

svpn

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

2026 Media Kit



THE AWARD-WINNING **SVPN MAGAZINE** SHOWCASES
DISTINCTIVE LIVING IN THE WOOD RIVER VALLEY THROUGH
ART, ARCHITECTURE, DESIGN AND REAL ESTATE

Market Summary

7,500 COPIES DISTRIBUTED
EACH ISSUE | 8 TIMES A YEAR

SVPN is the definitive voice of style, design, and mountain culture in the Valley—a curated source to living beautifully and authentically in every season, throughout the year. Each issue blends elegance with a sense of place, celebrating the people, homes, and experiences that define life in this remarkable mountain community.

Each issue features over 100 pages of editorial storytelling—celebrating art, architecture, design, and real estate alongside food, wine, shopping, and events—that bring people together. SVPN reflects the creativity, connection, and year-round vibrancy that make the Valley one of the most inspiring places to live, visit, and invest.

With monthly advertising, your message stays vibrant and relevant, evolving with the seasons while maintaining the best advertising value in the market.

LIFESTYLE

SVPN's content captures the essence of life in the Valley—a rare blend of sophistication, creativity, and mountain living. Featuring award-winning photography, world-class design, and distinctive editorial content, each issue highlights the people, places, and trends that define the region's contemporary culture. SVPN is locally owned and operated, built on a mission to support the community and celebrate its evolving identity.



Each issue features over 100 pages of editorial storytelling — celebrating art, architecture, design, and real estate alongside food, wine, shopping, and events — that bring people together.

Market Summary

REAL ESTATE, DESIGN & ARCHITECTURE

SVPN's editorial leadership in real estate, art, architecture, and design sets it apart as the region's most trusted and influential publication. Our pages feature exceptional properties, visionary designers, and the creative forces shaping the aesthetic and architectural landscape of the Valley.

UNMATCHED DISTRIBUTION

SVPN distributes 7,500 copies of each issue, eight times a year, across 100+ premier locations throughout the Valley — including Sun Valley Company hotels and lodges, Knob Hill Inn, Hotel Ketchum, and The Limelight Hotel Ketchum.

Each issue enjoys months of extended readership as our loyal audience keeps and shares their copies with friends and family. *SVPN* is a publication readers anticipate—valued for its timely, relevant, and beautifully curated perspective on life in the Valley.

LET'S CREATE TOGETHER

Email today to explore advertising, sponsorship, and custom marketing opportunities that deliver results — in print, online, and beyond.

CONTACT:

Justin Williams

Cell: 208.720.2142

justin@sunvalleypropertynews.com



Reader Demographics

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 Sun Valley Economic Development



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 as shown below:

SVPN_Jan26_AdvertiserName_DateSubmitted

File Requirements

PDF FILES

Compatibility set to [Acrobat 5 \(PDF 1.4\)](#)

IMAGE RESOLUTION

[225-300 DPI](#) at final size is recommended.

Images under 200 dpi will be flagged and revisions requested. **Do not resample or “rez-up” a file larger than the original.** The resulting image will be poor quality for print.

FONTS

Fonts must be embedded or converted to outlines.

COLOR SPACE/SETTINGS

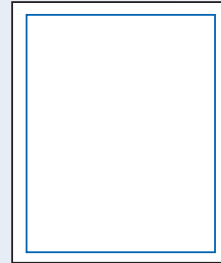
All files must be [Process CMYK only](#).

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

FOR LARGE AREAS OF BLACK,

use a 4 color process build of

[60C 40M 30Y 100K](#)



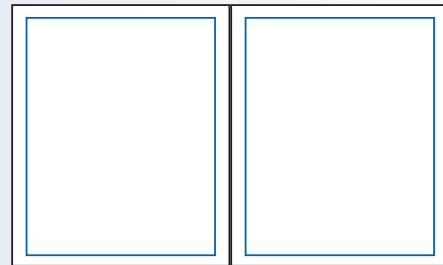
FULL PAGE

TRIM SIZE | 8.375" x 10.875"

MINIMUM BLEED REQUIRED | .125" on all sides

SIZE WITH BLEED | 8.625" x 11.125"

LIVE AREA | Keep all critical items (logos, type) at least .25" from trim on all sides (preferred .375" away)



SPREAD

TRIM SIZE | 16.75" x 10.875"

MINIMUM BLEED REQUIRED | .125" on all sides

SIZE WITH BLEED | 17" x 11.125"

LIVE AREA | Keep all critical items (logos, type) at least .25" from trim and inside gutter (preferred .375" away)

Type should not cross the gutter

**FOR MORE DETAILED INFORMATION
CONTACT ART DIRECTOR**

randi@sunvalleypropertynews.com

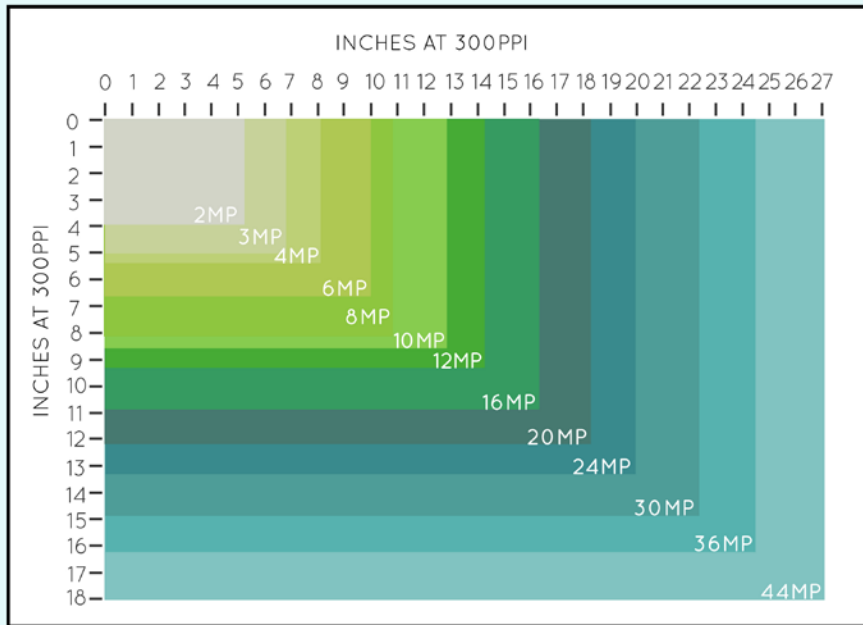
Photo Size Guidelines

IMAGE RESOLUTION

225-300 DPI at final size is recommended.

Please supply images large enough to print at desired size.

For a full page image, the file should be at least 8 x 10 at 300ppi, resulting in a jpg that is roughly 6-8 MB.



PRINT SIZE	300 DPI
In Inches	Image Dimensions in Pixels
8 x 12	2400 x 3600
11 x 14	3300 x 4200
12 x 18	3600 x 5400
16 x 20	4800 x 6000
16 x 24	4800 x 7200



Dimensions: ☒ 3000 px x 2400 px

Fit To:

Width: Inches

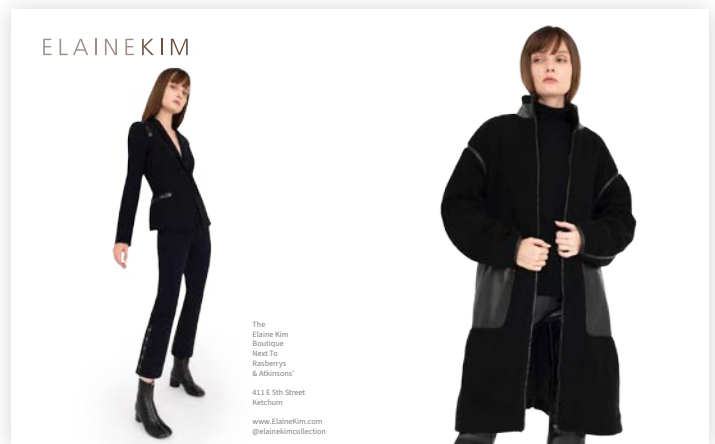
Height: Inches

Resolution: Pixels/Inch

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%



Advertorial Promotion

We offer full-service advertorial production and placement to bring your brand story to life:

Full Page **\$1,500 per page**

- includes writing, photography, and design
- Supplied content and photography accepted (*pricing adjusted accordingly*)

Design Fees

DESIGN AND COMPOSING

Full Page	\$95/Hr
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Display Ads

SVPN 2026 | 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 17 2025	Mon Jan 5	Mon Feb 2	Mon Apr 20	Mon June 1	Fri July 3	Mon Aug 3	Mon Sept 14
Text and images due for ads being designed by SVPN	Mon Nov 24 2025	Mon Jan 12	Mon Feb 9	Mon Apr 27	Mon June 8	Fri July 10	Mon Aug 10	Mon Sept 21
All ads due/approved	Wed Dec 3 2025	Tues Jan 20	Wed Feb 18	Thurs May 7	Wed June 17	Mon July 20	Wed Aug 12	Wed Sept 30
Target magazine delivery	Thurs Dec 18, 2025	Wed Feb 4	Thurs Mar 5	Fri May 22	Thurs July 2	Tues Aug 4	Thu Sept 3	Wed Oct 15



Ad Submissions

Please submit your ad to:

JUSTIN WILLIAMS

Justin@sunvalleypropertynews.com

QUESTIONS?

Please call: 208.720.2142