



2023

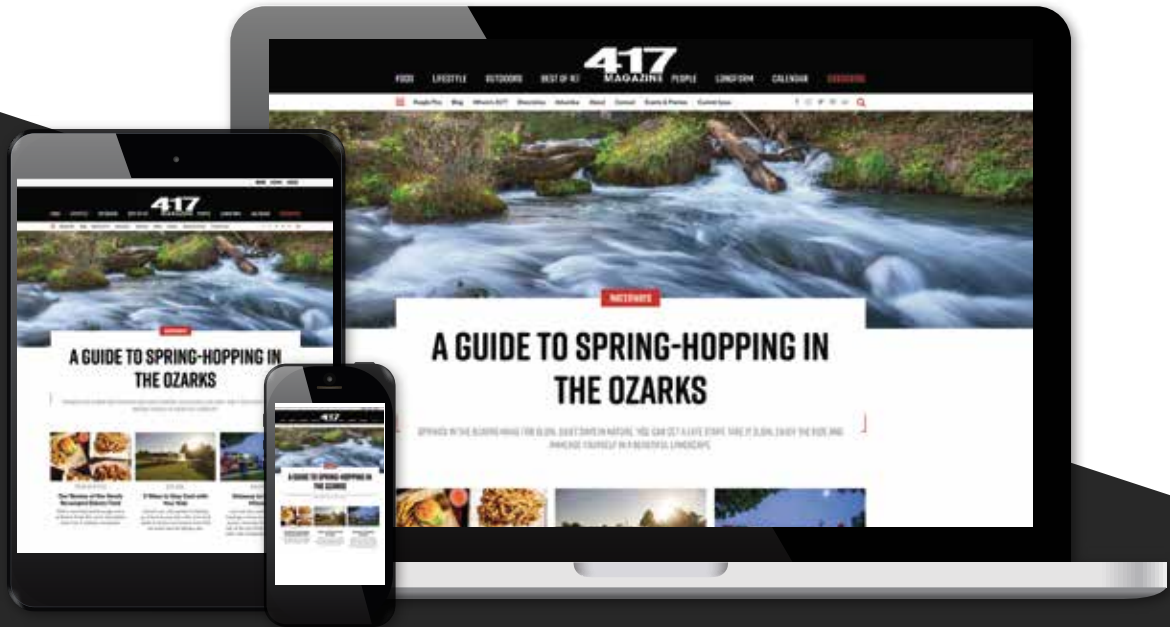
DIGITAL MEDIA KIT

417
MAGAZINE



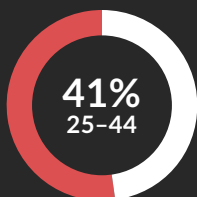
REACH MORE READERS ON 417MAG.COM

Find the right audience at the right time on 417mag.com. Monthly, more than 63,000 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.

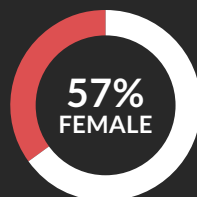


MEET OUR DIGITAL AUDIENCE

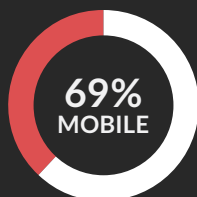
AGE



GENDER



TRAFFIC



INTERESTS



FOOD + DINING



LIFESTYLE



SHOPPING

TAP INTO 417MAG.COM'S LOYAL DIGITAL AUDIENCE

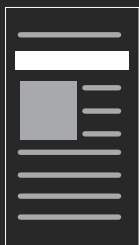
DIGITAL AUDIENCE

Average monthly pageviews.....	118,436	Organic search traffic.....	73%
Average monthly users	63,370	Direct traffic	9%
Social media followers	75,649	Email traffic.....	7%

WEB ADVERTISING & SPONSORSHIPS



Homepage \$1,090/mo
417 Blog \$960/mo
People Pics \$960/mo
Longform \$635/mo
Outdoors \$635/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.

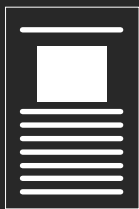
STARTING AT: \$1,092



Web Ad Campaign

Represent your brand next to our highly sought after content with a run-of-site impression campaign. *Min. 2,000 impressions*

\$50/MONTH



Global Directory Listing

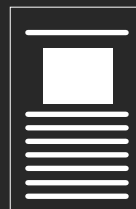
A special online directory where visitors can find information on the best local resources. Boosts your SEO.

Include multiple photos, a map and video for \$50

\$54/MONTH

\$540/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.

\$1,650/PIECE



Digital Edition Sponsorship

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

\$1,090/ISSUE



Branded Content

See separate spec sheet for details

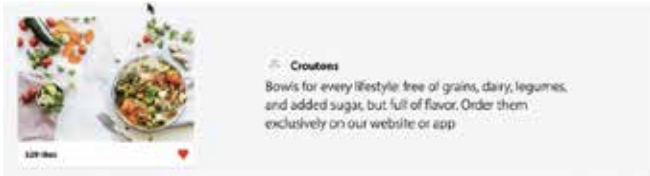
Tell your brand's story in your own words through a sponsored blog post that functions as advertising.

\$2,190/PIECE

**some stories may be sponsored and not included*

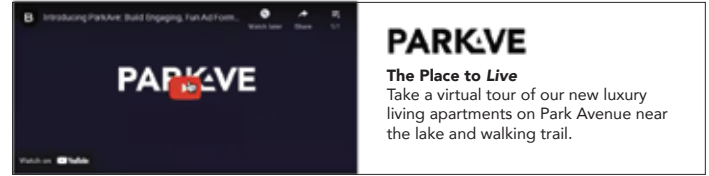
PREMIUM ADVERTISING OPPORTUNITIES

3-5X HIGHER CLICK RATE



Instant Instagram & Instant Facebook

Showcase your most recent social media post in an attractive photo-style ad format. This ad automatically pulls the latest post from your Instagram or Facebook feed and collects likes on our website continuously.



Video Feature

Have a marketing video that you'd like to display? Embed a YouTube™ or Vimeo video as an advertisement, with an optional message next to the embedded video. This can be updated up to once per month.

NON-ADVERTISERS

\$3,000/YR

ADVERTISERS

\$2,400/YR

UPGRADE: \$1,800

2,000
IMPRESSIONS/MONTH

CONNECT WITH OUR EMAIL AUDIENCE

417 E-NEWSLETTERS

Table Talk (every Tuesday)

8,800 subscribers
10% average click rate
75% female audience

Datebook (every Thursday)

9,200 subscribers
5% average click rate
73% female audience

Biz Break (every Monday)

2,600 subscribers
4% average click rate
69% female audience

INDUSTRY
AVERAGE
CLICK RATE
2.72%

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.

\$280 EACH



417 Selects E-Blast

600 px wide | 1024 px max height
Send an exclusive offer or announcement to a highly curated audience.

\$555-\$1,340



Hot New Listing

Show off your hottest properties to 417's affluent e-newsletter readers. Your listing will receive additional traffic and interest while showcasing your unique Realtor® brand.

\$335