

svpn

2021

PROPERTY + LIFE + STYLE + ART + MUSIC + DINING



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svpn MAGAZINE

is the place to see and be seen:

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, we've got you covered.

UNMATCHED DISTRIBUTION

SVPN distributes 7,500 copies eight times a year in over 200 locations in the Wood River Valley. In addition, 1,500 magazines are mailed to second-home owners, visitors, and readers around the country and the world. SVPN is available in all Sun Valley Company hotel rooms and lodges as well as at the Knob Hill Inn.

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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 an insider's perspective on the Valley's essential property market, arts and entertainment, architectural trends, dining scene, personalities, entrepreneurs, and 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.



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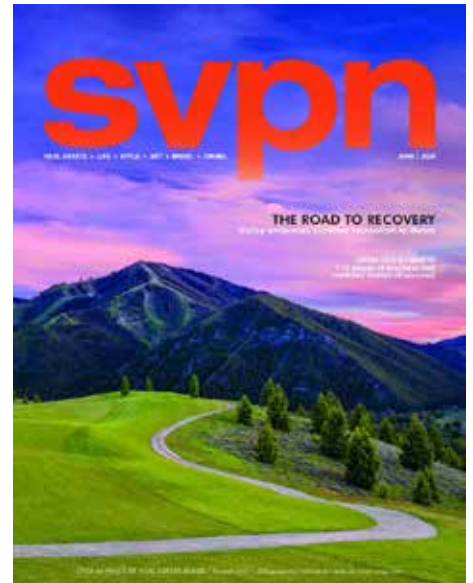
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OUR PRODUCTS



CUSTOM PUBLISHING



CUSTOM ADVERTISING



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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 7,500 copies of *SVPN* are printed monthly and distributed in every possible convenient location, over 100 distribution stands. *SVPN* is also mailed to over 1,500 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.sunvalley-propertynews.com, we've got you covered.

JENNIFER HOSH INTERIOR DESIGN

© Jennifer Hosh Interior Design 2014

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	

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!

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%



DISPLAY ADS :

SVPN 2021

PRODUCTION & PAYMENT SCHEDULE

ISSUE	FEB	MAR/APR/MAY	JUNE	JULY	AUG	SEP	OCT/NOV/DEC	JAN (2022)
PRODUCTION / PAYMENT DEADLINES								
Advertiser Commitment	1/11	2/5	5/10	6/11	7/9	8/9	9/6	11/22
DEADLINES FOR ADS DESIGNED IN-HOUSE								
	1/13	2/15	5/14	6/14	7/14	8/16	9/15	12/6
DEADLINES FOR PRINT READY ADS								
AD Proofs Approved	1/8	2/12	5/10	6/11	7/9	8/13	9/6	12/6
PAYMENT DEADLINES								
Payment Due	1/6	2/15	5/14	6/14	7/14	8/16	9/15	11/22
MAGAZINE IN HAND								
	2/1	3/2	6/1	7/1	7/30	9/1	10/1	12/20

HOW TO SUBMIT:

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

JUSTIN WILLIAMS

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 in 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 among the top five websites in the Wood River Valley and increasing our visits dramatically monthly! Sponsorship packages start 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. Contact us for 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**.

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 0.125" 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 1,200 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

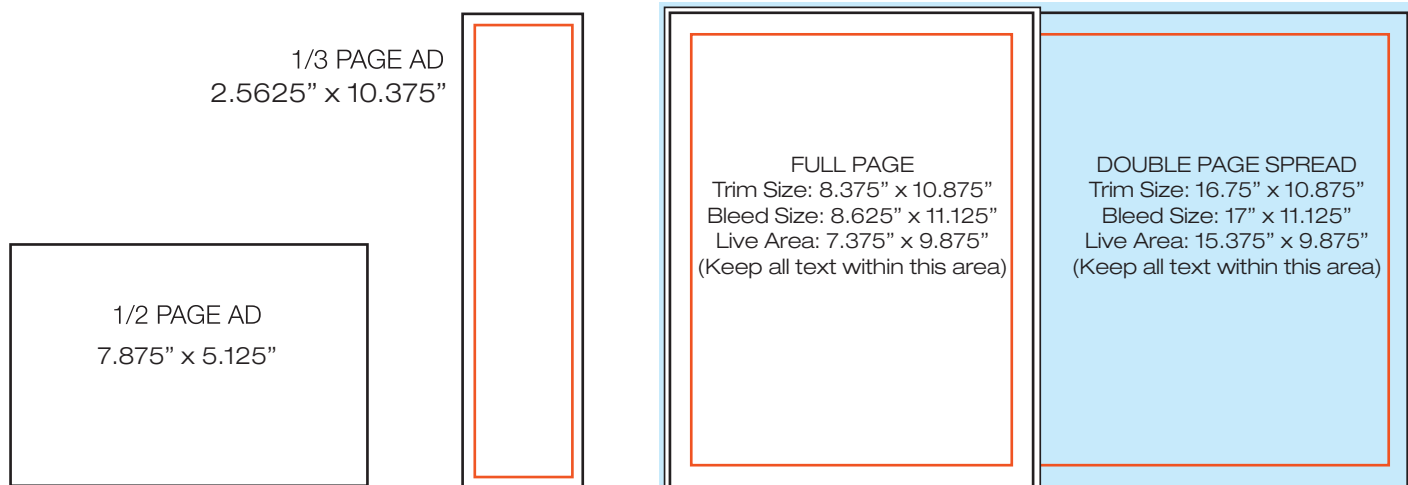
All major image types are supported. For example, TIFF, JPEG, PSD, PDF, and EPS.

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.



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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

* Special Page Positions add 10%

SPONSORSHIPS:

SVPN has been a proud sponsorship supporter of several major Sun Valley events, and is an excellent media partnership for company events, launches, and media driven needs to get the word out. Contact us to learn more about our media sponsorship packages.

DESIGN FEES:

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

REPRINTS:

SVPN can create designed reprints of articles to showcase your business and accomplishments at \$150 for 50 copies.

The collage features several elements:

- Top Left:** A grid of small photos showing various interior design projects and people.
- Top Right:** A list of names and brands associated with Sun Valley Transfer & Storage, including: HERNO, OFF-WHITE, PRADA, WOOLRICH, FRAUENSCHNUR SCHWEAR, KRU SCHWEAR, AVANT TOI, FALIERO SARTI, VINCE, SOLID AND STRIPES, SAMANTHA SUNG, CURRENT ELLIOT, BRUNO MANETTI, AMINA SUBINACCI, BLUMARINE, JAMES PERSE, KRISTENSON DU NOIR, BLUMARINE, LORENZINI, MAJESTIC, CALMAR, CP SHADES, CLU, THE GREAT, CP SHADES, TRANSIT, and GIORGIO ARMANI.
- Center:** A large image of a patterned pillow and a dark bag.
- Bottom Left:** A photo of a Sun Valley Transfer & Storage truck parked in front of a warehouse.
- Bottom Right:** A photo of a woman wearing a white patterned dress, with the text "hautewrap The Galleria" below it.
- Bottom Center:** A red banner with the text "Moving the Valley Since 1966" and a list of services: Local and Long Distance Moving, Professional Packing Available, Hosted Warehouse Furniture Storage, Furniture Freight, Recycling, Storage & Delivery, and Packing Supplies.
- Bottom Left (Text):** Allison Paige Interior Design, website: www.allisonpaigedesign.com, phone: 208.309.0788.
- Bottom Center (Text):** SUN VALLEY TRANSFER & STORAGE, 1041 Airport Way, Halley, Idaho • 208.789.9345 • www.sunvalleytransfer.com.