

# svpn

SUN VALLEY PROPERTY NEWS



## WHY SVPN IS THE MAGAZINE TO ADVERTISE IN:

7,500 DISTRIBUTED EVERY MONTH

Whether you are advertising for an event, a retail store, restaurant, or real estate, it's important to have a publication that keeps up with changing trends. By advertising monthly in **SVPN**, you can keep your advertising message fresh and relevant while keeping your costs down. **SVPN** is an award-winning lifestyle magazine with the best advertising rates in town.

### LIFESTYLE

With award-winning photography, art design, and editorial, **SVPN** showcases the best reasons to live in and visit Sun Valley. **SVPN** is uniquely owned via a business model that supports and promotes the economy and local people, trends and events.

### REAL ESTATE

**SVPN** is the market leader in real estate. Our unrivaled expertise keeps up with a property market that is constantly changing, and our editorial features reflect trend shifts in the market. With over 90% market share of the property advertising market in **SVPN** and 100% of properties listed for sale in the area via [www.sunvalleypropertynews.com](http://www.sunvalleypropertynews.com) we've got you covered.

### EXCELLENT DISTRIBUTION

**SVPN** distributes 7,500 copies eight times a year in over 200 locations in the Wood River Valley. In addition, 2,000 magazines are mailed to second-home owners, visitors, and readers around the country and world. **SVPN** is available in all Sun Valley Company hotel rooms and lodges, as well as Knob Hill Inn.

## CONTACT:

JUSTIN WILLIAMS

Office: (208) 928-7797

Cell: (208) 720-2142

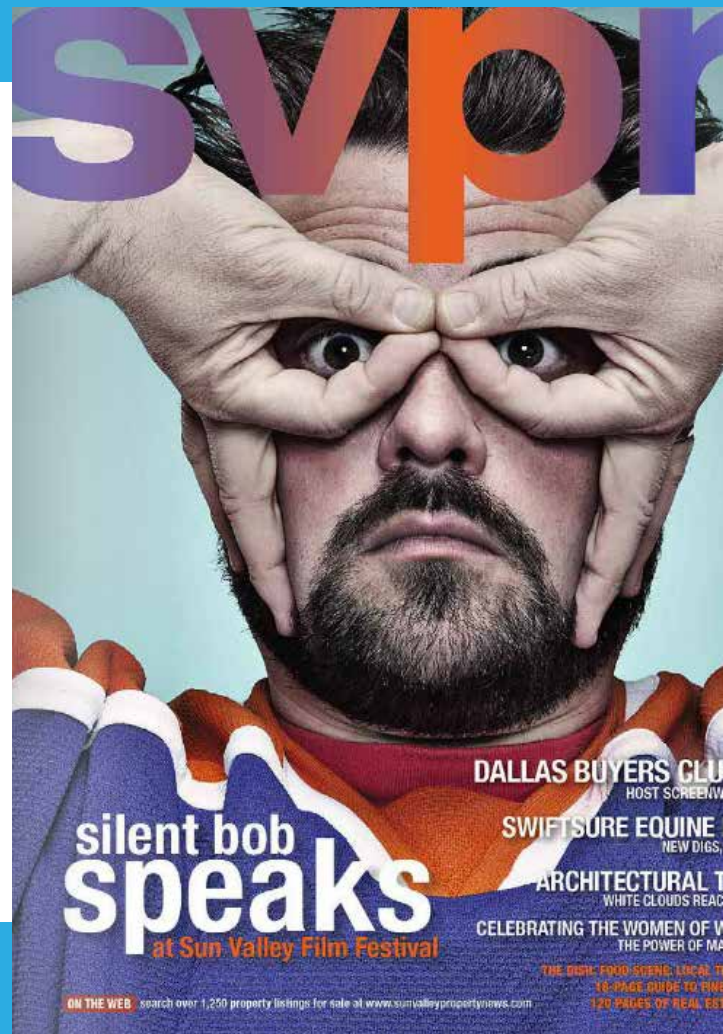
[justin@sunvalleypropertynews.com](mailto:justin@sunvalleypropertynews.com)



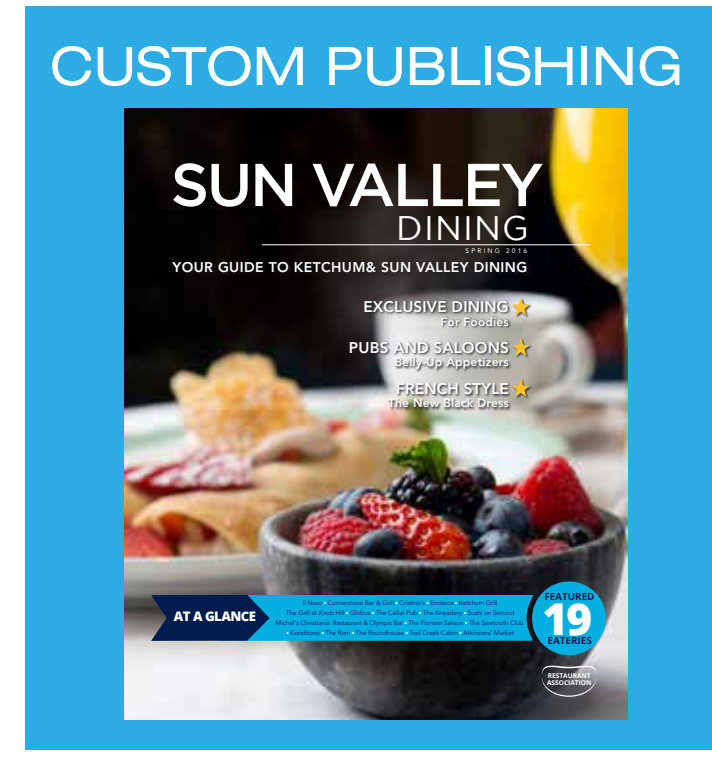
## MISSION

At *SVPN*, we have our fingers on the pulse of what's happening in the Sun Valley area. We offer the valley the only free monthly magazine. Our vibrant stories are fresh, timely and capture the essence of this special community. We celebrate the countless reasons to love, live, and work in this unique resort town. Local or visitor, every time you pick up a copy of *SVPN*, you'll learn something inspiring.

With our team of award-winning writers, photographers, and designers, we offer readers and insider's perspective on the valley's essential property market, arts and entertainment, architectural trends, dining scene, personalities, entrepreneurs, movers and shakers. *SVPN* is the inside track to the Sun Valley area. We create an ideal environment for readers to engage with our advertising messages.



## OUR PRODUCTS







## WHY ADVERTISE IN SVPN

Three reasons why you should advertise with SVPN: Quality • Cost • Coverage!

### QUALITY

We print our luxurious magazine on only the highest quality paper. The cover of SVPN captures our audience, luring our readers to devour the pages, one by one. Our captivating articles keep readers informed and intrigued, often creating dialogue and debate about our ever changing environment. We challenge our readers to explore new trends, support local interests, learn about property markets and meet pioneers for capturing change.

### COST

When compared to other advertising options, SVPN simply offers more for less! Your advertising dollars are effectively reaching your target markets for longer periods of time. Each SVPN reaches the hands of a multitude of readers who keep our magazines proudly displayed on coffee tables, sending a distinct message: "I am in the know about what's happening in the Wood River Valley".

### COVERAGE

We blanket the valley monthly with our abundantly received FREE magazine. Over 7500 copies of SVPN are printed monthly and distributed in every possible convenient locations, over 100 distribution stands. SVPN is also mailed to over 2,000 homes outside our valley. We are also very proud to be available in almost every hotel room in our valley! With over 90% market share of the property advertising market in SVPN and 100% of properties listed for sale in the area via [www.sunvalleypropertynews.com](http://www.sunvalleypropertynews.com), we've got you covered.



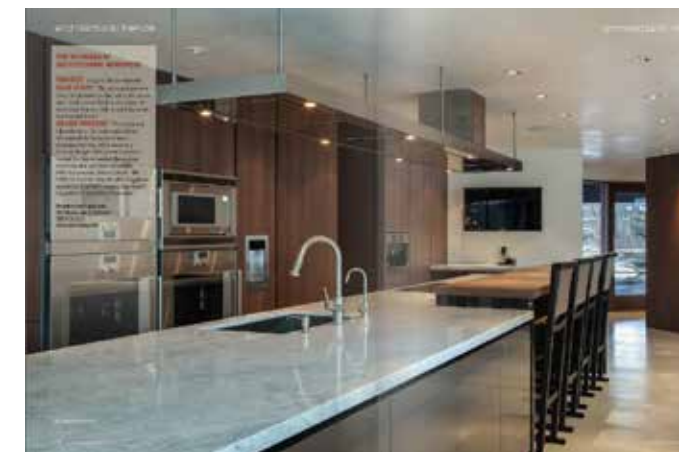
## THE REACH OF SVPN

Average Household Income	\$236,000 plus
Median Income + \$300K	27%
Median Age	49
Male	52%
Female	48%
Married	71%
College Graduate	90%
Own a home in Sun Valley	56%
Own more than one home	22%
Average new home cost	\$2.2 million

Research from SV/Ketchum Chamber and Visitor Bureau

Total Annual Readership: *5 readers/issue	\$375,000
Total Circulation per issue:	7,500, 8 times/yr
Annual Circulation:	75,000
Sun Valley area locals	57%

Even though we publish eight times a year, our readers keep SVPN for months and share with friends and family. They look forward to each issue because the editorial offers the most timely and relevant take on life in the valley. Because we are a free publication, we do not have paid-for subscriptions, but we have free subscriptions sent to addresses in all 50 states, four European countries as well as subscriptions in Asia. The reach of SVPN is far and wide!



# AD DEADLINES:

## SVPN 2015/2016 PRODUCTION & PAYMENT SCHEDULE

ISSUE	JUNE	JULY	AUG	SEPT	OCT/NOV/DEC	JAN	FEB	MAR/APR/MAY
<b>PRODUCTION / PAYMENT DEADLINES</b>								
Advertiser Commitment	4/30	6/3	7/3	8/3	9/7	11/27	1/1	2/4
<b>DEADLINES FOR ADS DESIGNED IN-HOUSE</b>								
Ad Material Due/Final	5/3	6/10	7/10	8/7	9/14	12/7	1/8	2/11
AD Proofs Approved	5/6	6/12	7/15	8/14	9/16	12/9	1/13	2/16
<b>DEADLINES FOR PRINT READY ADS</b>								
AD Proofs Approved	5/6	6/12	7/15	8/14	9/16	12/9	1/13	2/16
<b>PAYMENT DEADLINES</b>								
Early Bird Payment	5/8	6/12	7/17	8/17	9/18	12/4	1/15	2/18
Payment Due	5/22	6/26	7/31	8/28	10/2	12/18	1/29	2/26
<b>MAGAZINE IN HAND DATES</b>								
	5/21	6/30	8/1	8/28	10/3	12/22	2/3	3/3

### HOW TO SUBMIT:

Please submit your complete ad, with all images and fonts attached as a high resolution CMYK pdf to:

**HAYDEN SEDER:**  
[hayden@sunvalleypropertynews.com](mailto:hayden@sunvalleypropertynews.com)

— OR —

**JUSTIN WILLIAMS**  
[justin@sunvalleypropertynews.com](mailto:justin@sunvalleypropertynews.com)

**QUESTIONS?**  
Please call: 208.928.7792

# THE WEBSITE

In addition to an award-winning publication, *SVPN* has a website that has revolutionized property search in Sun Valley. Our MLS search tool allows you to search homes based on price, location, number of bedrooms etc. The site accesses all listings in the Sun Valley area. We also showcase "Featured Properties" and video tours of the best that the Sun Valley real estate market has to offer.

### ARCHIVED ISSUES

Browse through any of our archived issues with our digital e-reader. Stay current with life Sun Valley!

### RESOURCE GUIDE

Our resources section offers a listing of the best real estate agents, builders, and architects, as well as galleries, restaurants, and shops.

### SVPN BLOG

We update our *SVPN* blog weekly and keep up with events, sales, and specials on social media sites.

**We are in the top five websites in the Wood River Valley increasing our visits dramatically monthly! Sponsorship packages starting at \$500 per month. . . There's more!**

## OUR SERVICES

### Marketing and Custom Publishing:

*SVPN* offers a full-service agency to help you make a splash with your marketing. Please contact your sales representative for custom marketing programs.

Our team accomplished of writers, editors, and designers can help you strategize, create and implement effective marketing campaigns using print, web, video and social media.

We can also help enhance your business's print materials.

We can handle your brochure, pamphlets, books, postcards, programs, business cards etc. with our unrivaled team of writers, editors and designers.





## AD SPECS:

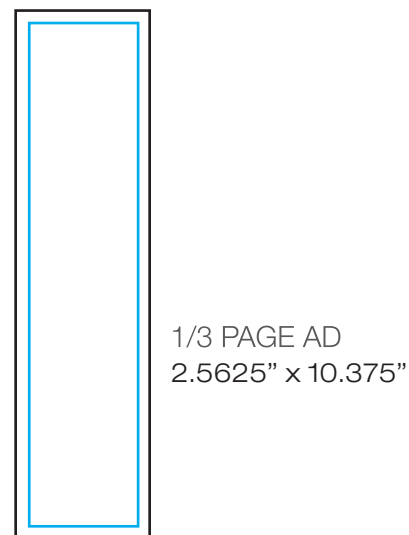
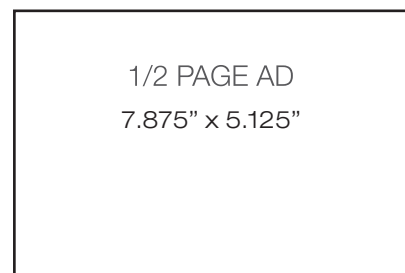
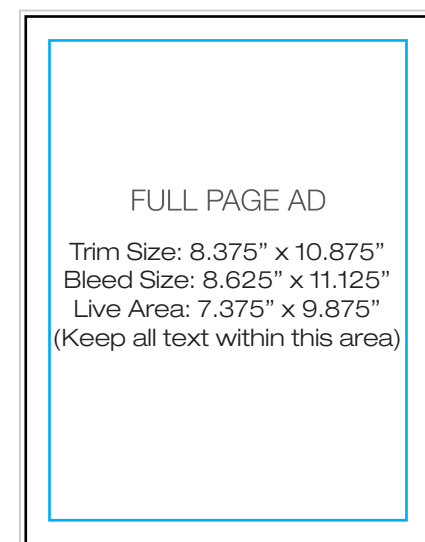
Have your ad designer review the following guidelines prior to sending your ad in order to avoid additional production charges. All materials submitted should be clearly labeled with your company's name. See submittal instructions below:

### FILE FORMATS

SVPN prefers ads to be submitted as final high-res CMYK pdfs. All PDF files must meet PDF/X-1A standards at 300 dots per inch (dpi). Spreads must be submitted as two single page PDF/X-1A files. Link all high-res images and fonts in the native application file before creating the PDF. All fonts must be fully embedded. SVPN will also support files created in the following programs: Adobe In Design, Photoshop or Illustrator. All files should be sent with fonts and images, and NO CROP MARKS. Quark Xpress files will not be accepted.

### DOCUMENT SIZE AND BLEED

Document sizes must be the same as the final trim size: 8.375" x 10.875" for a full page ad. Extend any elements that require a bleed onto the pasteboard for at least .125" beyond trim.



Text area margins are 0.5" from trim.

### IMAGE RESOLUTION

Digital photographs/continuous tone images should be 300 dpi; line art/illustrations should be 1200 dpi. Do not re-sample a file larger than its original size. Note: most images from the web do not meet these specifications.

### IMAGE FORMATS

All major image types are supported. For example, TIFF, JPEG, PSD, PDF, EPS.

### COLOR SPECIFICATIONS

All colors used in the file should be defined as Process CMYK. We will not accept RGB. All RGB files will have to be converted. Do not use spot colors. SVPN will not be responsible for color reproduction.

### SHOPPING AND DINING SECTIONS

For Shopping Guide please provide pictures at least 300 dpi at 100%. Provide us with copy or we can write it for you if you give us the salient details. Copy should include business name, address, phone number and hours of operation.

## AD RATES:

FULL PAGE DISPLAY AD	\$1175*
HALF PAGE DISPLAY AD	\$725
THIRD PAGE AD	\$475
INSIDE FRONT COVER	\$2250
INSIDE BACK COVER	\$1950
OUTSIDE BACK COVER	\$2875

## DESIGN FEES:

DESIGN AND COMPOSING	
FULL PAGE	\$95/hr
HALF PAGE AD	\$49
THIRD PAGE AD	\$33
PROPORTIONAL RESIZE	\$65

\* Special Page Positions add 10%

