

svpn

2023

REAL ESTATE + LIFE + STYLE + ART + MUSIC + DINING



Market Summary:

7,500 DISTRIBUTED EACH ISSUE, 8 TIMES A YEAR

Whether you are advertising for an event, a retail store, restaurant, art, architecture, design, or real estate, it's important to have a publication that keeps up with changing trends. With monthly advertising 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, DESIGN & ARCHITECTURE

Our unrivaled expertise keeps up to date with the design & property market and our editorial showcases the finest homes in the area.

UNMATCHED DISTRIBUTION

SVPN distributes 7,500 copies eight times a year in over 100 locations in the Wood River Valley. The magazine is available in all Sun Valley Company hotel rooms and lodges as well as at the Knob Hill Inn, Hotel Ketchum, and the Limelight Hotel Ketchum.

CONTACT:

JUSTIN WILLIAMS

Cell: 208.720.2142

justin@sunvalleypropertynews.com

Reader Demographics

Average Household Income | \$500,000 plus

Median Age | 49

Male | 40%

Female | 60%

Married | 71%

College Graduate | 90%

Own a home in Sun Valley | 68%

Own more than one home | 45%

Average new home cost | \$4.2 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!

Readership

Total Annual Readership | 300,000

**5 readers/issue*

Total Circulation per issue | 7,500, 8 times/year

Annual Circulation | 60,000

Sun Valley area locals | 57%

AD SPECS:

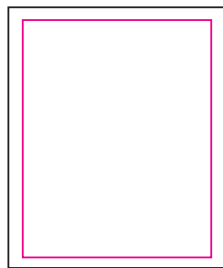
Have your ad designer review the following guidelines prior to sending your ad in order to avoid additional production charges. All materials submitted should be clearly labeled with your company's name. See submittal instructions below:

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 0.375" from trim.



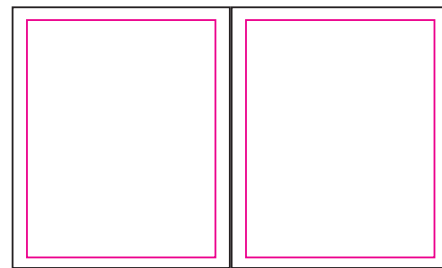
FULL PAGE

TRIM SIZE | 8.375" x 10.875"

ADDITIONAL BLEED REQUIRED | .125" on all sides

SIZE WITH BLEED | 8.625" x 11.25"

LIVE AREA | Keep all critical items (logos, type) at least .375" from trim on all sides



SPREAD PAGE

TRIM SIZE | 16.75" x 10.875"

ADDITIONAL BLEED REQUIRED | .25" on all sides

SIZE WITH BLEED | 17" x 11.125"

LIVE AREA | Keep all critical items (logos, type) at least .375" from trim and inside gutter

FILE REQUIREMENTS

All PDF files must meet PDF/X-1A standards.

Images must be placed with effective PPI of 300 or higher
(resolution of image at size used, not just the original image).

Do not resample or "rez-up" a file larger than the original.

The resulting image will be poor quality for print.

Line art should be 1,200 dpi.

Fonts must be embedded or converted to outlines.

All files must be Process CMYK only.

Do not use RGB or spot colors (if they are used, they will be converted to CMYK and color may shift).

If there are large areas of black, use a 4 color process build of 60 cyan, 40 magenta, 30 yellow, 100 black.

Total four-color density must not exceed 370%.

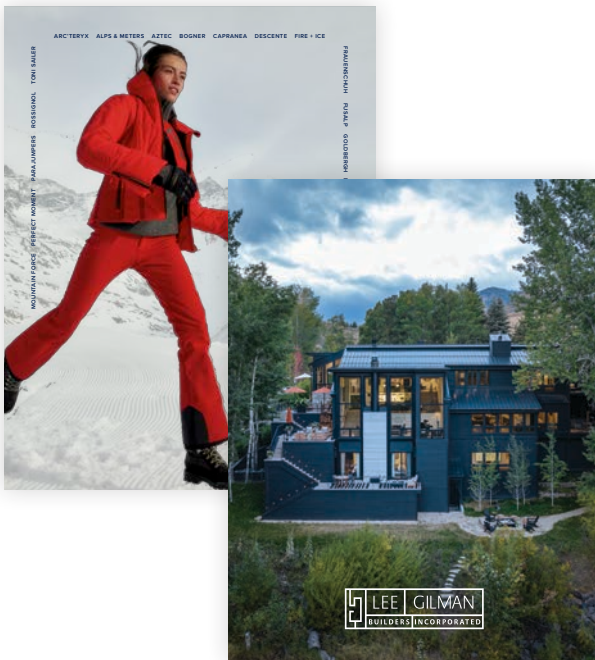
SHOPPING AND DINING SECTIONS

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	\$1,175*
Inside Front Cover	\$2,250
Inside Back Cover	\$1,950
Outside Back Cover	\$2,875

* Special page positions add 10%



Design Fees

DESIGN AND COMPOSING

Full Page	\$95/Hr
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Display Ads

SVPN 2023 | Production and Payment Deadlines

ISSUE	FEB	MAR/APR/ MAY	JUNE	JULY	AUG	SEP	OCT/NOV/ DEC	JAN '24
CONTENT DUE FOR IN-HOUSE AD DESIGN	1/10	2/15	5/10	6/10	7/10	8/10	9/10	11/30
PRINT READY ADS DUE AD PROOFS APPROVED	1/15	2/20	5/15	6/15	7/15	8/15	9/15	12/5
MAGAZINE DELIVERY	2/2	3/15	6/2	7/2	8/2	9/2	10/2	12/19

Ad Submissions

Please submit your ad as a high resolution CMYK pdf (per specs on next page) to:

JUSTIN WILLIAMS
justin@sunvalleypropertynews.com

QUESTIONS?
Please call: 208.720.2142





The Website

svpn-mag.com

In addition to an award-winning publication, We showcase “Featured Properties” and video tours of the best that the Sun Valley real estate market has to offer.

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.

ARCHIVED ISSUES

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

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!

Social Media

SVPN provides added value to your business with dedicated social media. We can assist with targeted campaigns! Follow us:



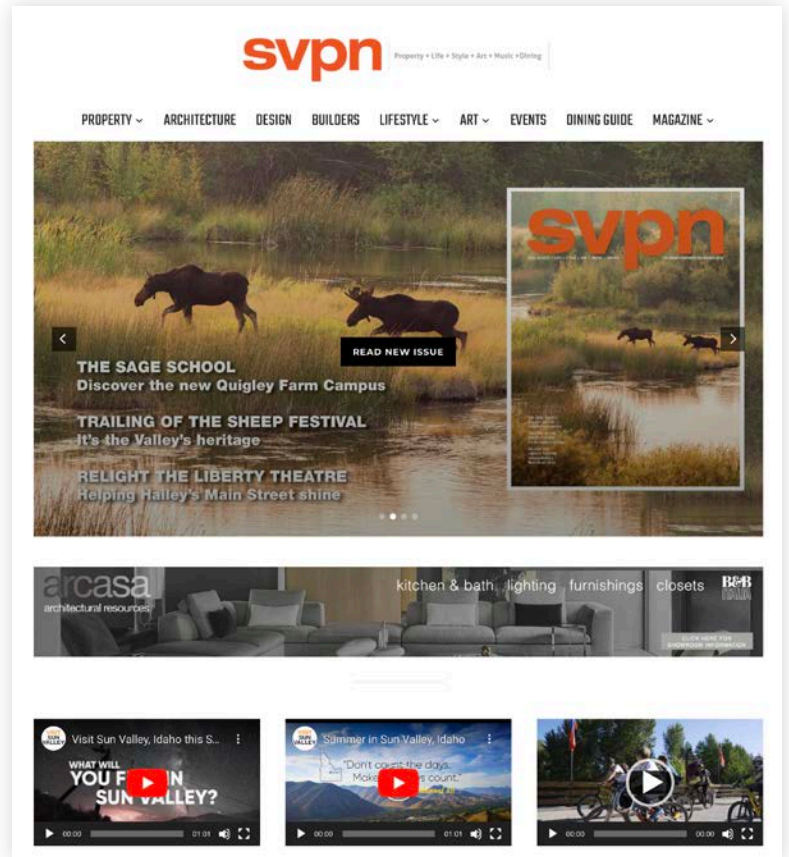
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Our Services

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.