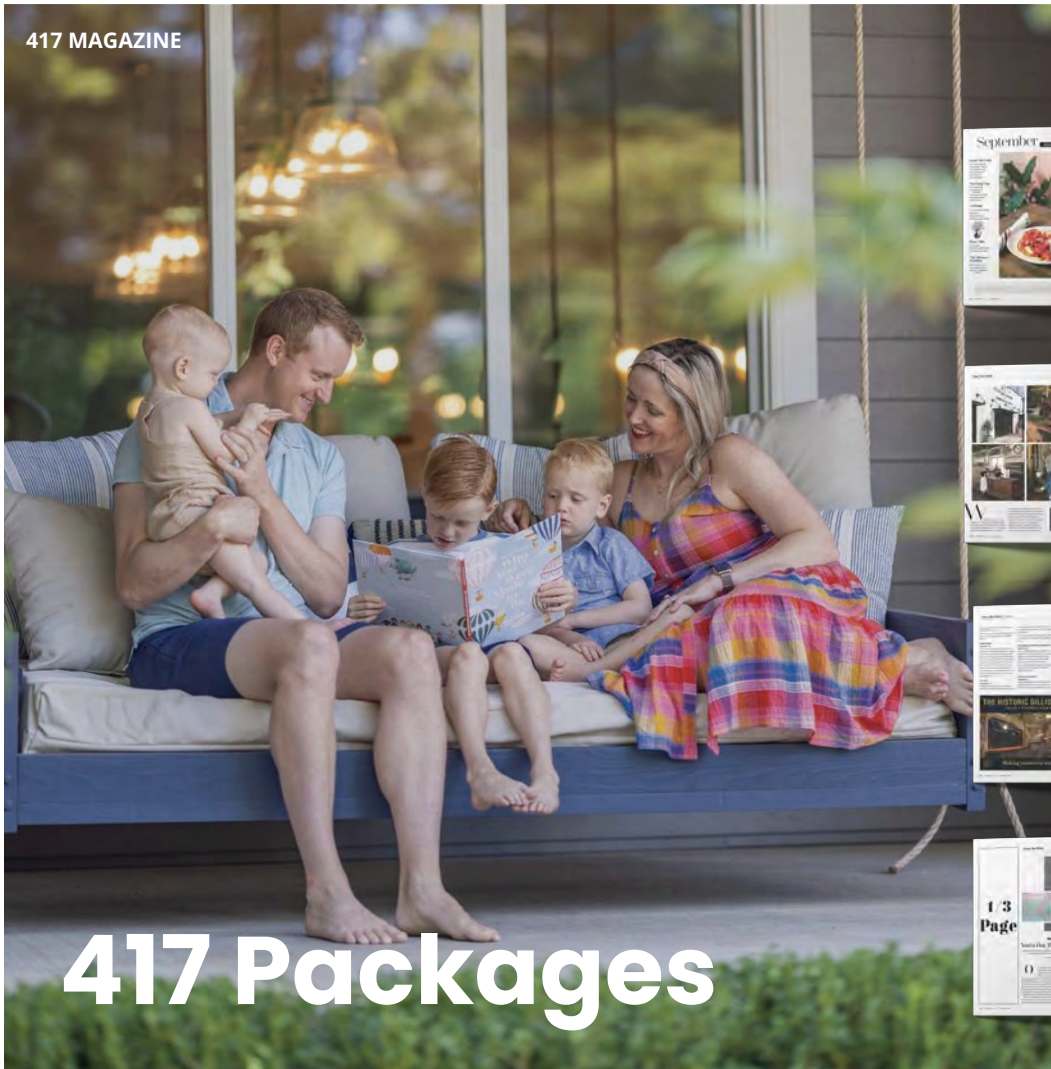
### Gender

Female	62%
Male	38%
Household purchase decisions made by females	84%



# 417 Magazine Editorial Calendar

		SPACE CLOSE	ADS DUE	IN HOMES
<b>JAN</b>	<b>LIVE WELL</b> <b>Special Sections:</b> Faces of 417-land <b>Events/Promos:</b> Faces of 417-land Celebration, New Year, New You Bundle	<b>NOV. 8</b>	<b>NOV. 18</b>	<b>JAN. 2</b>
<b>FEB</b>	<b>BEST OF 417</b> <b>Special Sections:</b> Encore, Residential Pros to Know, The Plate <b>Events/Promos:</b> Best of 417 Dining Bundle	<b>NOV. 29</b>	<b>DEC. 19</b>	<b>JAN. 30</b>
<b>MAR</b>	<b>THE SOUND OF THE CITY</b> <b>Special Sections:</b> Branson Guide, Kids Camps	<b>JAN. 10</b>	<b>JAN. 23</b>	<b>FEB. 26</b>
<b>APR</b>	<b>EAT THE WORLD</b> <b>Second Feature:</b> Best Dentists <b>Special Sections:</b> Dentist Profiles, Let's Go: Regional Travel Guide	<b>FEB. 7</b>	<b>FEB. 23</b>	<b>MAR. 26</b>
<b>MAY</b>	<b>CYCLE THE OZARKS</b> <b>Special Sections:</b> Encore, Women's Health <b>Events/Promos:</b> Yes Day Experience	<b>MAR. 14</b>	<b>MAR. 25</b>	<b>APR. 30</b>
<b>JUN</b>	<b>SUMMER ON ROUTE 66</b> <b>Special Sections:</b> Best Self, Branson Guide	<b>APR. 11</b>	<b>APR. 25</b>	<b>MAY 30</b>
<b>JUL</b>	<b>TOP DOCTORS</b> <b>Special Sections:</b> First Rate Physicians	<b>MAY 9</b>	<b>MAY 25</b>	<b>JUN. 25</b>
<b>AUG</b>	<b>STARGAZING IN THE OZARKS</b> <b>Special Sections:</b> Branson Guide, Residential Pros to Know	<b>JUN. 6</b>	<b>JUN. 25</b>	<b>JUL. 30</b>
<b>SEP</b>	<b>GUIDE TO SUSHI</b> <b>Special Sections:</b> Let's Go: Regional Travel Guide, Financial Advisors, The Plate	<b>JUL. 11</b>	<b>JUL. 26</b>	<b>AUG. 27</b>
<b>OCT</b>	<b>LIVE YOUR BEST FALL LIFE</b> <b>Special Sections:</b> Cancer Care, Best Self <b>Events/Promos:</b> Best of 417 Voting	<b>AUG. 8</b>	<b>AUG. 25</b>	<b>SEP. 24</b>
<b>NOV</b>	<b>SANDWICHES WE LOVE</b> <b>Special Sections:</b> Cosmetic Surgery, Branson Guide <b>Events/Promos:</b> Great Dates Bundle	<b>SEP. 12</b>	<b>SEP. 25</b>	<b>OCT. 29</b>
<b>DEC</b>	<b>THE PETS ISSUE</b> <b>Second Feature:</b> Best Lawyers <b>Special Sections:</b> Attorney Profiles, Giving Back	<b>OCT.10</b>	<b>OCT. 18</b>	<b>NOV. 26</b>



# 417 Packages

**12x**  
Monthly Rates

**6x**  
Monthly Rates



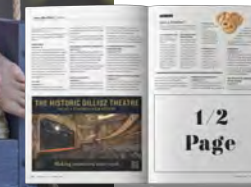
**\$2,809**  
\$33,708 annually

**\$3,165**  
\$18,990 annually



**\$2,387**  
\$28,644 annually

**\$2,690**  
\$16,140 annually



**\$1,707**  
\$20,484 annually

**\$1,932**  
\$11,592 annually



**\$1,362**  
\$16,344 annually

**\$1,535**  
\$9,210 annually

## All advertisers receive



Ad design, copywriting  
and photography



Two ad upgrades for  
12x advertiser



One ad upgrade for  
6x advertiser



Enhanced Directory  
Listing



Web Impression  
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.

Every month,  
174,855 audience  
members engage  
with us through our  
digital platforms.



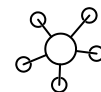
417mag.com organically  
ranks number one with  
**1,300 keywords** in Google  
search.



There are **8,400 searches**  
for "417" each month.



We have **64,126 monthly  
website users**.



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



# 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.



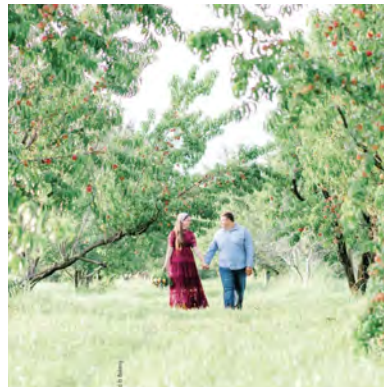
*Food & Drink*



*Local Events*



*Outdoors*



*Travel*



*Style*



*Business*



*Family*

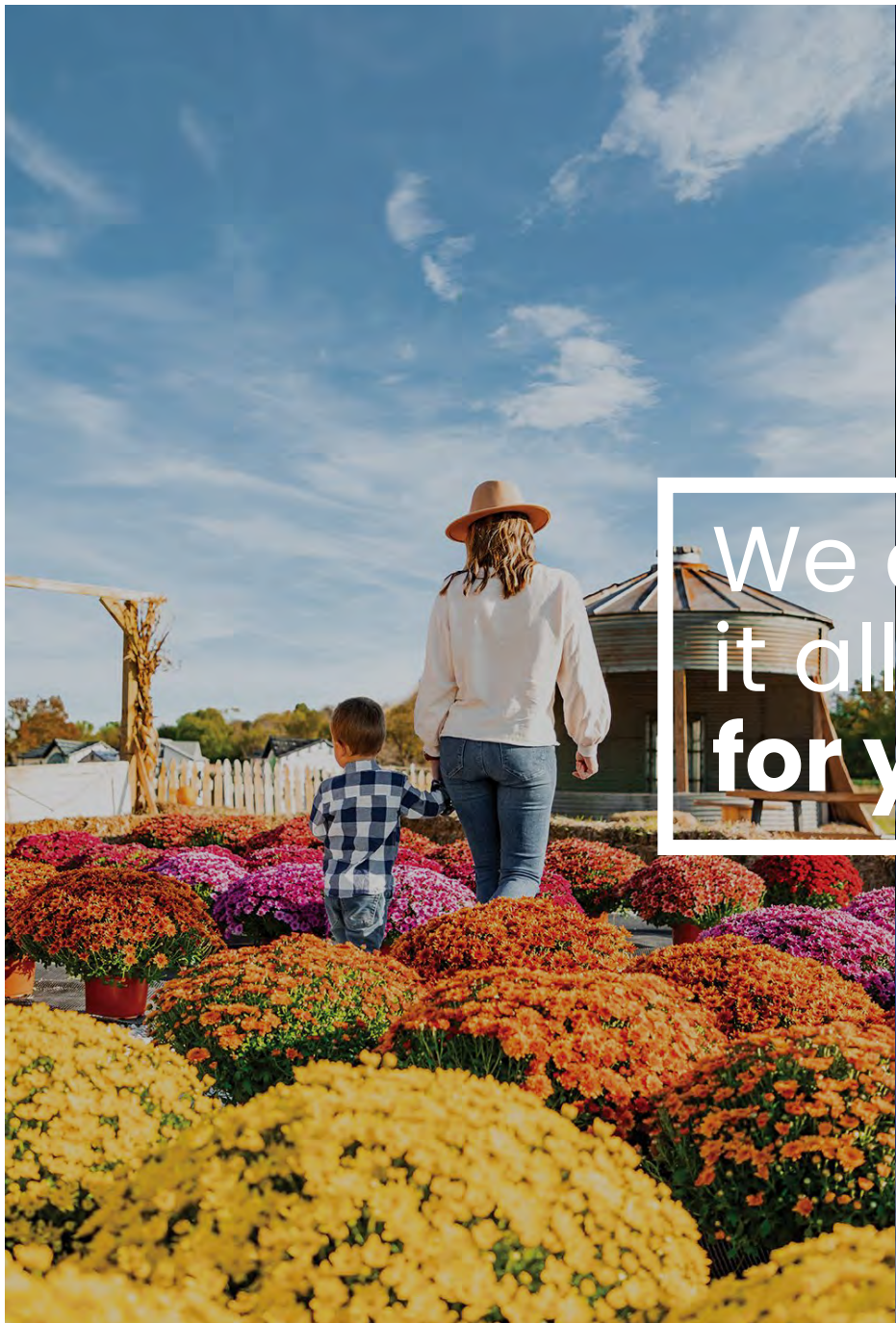


*Home & Design*



*Giving Back*





We do  
it all  
for you.

