

SUN VALLEY MAGAZINE is the only paid local publication and has the largest requested circulation of any magazine in the area, period! We are unique in our market, in that we have strong distribution both nationally and locally. 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 be visiting the area. We can be found on coffee tables and in professional boardrooms throughout the United States and abroad.

NEWSSTAND . . . 44%

- Over 20 local outlets including bookstores, supermarkets, gift shops, and cafés.
- #3 selling magazine at Atkinsons' Markets after *People* and *TV Guide*.
- Distribution includes over 380 locations nationwide, notably Borders bookstores, Barnes & Noble, Hastings, Waldenbooks and all regional Albertson's Markets.
- *Sun Valley Magazine* and *Sun Valley HOME* are now carried by 8 national distributors, with more than 18,300 national and regional retail copies distributed annually in upscale newsstands and markets.
- *Sun Valley Magazine* is the only Sun Valley publication sold in the Salt Lake City and Boise airports.

SUBSCRIPTIONS / GROUP SALES . . . 12%

- Sun Valley Magazine has paid subscribers in all 50 states and 8 major metropolitan areas.
- 60% of total subscription base is delivered to addresses outside of Sun Valley.

IN-ROOM DISTRIBUTION . . . 41%

- Direct placement in the area's most exclusive hotels and property management companies, including high-end rental homes and condominiums—over 1,200 guest rooms, and replaced continually.
- Exclusive in-room placement in the area's largest luxury property rental companies—ResortQuest Sun Valley and Premier Resorts of Sun Valley.

PRIVATE AVIATION DISTRIBUTION*

- *Sun Valley Magazine* is carried exclusively on all Sun Valley Aviation private aircraft—with over 15,350 enplanements annually.**
- Sun Valley Magazine is carried exclusively on all SkyWest/Delta flights and Horizon/Alaska Airlines flights, including non-stop regional service direct from Sun Valley to Seattle, San Francisco and Los Angeles.

SPONSORSHIP / DISTRIBUTION AT COMMUNITY EVENTS*

- Over 16 sponsorships and community events annually . . . and growing!
- A sampling of our high-profile sponsorships and events include: Sun Valley Wine Auction, Janss Celebrity Golf Classic, Sun Valley Arts & Crafts Festival, Community Library Home Tour, Sun Valley Center for the Arts, The Boulder Mountain Tour.

STRATEGIC DISTRIBUTION*

- Professional Offices—doctors' and lawyers' offices, architects and interior designers.
- Health & Wellness—spas and hair salons, estheticians and fitness clubs.
- Realty property management offices.
- *Sun Valley Magazine* is included in corporate relocation packets for major employers in the area.
- Sun Valley Company travel writers' and convention planners' packets.
- Through an exclusive agreement with Sun Valley Resort, *Sun Valley Magazine* is distributed at all Sun Valley Company attended ski trade shows in major metropolitan areas throughout the West, as well as Chicago and Texas. This means that your message reaches over 300,000 attendees at fall ski trade shows and International Travel Shows in Los Angeles, Las Vegas, San Francisco, Oakland, Chicago, and Dallas.

*All requested or paid distribution, none distributed unrequested. **Ketchum/Sun Valley Chamber & Visitor's Bureau, 2004.