

DISTRIBUTION | Sun Valley Magazine

Sun Valley Magazine is the only paid local publication and has the largest requested circulation of any magazine in the area, period! We are the only magazine in our market with both local and national distribution. Because the magazine is of the highest quality, it is considered an heirloom publication that is kept as a souvenir, passed along, and given to others who may visit Sun Valley. We can be found on coffee tables and in professional boardrooms throughout the United States and abroad.

41%

REQUESTED COPIES/IN-ROOM DISTRIBUTION

- Direct placement in the area's most exclusive hotels and property management companies, including high-end rental homes and condominiums—more than 1,500 guest rooms, and is replaced continually. This includes the Sun Valley Resort rooms and rental properties and the area's largest luxury property rental companies including ResortQuest Sun Valley, High Country Properties, Aston Resorts of Sun Valley, Hemmingway's, Les Saison and The Residences at Thunder Springs.
- *Sun Valley Magazine* is available on all SkyWest/Delta flights including non-stop regional service direct from Sun Valley to Seattle, San Francisco, Los Angeles and regional private air terminals.
- More than 16 high-profile sponsorships and community events annually . . . and growing!
- Professional offices—doctors' and lawyers' offices, architects, interior designers and realty property management offices.

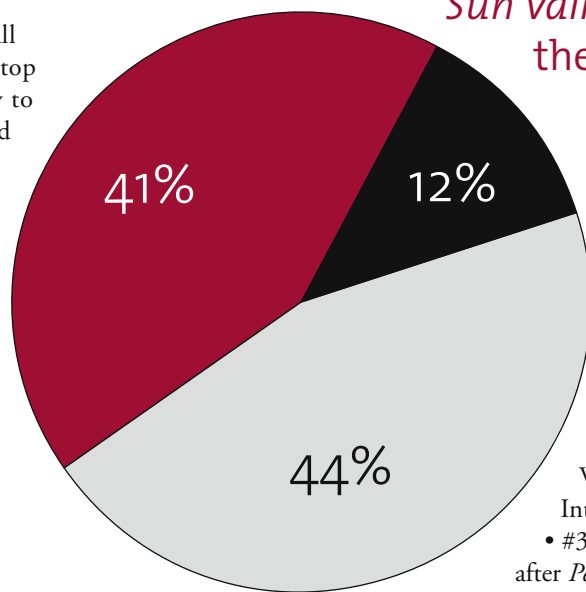
#3 selling magazine at Atkinsons' Markets!

TOTAL AVERAGE READERSHIP
104,000
TOTAL CIRCULATION
20,000

12%

SUBSCRIPTIONS / GROUP SALES

- *Sun Valley Magazine* has paid subscribers in all 50 states and 8 major metropolitan areas.
- We deliver the second homeowner market—60% of total subscription base is delivered to addresses outside of Sun Valley.



Sun Valley Magazine has the largest paid and requested circulation of any magazine in the area.

44%

NEWSSTAND & NATIONAL SALES

- *Sun Valley Magazine* is the only Sun Valley publication sold in the Salt Lake International and Boise airports.
- #3 selling magazine at Atkinsons' Markets after *People* and *TV Guide*.
- More than 400 locations nationwide, notably Barnes & Noble, Hastings and regional markets such as: Albertson's, Fred Meyer, Walmart and Smith's and the number one selling Sun Valley publication at local book stores, supermarkets and gift shops.
- *Sun Valley Magazine* and *Sun Valley HOME* are carried by eight national distributors, with more than 18,300 national and regional retail copies distributed annually in upscale newsstands and markets. Including Hudson Square News, NYC, Fog City News, San Francisco, and Bull Dog News, Seattle.