

# svpn

2024

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](mailto: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*

## 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%



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.

## 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.

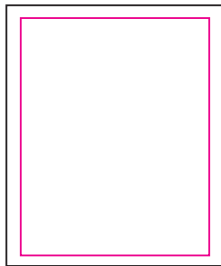
Total four-color density must not exceed 370%.

## 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 as shown below:

SVPN\_Jan24\_AdvertiserName\_DateSubmitted



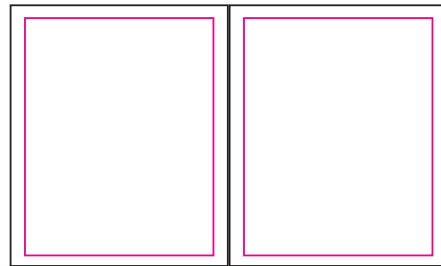
**FULL PAGE**

**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

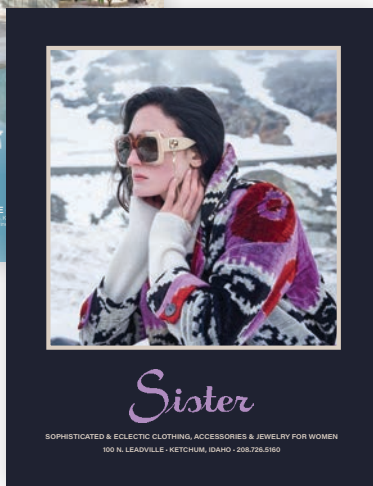
## SHOPPING AND DINING SECTIONS

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 2024 | Production Deadlines

Payment due upon receipt of invoice.

ISSUE	JAN	FEB	MAR/APR/ MAY	JUNE	JULY	AUG	SEP	OCT/NOV/DEC
Ad Reservations Due	Mon Nov 27, 2023	Fri Jan 5	Fri Feb 9	Fri May 3	Fri May 31	Fri Jul 5	Fri Aug 9	Fri Sept 13
Content Due for Ads Requiring In-House Design	Thu Nov 30, 2023	Wed Jan 10	Wed Feb 14	Tue May 7	Tue Jun 4	Tue Jul 9	Tue Aug 13	Tue Sept 17
Print Ready Ads Due / In-House Created Ad Proofs Approved	Tue Dec 5, 2023	Wed Jan 17	Wed Feb 21	Tue May 14	Tue Jun 11	Tue Jul 16	Tue Aug 20	Tue Sept 24
Magazine Delivery	Tue Dec 19, 2023	Thu Feb 1	Wed Mar 6	Wed Jun 5	Tue Jul 2	Tue Jul 30	Thu Sept 5	Tue Oct 8

## 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



## Real Estate Ads

### SVPN 2024 | Production Deadlines

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ISSUE	JAN	FEB	MAR/APR/ MAY	JUNE	JULY	AUG	SEP	OCT/NOV/DEC
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## Ad Submissions

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

**RANDI KARABIN**

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

### QUESTIONS?

**Justin Williams**

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

208.720.2142

**QUIGLEY FARM**  
PUT DOWN ROOTS & GROW

**Bend of the River Ranch**  
Heart of the Valley

**142 Broadford Road**  
WALLEY, ID 83251

Quigley Farm is a neighborhood development dedicated to building a thriving community.

SUN VALLEY REAL ESTATE | CHRISTIE'S INTERNATIONAL REAL ESTATE | STUART HOGG REAL ESTATE

For more information, please contact Stuart Hogg: [stuart@stuarthogg.com](mailto:stuart@stuarthogg.com) | 208.750.3911



## The Website

### [svpn-mag.com](http://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:



SVPN Magazine



SVPN Magazine



@SVPN Magazine



## 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.