

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.

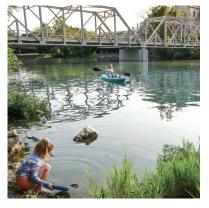
Connect with these highly defined and curated audiences digitally on our websites, through social media and throughout their internet journey on other sites to help them fully enjoy their life in 417-land.



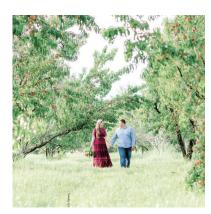
Food & Drink



Local Events



Outdoors



Travel



Style



Business



Family



Home & Design



Giving Back





Extension Video

Bring your static printed profile to life with our 417 Branded Profile Video. This templated video showcases your business through the lens of 417 Magazine's distinct branding and section themes. Perfect for adding a dynamic element to your existing profile, this video seamlessly integrates into our magazine's visual identity, giving your business an engaging and polished presence.

In Studio/Templated Video



Advertiser \$2,025 Non-Advertiser \$2,700

All video shoots must take place on designated production dates.



\$2,500 Advertiser Non-Advertiser \$3,300

Video scheduling is flexible and can be tailored to each client's availability.

On Location/Templated (with B-Roll)

Advertiser	\$3,500
Non-Advertiser	\$5,600











Best Places to Work Winner Video

Celebrate your *Biz 417* Best Places to Work win with a dynamic video extension! Our easy add-on video, recorded at the Best Places to Work event, includes team B-roll footage and an interview with a key executive on event day. This video showcases your business through the lens of *Biz 417*'s distinct branding, enhancing your recognition and providing a polished, engaging video to share your good news.

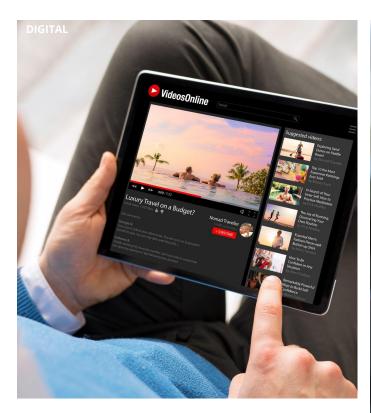
\$2,500* \$300 discount for event sponsors

* Rate decreases to \$2,025 if your interview can take place on designated production date in the month of September.









Signature Storytelling Video

Capture the essence of your business with our Signature Storytelling Video. This customized video experience brings your print profile to life in a more personalized and detailed way. Involving a half or full day of filming, this option highlights the unique story and values of your brand. Our team works closely with you to craft a compelling narrative that resonates with your audience, creating a visually stunning and deeply personal portrayal of what makes your business special.



Half-Day Production and Editing

Advertiser \$3,800 Non-Advertiser \$5,500

Up to four hours on location

On Location/Templated (with B-Roll)

Advertiser \$7,000 Non-Advertiser \$10,000

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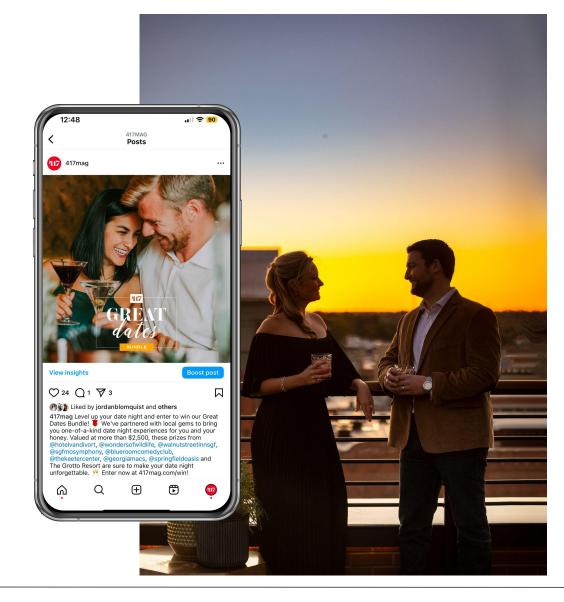
Up to eight hours on location



417 Experiences & Bundles

Leverage the 417 brand to gain exposure for your business and build your email database. For \$800, plus a minimum \$200 prize, you have the opportunity to participate in an experience or bundle that aligns with the season and our online audience's top interests. On average, bundle participants receive more than 800 opt-ins from our active digital audience.

SEE THE CONTENT



Schedule

January: New Year, New You Experience **February:** Best of 417 Dining Bundle

May: Yes Day Experience

November: Great Dates Bundle

Benefits

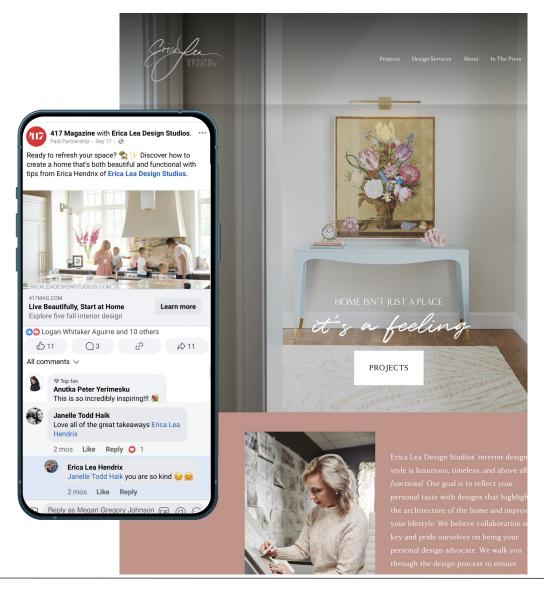
Prize featured on enter-to-win form hosted on 417mag.com Mentioned in our enter-to-win posts on Facebook and Instagram Recognition on targeted enter-to-win emails Build your customer base and contact list immediately



Partner Meta Campaigns

Partner Meta Campaigns are designed to deliver results over a **three-month period** by leveraging the power of our trusted brand, expert audience targeting and established presence on Meta platforms like Facebook and Instagram.

- 417 Brand Lift: Associating with a trusted, established brand enhances client credibility.
- Expert Management: We ensure precise audience targeting, avoiding ineffective placements like Marketplace ads.
- Algorithm Favorability: As a frequent advertiser, 417 is favored by Meta's algorithm, enhancing campaign performance.



Campaign Options

 50,000 impressions
 \$3,140

 75,000 impressions
 \$3,610

 100,000 impressions
 \$4,080

Target audiences by:

Locations Age
Gender Demographics
Interests Behaviors

Metrics reported:

Impressions Clicks CTR (Click Through Rate)



Programs

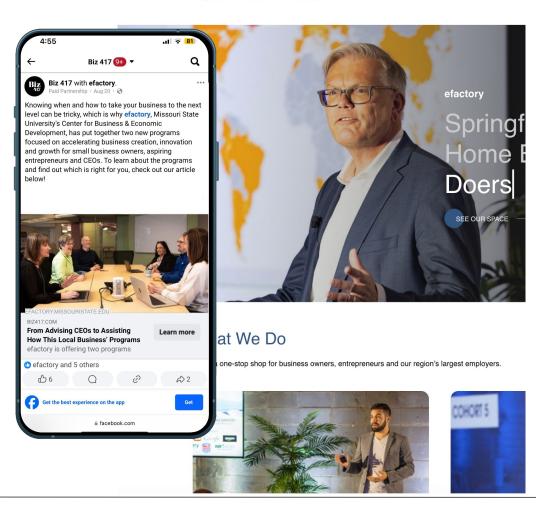
Members

Workspaces

Partner Meta Campaigns

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Campaign Options

 50,000 impressions
 \$3,578

 75,000 impressions
 \$4,266

 100,000 impressions
 \$4,955

Target audiences by:

Locations Age
Gender Demographics
Interests Behaviors

Metrics reported:

Impressions Clicks CTR (Click Through Rate)





Social Buzz Giveaway

Turn our social network into *your* **network.** For \$1,500, plus a minimum \$500 prize, this strategy is designed to increase your social following and drive immediate engagement.

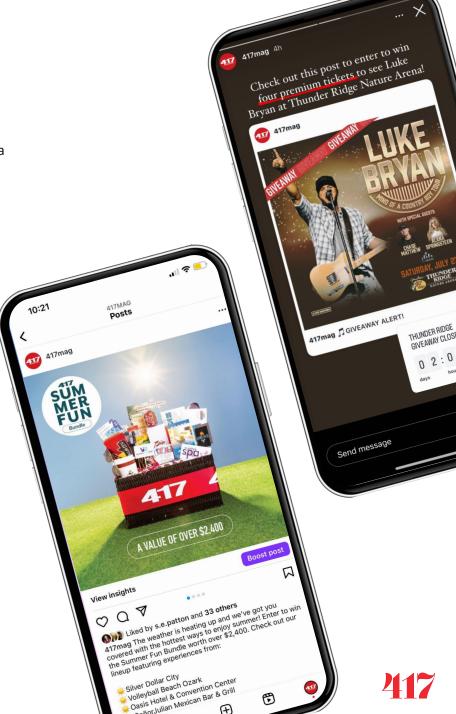
- Branded post tagging your business as a partner
- Our audience is required to follow your business and tag a friend in the comments to enter the giveaway
- The grid post is shared to *417 Magazine*'s Instagram story for added visibility
- Exclusive opportunity only available 1x per month
- Entries are open for three days



Exclusive Branded Bundles

Generate high-quality leads. For \$3,500, plus a minimum \$500 prize, this strategy is designed to expand your client database by gathering targeted email addresses and phone numbers, enabling you to collect valuable contact information from potential customers.

- Call for entries hosted on our website
- Traffic to hosted giveaway page promoted through social media, onsite and in outbound e-newsletters
- Attracts curated leads interested in your business
- Exclusive opportunity only available 7x per year
- Entries are open for two weeks

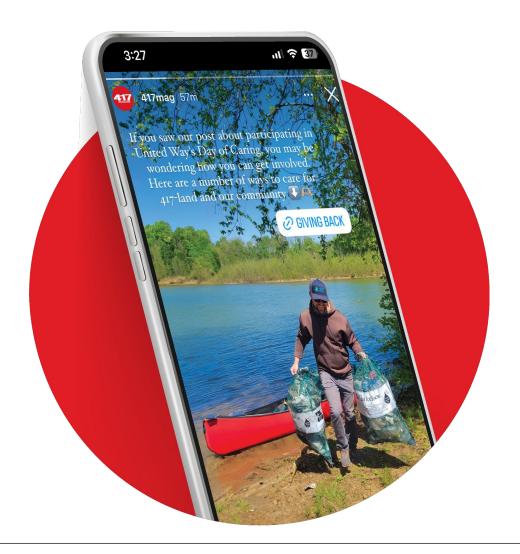


Spotlight Story Announcements

Share relevant and timely updates with our audience through *417 Magazine*'s social media stories. This format captures attention instantly and delivers your message effectively.

Whether it's a product launch, event announcement or special promotion, our Spotlight Story Announcements ensures your news stands out in the fast-paced world of social media. Partner with us to create a compelling story post that not only highlights your announcement but also positions your brand at the forefront of your audience's feed.

\$500 each or \$1,000 for three*





Instagram Reach	Age	
417 Magazine's instagram	25-34	25%
has 21,200 followers	35-44	32%
	45-54	21%
	55+	16%

Top Audience Interests

Food & Drink	75%
Outdoors	64%
_ive Events	58%
Special Offers	52%



Social Media Reel Partnership

Seamlessly integrate your brand into *417 Magazine***'s dynamic social media presence.** By underwriting a reel, your brand will be prominently showcased as a partner, ensuring maximum visibility and engagement.

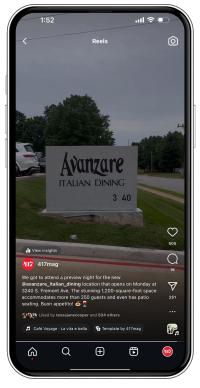
This partnership allows for native integration of your brand within the content, providing an authentic and engaging experience for our audience. Take advantage of this unique opportunity to enhance your brand's reach and connect with our vibrant community through compelling social media storytelling.

\$1,500













Premium Selects

417 Premium Selects is an email blast that allows you to communicate with our highly curated audience of 417 Magazine and Biz 417 readers.

Over time, 417 has built a significant amount of special interest, behavior and demographic data about our audience through a variety of means including event attendance, online behavior, surveys, participation in promotions, contests and e-newsletters—and you can tap into these proprietary lists.

It's an effective tool for reaching potential customers directly in their inboxes with relevant, timely information that is special or unique to them as a 417 audience member.

\$1,500/email
Limited to 1x/week



Digital Edition Sponsorship

Feature your brand in our <u>digital edition e-blast</u>, delivered to 15,000 of our loyal subscribers and engaged digital audience members each month. Enjoy the following benefits:

Early Access Exposure: Your brand appears in the digital edition sent first to print subscribers, giving them a sneak peek before the print issue arrives.

Extended Reach: A second e-blast is sent to our entire database, amplifying your brand's visibility.

Trusted Brand Alignment: Your advertisement is tied directly to our respected magazine, enhancing credibility and engagement with our audience.

Targeted Engagement: Reach a highly attentive and loyal audience eager to explore the latest issue.

\$500/email



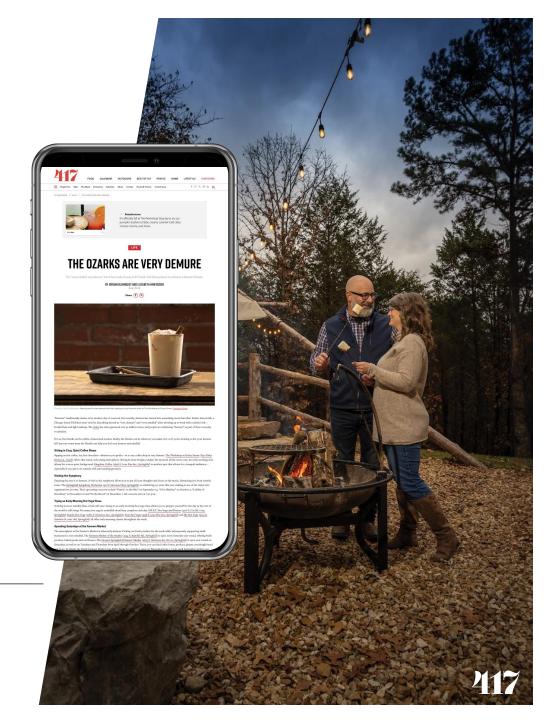
Premium Ad Upgrades

Upgrade your standard display ad to be a premium advertisement showcasing your businesses latest social media posts automatically onto your ad or feature a video from YouTube channel.

Options

- <u>Instant Instagram</u>
- Instant Facebook
- Video Feature

Rates	Outright Purchase	Upgrade
Advertiser	\$2,880	\$2,160
Non-Advertiser	\$3,600	\$2,880



417 Precision Reach

417 Precision Reach is an email blast that allows you to hyper-target your audience where they are most engaged and drive those customers to your website using a layered approach. This targeted email product combines the power of email marketing with digital marketing strategies to reach potential customers directly in their inboxes with relevant, timely information.

\$1,120/email for campaign sends of 40,000

We usually see the below across the board for this service:

View Rates: 10-15% Click Rates: 1-2%

CTVR (click-to-view-rates): 8-15%



Top Categories

Arts / Entertainment Automotive Banking / Credit Unions Casinos Education Grocery / Supermarkets Health and Beauty Health / Fitness Clubs Healthcare Holiday Marketing Home Improvement Hospitality Hotels Real Estate / Home Builders Restaurants Retail Technology Tourism Travel



Datebook E-Newsletter

Every Thursday, Datebook features the top local events, live music, food experiences and can't-miss activities alongside impactful digital advertising.

- **Enhanced Perception:** Perception of your brand is enhanced when it's associated with respected editorial content, aligning it with the quality and values of the 417 brand.
- Loyal Audience: Datebook has 19,000+ loyal subscribers who consistently engage with the content. This built-in audience can provide a steady and reliable stream of potential customers.

Rates | 1x | Frequency
Presenting Sponsor | \$550/week | \$500/week | \$300/week | \$300/week | \$300/week |



Table Talk E-Newsletter

Every Tuesday, *417 Magazine*'s award-winning Table Talk features the best places to eat, local restaurants and bar news, recipes, foodie events and more alongside impactful digital advertising.

- Enhanced Perception: Perception of your brand is enhanced when it's associated with respected editorial content, aligning it with the quality and values of the 417 brand.
- Loyal Audience: Table Talk has 12,000+ loyal subscribers who consistently engage with the content. This built-in audience can provide a steady and reliable stream of potential customers.

SEE THE CONTENT

July 16, 2024 PRESENTED BY If you count your summer days based on the school calendar, we've passed the halfway point. That means it's a good idea to start really savoring these days if you naven't been already. Speaking of savoring, there are several delicious ways to do o this week. Life moves a little slower with a good beverage in hand, and eating out pretty much buys you back the time you'd spend making a meal and doing dishes. It's a win-win. I've rounded up two special reasons to enjoy a cold adult beverage this week, some exciting news from Andy's Frozen Custard and a brunch menu Hip, Hip, Horray for Rosé Day! → Award-Winning Brews → A New Citrusy Sweet Treat from Andy's -

Rates1xFrequencyPresenting Sponsor\$450/week\$400/weekSponsored Content\$350/week\$300/week

Biz Break E-Newsletter

Every Monday, Biz Break features what to know and where to go to win the week alongside impactful digital advertising.

- Enhanced Perception: Perception of your brand is enhanced when it's associated with respected editorial content, aligning it with the quality and values of the 417 brand.
- Loyal Audience: Biz Break has 4,000+ business-minded subscribers who consistently engage with the content. This built-in audience can provide a steady and reliable stream of potential customers.

SEE THE CONTENT



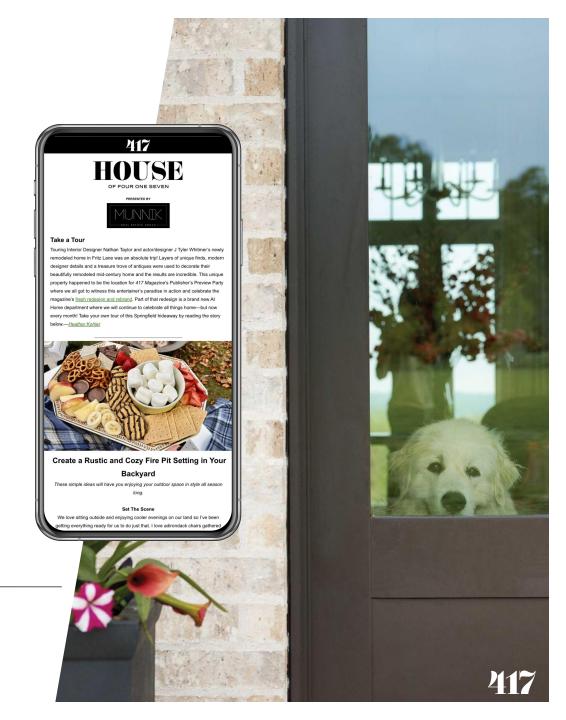
Rates1xFrequencyPresenting Sponsor\$350/week\$300/weekSponsored Content\$350/week\$300/week

House of 417 E-Newsletter

House of 417 is your monthly passport, delivered the third Wednesday of the month, to inspired living alongside impactful digital advertising opportunities.

- Enhanced Perception: Perception of your brand is enhanced when it's associated with respected editorial content, aligning it with the quality and values of the 417 brand.
- Loyal Audience: House of 417 has 6,700+ home enthusiasts who consistently engage with the content. This built-in audience can provide a steady and reliable stream of potential customers.

SEE THE CONTENT

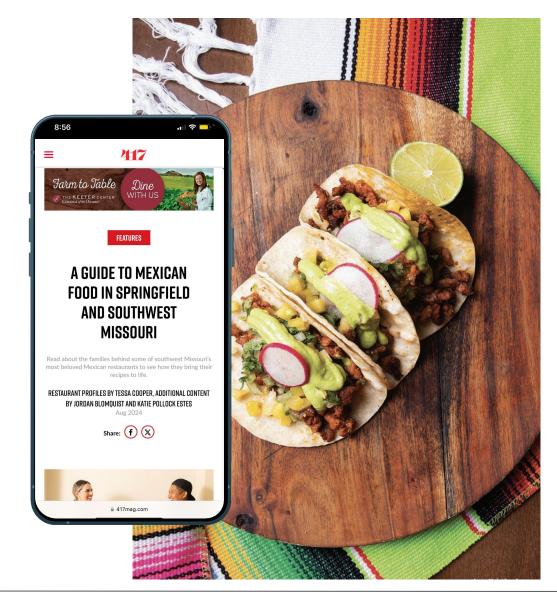


Rates1xFrequencyPresenting Sponsor\$575/mo\$525/moSponsored Content\$350/mo\$300/mo

Editorial Sponsorships

Our most popular content connects with readers year-round, far beyond the pages of a single magazine issue. 417mag.com attracts a highly engaged audience from 417-land and beyond, seeking inspiration for everything from outdoor adventures to holiday getaways.

\$2,250/share



By partnering with us, your brand gains access to these dedicated niche audiences through our diverse content pillars:

Activities & Things to Do (5) **SOLD**Best of 417 (1) **SOLD**Foodies (9) **THREE AVAILABLE**Get Outside! (4) **SOLD**

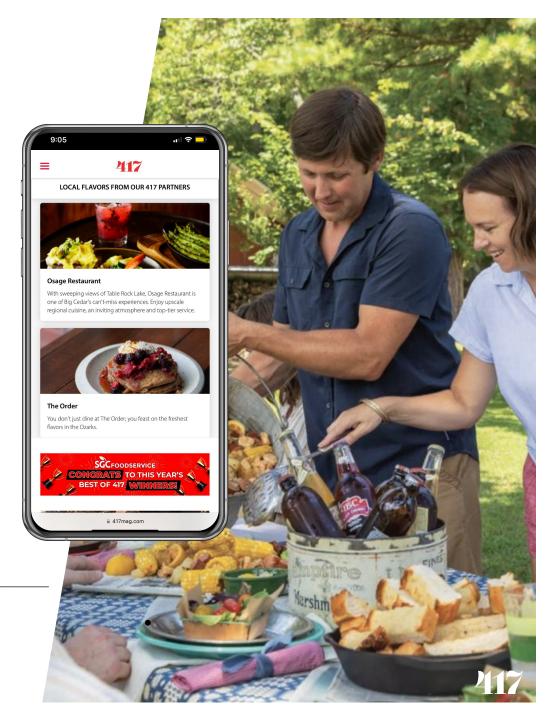
Healthy Living (1) **SOLD**Home Living (1)* **ONE AVAILABLE**Travel (3) **ONE AVAILABLE**

Digital Galleries

Digital Galleries are placed with highly trafficked, relevant content showcased on 417mag.com, giving you invaluable access to our highly engaged digital audience and a link to your website or social media.

Available gallery themes:

- Local Flavor*
- <u>Live Entertainment</u>*
- <u>Let's Go:</u> <u>Regional Travel Gallery</u>
- Residential Pros to Know
- <u>Luxe Listings/</u>
 <u>Realtor Spotlight</u>
- First Rate Physicians



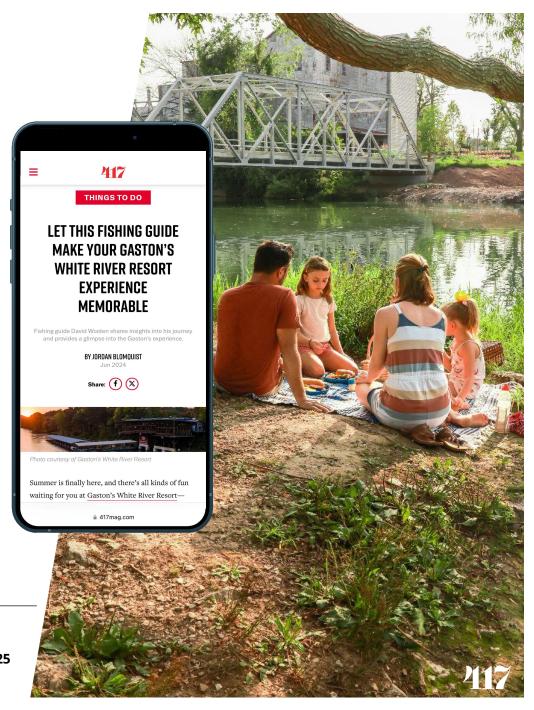
Branded Content

Align your brand with our readers' interests through branded content. This type of advertising follows our editorial style but functions as—and is labeled as—advertising. Its purpose is to align your brand's values with our readers' interests.

Branded content benefits:

- A dedicated 500-word article with lasting online presence.
- Promoted on our homepage, social media channels and in enewsletters.
- Featured on 417mag.com or biz417.com, boosting SEO and providing high exposure.
- Includes images, video placement, logo, backlinks and a shareable "as seen on 417mag.com" badge.

Example 1, Example 2, Example 3



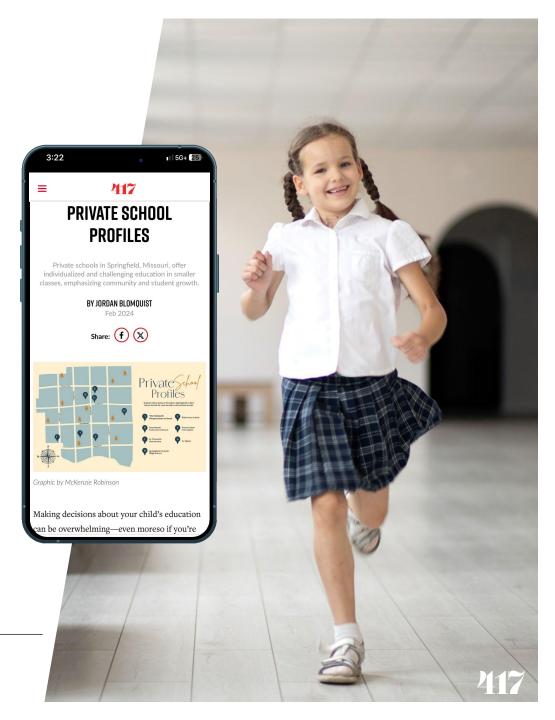
Rates

3x: **\$2,975** Two Articles: **\$3,275** Single Article: **\$3,725**

Private School Profile

Tell your school's story with a dedicated article published February 1 on 417mag.com featuring private schools and alternative learning solutions in 417-land. This branded blog post serves as an advertising platform and is also promoted to our audience through a dedicated eblast and a targeted push on social media.

SEE THE CONTENT



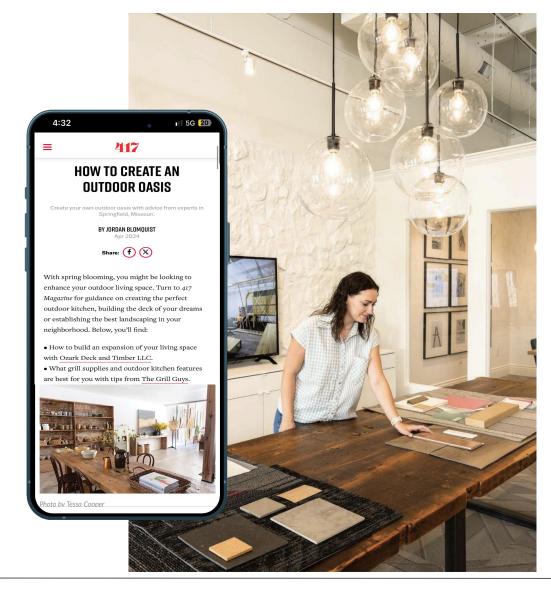
\$2,040

417 Living

Digital Native Content Article Series

Our team of experts crafts these original articles, leveraging their deep understanding of topics that engage our readers. They are prominently featured on the homepage of 417mag.com, along with other relevant verticals within the website, ensuring significant visibility. This association also enhances your SEO credibility through your connection with 417mag.com. Furthermore, we actively promote these articles through paid social and in our House of 417 e-newsletter, and they remain accessible online for a full year.

SEE THE CONTENT



Article Rates		Presenting Sponsorship Rates	
3x	\$1,325	1x	\$1,655
Two Articles	\$1,450	3x	\$1,325
Single Article	\$1,650	6x	\$1,100

Schedule

May 2025: Women's Health June 2025: <u>Outdoor Living</u> August 2025: <u>Home Glow Up</u> November 2025: Hosting Like a Pro



417 Event & Wedding Resource Insider

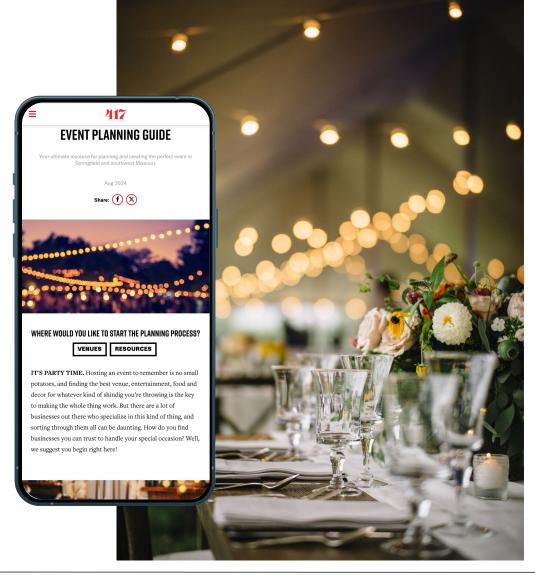
Digital Native Content Article Series

Our team of experts crafts original articles that resonate with couples planning weddings and businesses organizing corporate events. Each article, whether focused on stunning real weddings or successful corporate events, is anchored by our highly desired and extremely useful venue directory. Every client receives a dedicated listing, complete with a gallery of images to showcase their space in action.

These articles are prominently featured on the homepage of 417mag.com, as well as other relevant sections of our site, maximizing visibility. In addition, the association with 417mag.com enhances your SEO credibility. To further extend reach, we actively promote the articles through paid social media and in our House of 417 e-newsletter. Each article remains accessible online for a full year, offering long-lasting exposure for your venue.

DECEMBER: Top Wedding Resources

SEPTEMBER: Top Corporate Event Resources



Rates
Premier Placement 12 photos, 350 words
Feature Spotlight 8 photos, 200 words
Snapshot Section 4 photos, 100 words

lx	2x
\$5,151	\$4,512
\$2,731	\$2,334
\$1,944	\$1,626

Eblast Inclusion
\
\
< /

Pinterest Share
Inclusion
/



Announcement Reel Inclusion



Share of site display ads





Curated Digital Audience Programmatic

The Right Message. To the Right Person. At the Right Time.

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

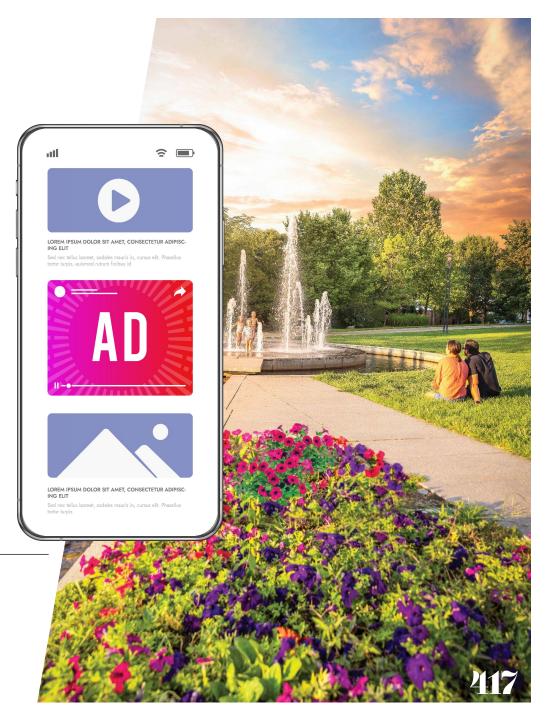
Curated Interest Groups:

- Business
- Family
- Food & Drink
- Giving Back
- Home & Design
- Local Events
- Outdoors
- Style
- Travel

Programmatic Audience Extension

(6 or 12 months)

Impressions	Rate
250k/mo	\$4,000/mo
120k/mo	\$1,920/mo
62.5k/mo	\$1,000/mo



Programmatic Advertising

Using specific targeting strategies, these ads are delivered to "the rest of the internet" through a network of ad exchanges.

- Deliver your ads to an interested audience who have recently consumed related content on the internet.
- Reach everyone in a specific area where potential customers will be.
- Reach people within a certain geographic area (cities/states/zips/radius).
- Reach an audience that has searched for certain keywords/phrases specific to your business, outside of search engines.
- Reach people who have recently visited your website.

Programmatic Advertising

(6 or 12 months)

Impressions	Rate
250k/mo	\$3,000/mo
120k/mo	\$1,440/mo
62.5k/mo	\$750/mo



Listings Management + Reputation Monitoring

Improve the performance of your online listings by using our tool to complete recommended optimizations. Ensure the accuracy of your business information with data distribution across a network of search engines, maps channels, data aggregators, navigation systems and industry vertical sites.

Why is Listing Management important for your business?

- Increases search visibility
- Improves reputation
- Lifts SEO
- Builds brand and trust

\$199/month
Minimum 12-month commitment



