

# IN EVERY ISSUE

**OUTDOOR LIFE** >> Our legendary natural landscape invites a myriad of recreational opportunities. Each issue features our “**Get Out There**” department, which reveals what to do, where to go and how to get there. From hiking, mountain biking and road cycling to fly fishing, whitewater rafting and kayaking in the summer to Alpine and Nordic skiing, snowshoeing, dog sledding, skijoring and backcountry yurt travel in the winter. Plus much, much more.

**ARTS AND ENTERTAINMENT** >> Highlighting Sun Valley’s rich and diverse cultural climate with regular content and features covering our national and international arts community, including an in-depth look inside the studios and imaginations of artists working and exhibiting in the Valley. *Sun Valley Magazine* keeps you abreast of the latest in art, dance, theater, music, exhibits and lectures and includes our weekly “**Cheat Sheet**” on [sunvalleymag.com](http://sunvalleymag.com), featuring our Editor’s Picks for the week and the who, what and where of each event.

**EVENTS** >> A selection of the best events of the season, as well as our weekly “**Cheat Sheet**” on [sunvalleymag.com](http://sunvalleymag.com), which keeps you abreast of the latest in outdoor and sporting events, art, dance, theater, music, literature, lectures, charitable events and community gatherings. Web coverage includes in-depth profiles, photo galleries and award-winning blogs of recent events.

**FOOD AND DINING** >> Mouth-watering food and wine topics such as cooking with spirits, fresh—perhaps even wild—herbs, exquisite picnics, Basque cuisine and Idaho winemaking. Seasonal offerings including what’s new in the garden or the farmer’s market with recipes, tips, and insight from beloved local chefs. Plus, recipes for everything from cooking with local lamb and goat to making homemade Valentine’s Day cookies in our “**Yum!**” blog.

**DINING GUIDE** >> Let *Sun Valley Magazine* guide you to the best in Sun Valley dining through regular reviews on our “**Yum!**” food and dining blog and the most comprehensive dining guide in the area (including a full menu guide) with detailed links, dining highlights, map locations and interactive driving directions from our mobile and online guides.

**HEALTH, BEAUTY, WELLNESS** Sun Valley residents pride themselves on a healthy, active lifestyle and we help our readers navigate the latest in beauty and health in our high alpine environment. *Sun Valley Magazine’s* “**Body & Soul**” department in each issue takes a look at balancing life and staying healthy, fit and strong, with a special focus on our health and wellness community and in helping our readers find local sources for all their health, beauty and wellness needs.

**LOCAL BUZZ** What the locals are talking about—the people, events and happenings that define what’s hot in town. We tell you who, where, how and why, providing readers with an inside look into the life of our authentic mountain town and the passions of its residents.

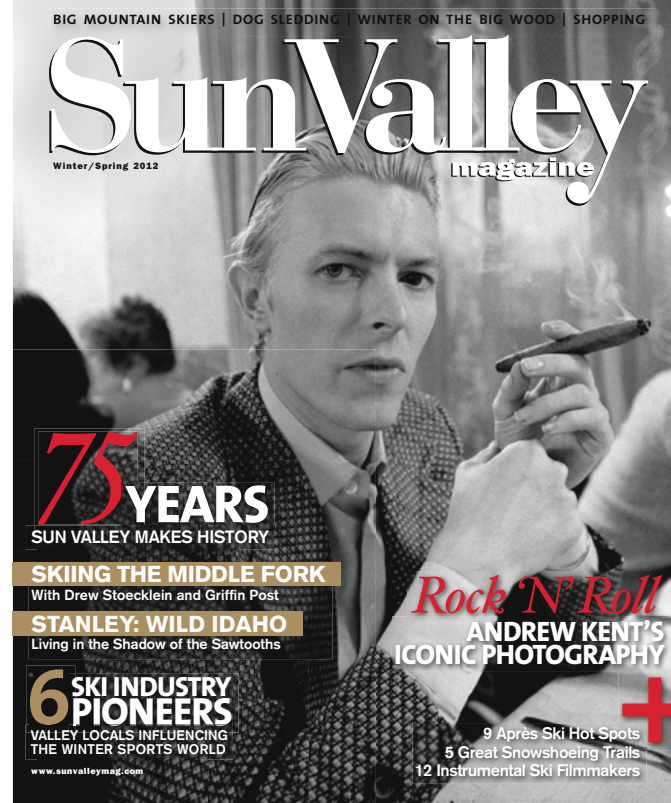
**PEOPLE AND PROFILES** >> In-depth visits with the interesting, perhaps controversial, characters who make up the mosaic of our Valley. Who they are, where they came from and how they are affecting life in Idaho.

**HISTORY AND LORE** >> Our romantic past, Western heritage and culture, including the people, places, well-known historical events, and hidden details that continue to shape our life here in the West.

**COMMUNITY** >> From topics of conservation and environmental concerns to planning and zoning, education and health care, Sun Valley Magazine examines issues affecting the lives of all Idaho residents and how we respond to them.

**HOMES AND NEIGHBORHOODS** >> A personal tour of the most beautiful and unique homes and interiors in the area. Be inspired by the inventive collaborations of owners, architects, interior designers and master craftsmen. Each featured home is captured in stunning detail through rich, award-winning color photography with a focus on architectural and design details and resources. Our Sun Valley “**Living**” department features creative design ideas for dealing with issues specific to life in the Valley—like storing kayaks, skis, mountain bikes and fishing rods or creating efficient mudrooms.

**GARDENS** >> An inside look at the Valley’s most creative and beautiful gardens with practical growing and design tips for gardening in our challenging high-alpine environs.



# OUR GOAL

## LIVING THE SUN VALLEY LIFE

*Sun Valley Magazine* is by, for and about people who love Sun Valley and the refined, yet rugged mountain-lifestyle of Idaho. For nearly four decades now, *Sun Valley Magazine* has been the definitive source for articles and commentary on the people, places and events that are the fabric of life in this mountain paradise.

Through the eyes of local and nationally recognized writers and photographers, *Sun Valley Magazine* offers an insiders perspective on the region's personalities, homes and art, food and wine, events and history. Our readers are cowboys and movie stars, ranchers and rodeo queens, authors and artists, world-class chefs and professional athletes, adventurers, policy makers and politicians. In short, *Sun Valley Magazine* speaks to the people who deeply love this Valley and the entire Gem State.

Although a locally-based magazine, our publications are sold in more than 400 locations nationwide, notably the Boise and Salt Lake International Airport, Barnes & Nobles, Hastings and Waldenbooks across the country, as well as at regional Albertson's supermarkets, and locally at bookstores, gift shops and Atkinsons' Markets.



## AWARDS

2011 MAGGIE AWARDS *Western Publication Association*  
Best Semi-Annuals/Trade & Consumer Finalist and Best Special Theme Issue/Consumer Finalist

2010 OZZIE AND EDDIE AWARDS  
Gold Winner for circulation less than 6 times per year, full issue—Summer 2010

2010 IDAHO PRESS CLUB  
Best Magazine Serious Feature—"Idaho Basque Tables," Summer 2010 and Best Blog—"Gone Fishing"

2010 MAGGIE AWARDS  
*Western Publications Association* Best Semi-Annual & Three-Time/Consumer Magazine Finalist

2009 MAGGIE AWARDS  
*Western Publications Association* Best Semi-Annual & Three-Time/Consumer Magazine

2008 OZZIE AND EDDIE AWARDS  
*Eddie Award* Editorial Content—Summer 2008 and *Ozzie award* Best Use of Photography—"Spirit Messengers", Summer 2008

# 5 REASONS TO ADVERTISE

## ADVERTISING THAT WORKS

A remarkable 85% of our advertisers renew their advertising commitment. Our large number of repeat advertisers is strong evidence that *Sun Valley Magazine* delivers results on those carefully invested advertising dollars. Talk to our sales representatives about the wide range of advertising services available.

## INCREDIBLE READERSHIP

*Sun Valley Magazine* reaches more than 100,000 well-educated, affluent and inquisitive readers with each issue. Residents and visitors alike value the elegant and award-winning editorial content and photography—which keeps them connected to the area they love. With an average household income of over \$236,000 and a median home value of \$2.2 million, your target audience is reading *Sun Valley Magazine*.

## AWARD-WINNING EDITORIAL

Winner of 33 national and regional editorial and design awards, *Sun Valley Magazine* is the only magazine published in Sun Valley that is consistently recognized nationally for its outstanding journalism, rich design and stunning photography. This kind of quality brings visibility and stature to your sales message.

## EXCLUSIVE NATIONAL AND LOCAL DISTRIBUTION

*Sun Valley Magazine* is placed in virtually every lodging facility in the area and has exclusive in-room placement with the area's largest and most prestigious rental lodging companies: Resort Quest, Aston Resorts of Sun Valley and High Country Properties, as well as Sun Valley Resort rooms and properties. Equally important is our newsstand distribution. *Sun Valley Magazine* is the only local publication with national distribution—found on more than 400 upscale newsstands nationwide, with readers and subscribers in all 50 states and several foreign countries.

## LONG SHELF LIFE

Because *Sun Valley Magazine* is only published three times each year, the magazine is highly anticipated by readers, and is saved for months. Considered a souvenir, *Sun Valley Magazine's* elegant design and thought-provoking editorial is meant to be savored over and over again. Our readers refer back to their copy for an average of 11.5 months! This means an ad in *Sun Valley Magazine* will still be working for you long after other publications have hit the recycling bin.



## What's online....

- Digital editions of our award-winning publications: *Sun Valley Magazine* and *Sun Valley HOME*
- Calendar of Events
- The web's best source for restaurants, galleries, health and wellness, and real estate resources in the Wood River Valley
- An ever-growing guide to planning a Sun Valley wedding
- Gift Guides for shopping locally
- Stay connected:   

- 8 regular Blogs exploring Sun Valley life:
  1. **Local Buzz:** who, what, where, now!
  2. **Slope Style:** life on the slopes
  3. **Gone Fishing:** life on and off the waters of the Wood River Valley.
  4. **Hitched:** planning a Sun Valley wedding
  5. **Fetch:** paws, scales, whiskers and tails
  6. **Yum:** a blog about food
  7. **Horrorscopes:** get your weekly dose of astrological hilarity
  8. **Swag:** cool finds, deals and steals

60,000  
page views per month  
100%  
annual increase



JANUARY 2011-JANUARY 2012

**152,000** >>Visits

**115,000** >>Absolute Unique Visitors

**597,000** >>Pageviews

**3.93** >>Average Pageviews

**02:11** >>Time on site

**74.20%** >>New Visits

Over **60,000** page views per month

Over **11,000** unique visitors per month

**55%** of visitors come from search engines

Over **8,900** readers of each digital edition

**30%** more pageviews than namesandnumbers.com



JANUARY 2011-JANUARY 2012

Over **200** visitors per day to our page

Over **72,000** views per month

**77%** of our fan base is between the ages of 25 and 54

Fans from **19** countries, almost every state in the country and from virtually every major city in the western U.S.

Fan base has **doubled** from 2010 to 2011

WEBSITE*	MONTHLY UNIQUE VISITORS
<b>sunvalleymag.com</b>	<b>3,050</b>
svguide.com	750
visitsunvalley.com	2,750
dcdhome.com	1,030

\* Data from [www.compete.com](http://www.compete.com) (November 2011).

# AD SPECS | Sun Valley Magazine

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

## FILE FORMATS

*Sun Valley Magazine* prefers ads to be submitted as final high-res CMYK PDFs. All PDF files must meet PDF/X-1A standards at 300 dpi. Spreads must be submitted as two single-page PDF/X-1A files. Link all high-resolution images and fonts in the native application file before creating the PDF. All fonts must be fully embedded. *Sun Valley Magazine* also supports files created in the following programs: Adobe InDesign, Photoshop or Illustrator. All files should be collected with fonts and images. Quark Xpress files will not be accepted.

## IMAGE RESOLUTION

Digital photographs/continuous tone images should be 300 dpi; line art/illustrations should be 1200 dpi. (Please do not use images from the web as they do not meet these specifications.) Do not resample a file larger than its original size.

## IMAGE FORMATS

Images must be saved in a TIFF or EPS format in CMYK. Do not apply LZW or JPEG compression to your images or send DCS or pre-separated files (all image files must be in a composite format).

## COLOR SPECIFICATIONS

All colors used in the file should be defined as process/CMYK. We will not accept RGB. All RGB files will be converted. Do not use spot colors. *Sun Valley Magazine* will not be responsible for color reproduction.

## DESIGN FEE

Minimum ad change: \$25  
Design, composing and typesetting: \$75/hour  
Image scan: \$65 per image  
Proportional resize fee: \$75

## HOW TO SUBMIT

**CD:** Files of any size may be sent to: Sun Valley Magazine, 111 First Avenue North, Suite 1M, Hailey, ID 83333.

**FTP:** Files of any size may be sent to our FTP site.

ftp.svmftp.com

username: svmguest

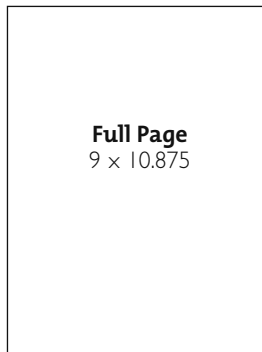
password: sunvalleymag

Please contact your advertising representative for further instructions on the FTP site.

**EMAIL:** Files in PDF format or compressed smaller than 5MB can be emailed to your sales representative.

## DOCUMENT SIZE & BLEED

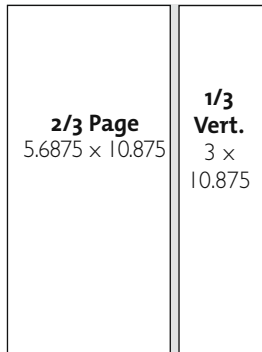
Document sizes must be the same as the final trim size (example: 9" x 10.875" for a full page ad). Extend any elements that require a bleed onto the pasteboard for at least .25 inches beyond trim (full page, 2/3 page and 1/3 vertical ads all require a bleed).



Bleed area must be .25 inches beyond trim.  
Text area margins: .5 inches

### FULL PAGE

Trim Size: 9 x 10.875  
Bleed Size: 9.5 x 11.375  
Live Area: 8.5 x 10.375  
(Keep all text within this area)



### 2/3 PAGE

Trim Size: 5.6875 x 10.875  
Bleed Size: 5.9375 x 11.375  
Live Area: 5.1875 x 10.375  
(Keep all text within this area)

### 1/3 VERTICAL

Trim Size: 3 x 10.875  
Bleed Size: 3.25 x 11.375  
Live Area: 2.5 x 10.375  
(Keep all text within this area)

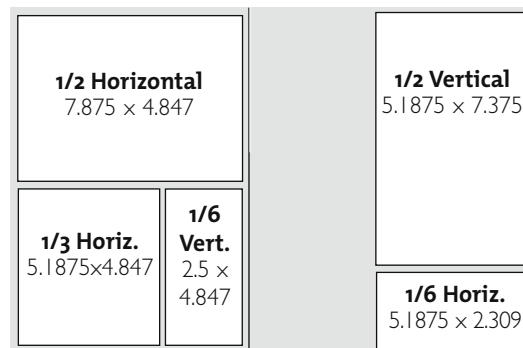
**1/2 VERTICAL**  
5.1875 x 7.375

**1/6 HORIZONTAL**  
5.1875 x 2.309

**1/2 HORIZONTAL**  
7.875 x 4.847

**1/6 VERTICAL**  
2.5 x 4.847

**1/3 HORIZONTAL**  
5.1875 x 4.847



# READERS | Sun Valley Magazine

104,000  
total readership

56% of our readers are local residents.

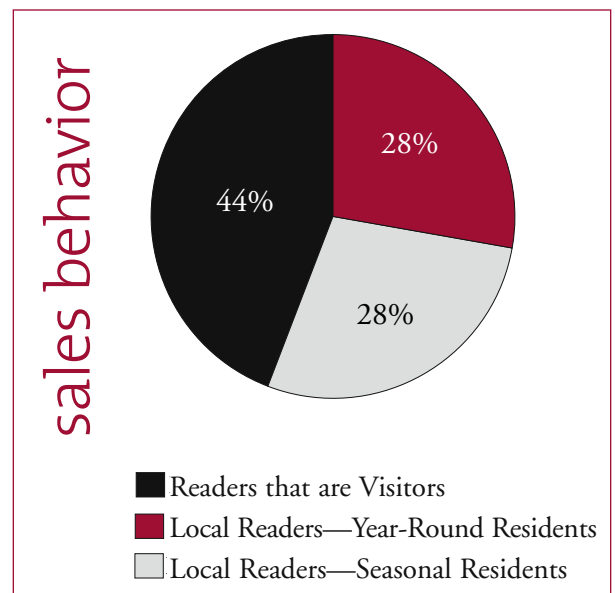
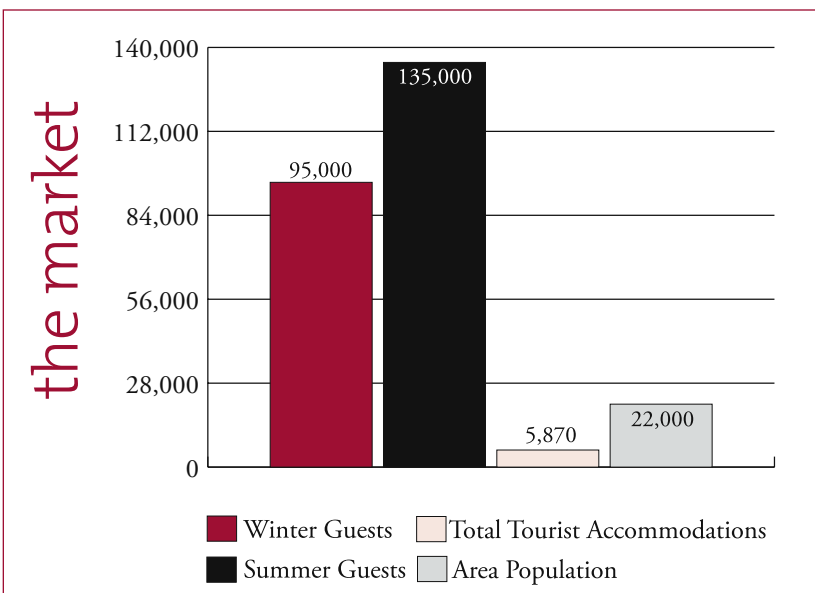
## DEMOGRAPHICS

Average Household Income**	\$236,000 plus
Median Income +\$300K**	27%
Median Age*	49
Male*	52%
Female*	48%
Married	71%
Education:	
college graduate	90%
post graduate education	32%
Own a home in Sun Valley	56%
Own more than one home**	22%
Average New Home Costs	\$2.2 million

## READER INVOLVEMENT

Readers per copy***	5.2 readers
Average months readers keep copy of SVM*	11.5 months

All information from the Ketchum/Sun Valley Chamber & Visitors Bureau 2008, except where noted. \*Reader Survey, The Bedford Group, Irvine CA. \*\*Reader Survey, Winter/Spring 2004. \*\*\*Magazine Publishers Association average.



# 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.

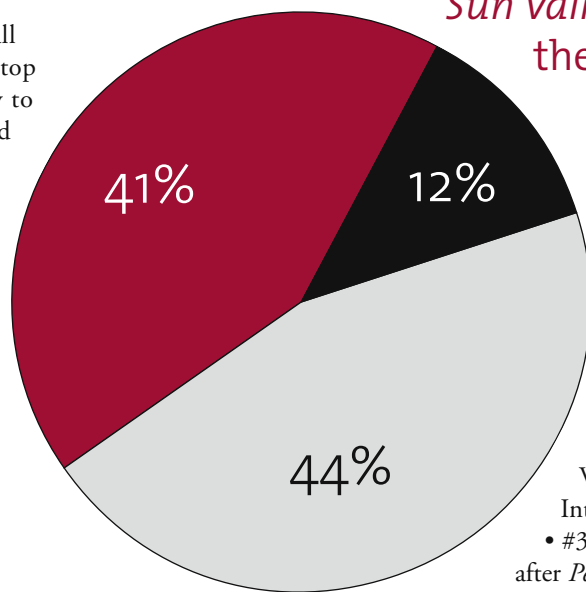
**#3 selling magazine at Atkinsons' Markets!**

TOTAL AVERAGE READERSHIP
<b>104,000</b>
TOTAL CIRCULATION
<b>20,000</b>

**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.