



# DIGITAL MEDIA KIT

**417**  
MAGAZINE

EVERY MONTH, WE CONNECT WITH  
**151,382**

ACTIVE AND ENGAGED AUDIENCE MEMBERS DIGITALLY

Our Premium Digital Solutions help you connect with the right audience at the right time. Our monthly, loyal digital audience visits our online properties to find what's best and what's next in local food, drink, events, outdoor adventures and more while interacting with high-impact advertising campaigns.



417MAG.COM ORGANICALLY OWNS **1,300** KEY WORDS IN GOOGLE SEARCH  
**8,400** SEARCHES FOR "417" EACH MONTH

OUR CONTENT-RICH WEBSITE SERVES THE ANSWERS OUR AUDIENCE IS LOOKING FOR

AVERAGE WEBSITE USERS

**64,126**

SOCIAL MEDIA REACH

**75,902**

E-NEWSLETTER SUBSCRIBERS

**54,586**

AVERAGE OPEN RATE

**20.8%**

### TOP AUDIENCE INTERESTS

**77%**  
ARE 45+

FOOD + DRINK

**74.7%**

OUTDOORS

**64.4%**

LIVE EVENTS

**57.4%**

SPECIAL OFFERS

**51.9%**

# AUDIENCE EXTENSION PREMIUM SOLUTIONS

## EMAIL



### SELECTS

An email that allows you to communicate with our highly curated audience.

**STARTING AT: \$650**



### NEWSLETTERS

Weekly, 417 Magazine sends newsletters focused on food, events and business that include advertising opportunities.

**STARTING AT: \$300/WEEK**



### NEWSLETTER SPONSORED CONTENT

Promote your business event or promotion in weekly newsletters.

**PRICE: \$310**

## 417MAG.COM



### EDITORIAL SPONSORSHIPS

Promote your business alongside specific pieces of highly trafficked content on 417mag.com.

**STARTING AT: \$1,200**



### DISPLAY ADVERTISING

Digital ads displayed throughout the website.

**PRICE: \$235**



### DIGITAL EDITION SPONSORSHIPS

Feature your brand on each digital edition sent to our subscribers via email each month.

**PRICE: \$1,225 EACH**



### DIGITAL GALLERIES

Promote your business with a spotlight module placed on highly trafficked content on 417mag.com.

**STARTING AT: \$95/MONTH**



### PROGRAMMATIC AUDIENCE EXTENSION

417 programmatic advertising includes proprietary lists that provide very exclusive targeting options including: 417 Magazine subscribers, premium audiences and custom luxury lists curated exclusively for 417 Magazine.

**STARTING AT: \$1,000/MONTH**

## PROMOTION



### BUNDLES & EXPERIENCES

Gain exposure for your business and build your email database.

**PRICE: \$1,200**



### NATIVE/BRANDED CONTENT

Promote your story on our homepage through native and branded content. This type of advertising follows the editorial content our readers' want to know.

**STARTING AT: \$2,200**



### PREMIUM AD UNITS

Instant Instagram & Instant Facebook Video Feature

**STARTING AT: \$2,016**

# REACH OUR PREMIUM AUDIENCE WITH PROGRAMMATIC AUDIENCE EXTENSION

Over 25 years 417 Magazine has built a direct relationship with our audience and you can now connect with that audience digitally on 417mag.com and throughout their internet journey on other sites.

417 programmatic advertising customizes proprietary lists that provide very exclusive targeting options including: 417 Magazine subscribers, premium audiences and custom luxury lists curated exclusively for 417 Magazine.

PROGRAMMATIC AUDIENCE EXTENSION 6 or 12 months	
IMPRESSIONS	RATE
250K/Month	\$4,000/Month
120K/Month	\$1,920/Month
62.5K/Month	\$1,000/Month

## CURATED INTEREST GROUPS



### BUSINESS

Let us curate the perfect business audience for you!



### FAMILY

60% of our readers have children at home



### FOOD + DRINK

417 readers plan to spend **\$400,287,360** on dining and entertainment in the next 12 months  
55% of our readers eat out 1-2 times per week



### TRAVEL

Our audience loves to travel! Next year **68%** are planning a weekend trip next year  
417 readers plan to spend **\$24,035,830** on vacation and travel in the next 12 months



### STYLE

The readers of 417 Magazine plan to spend **\$57,530,626** in apparel in the next 12 months



### LOCAL EVENTS

417 readers plan to spend **\$400,287,360** on dining and entertainment in the next 12 months



### OUTDOORS

417 readers plan to spend **\$14,217,851** on lawn and garden in the next 12 months  
64.4% of our digital audience is interested in the outdoors



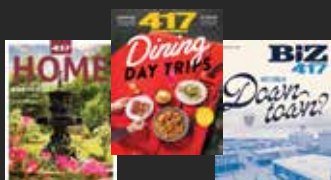
### HOME + DESIGN

Average home value is **\$801,389**  
27% own a second home  
417 readers are responsible for **\$1,381,568,597** in home sales



### GIVING BACK

75% of 417 readers attend charitable events throughout the year



### 417 MAGAZINE PRINT SUBSCRIBERS

40% of all spending in Southwest Missouri comes from 417 Magazine  
78% frequently purchase products of service from ads seen in 417 Magazine



### 417 MAGAZINE FULL DIGITAL AUDIENCE

Though our **194,569** digital connections and powerful SEO ranking, we have a highly curated digital audience