

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.

"Customers mention our advertising in *Sun Valley Magazine* more than any other source. It works for us, no question about it! That's why we're in every issue."

— Claudia Aulum, owner, *Open room*



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.

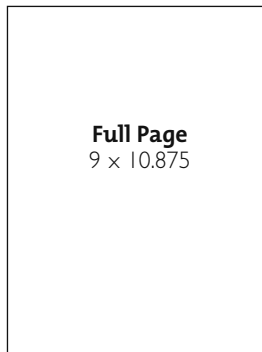
ftp.svmftp.com
username: svmguest
password: guest1

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

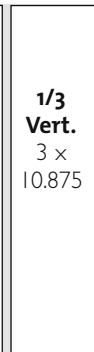
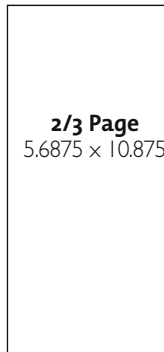
Document sizes must be the same as the final trim size (example: 9" x 10.875" for a full page ad). Extend any elements that require a bleed onto the pasteboard for at least .25 inches beyond trim (full page, 2/3 page and 1/3 vertical ads all require a bleed).



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)

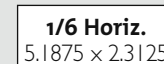
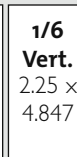
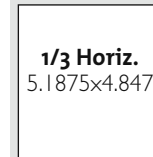
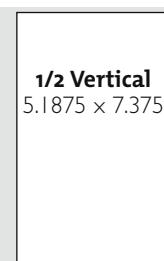
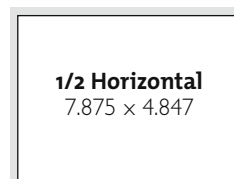
1/2 VERTICAL
5.1875 x 7.375

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.

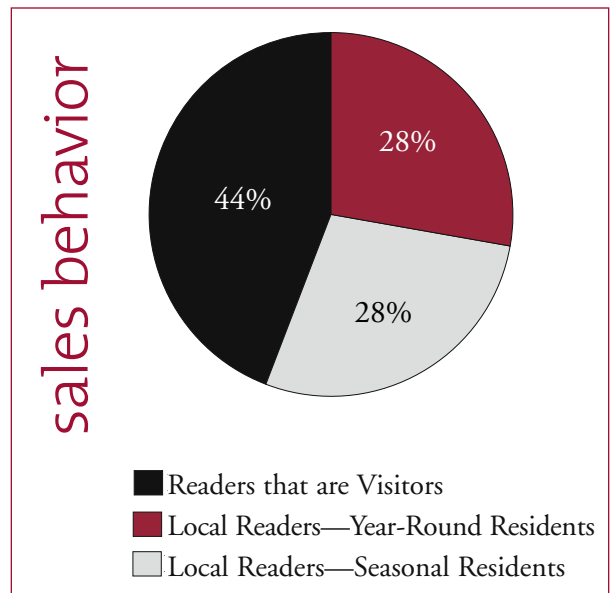
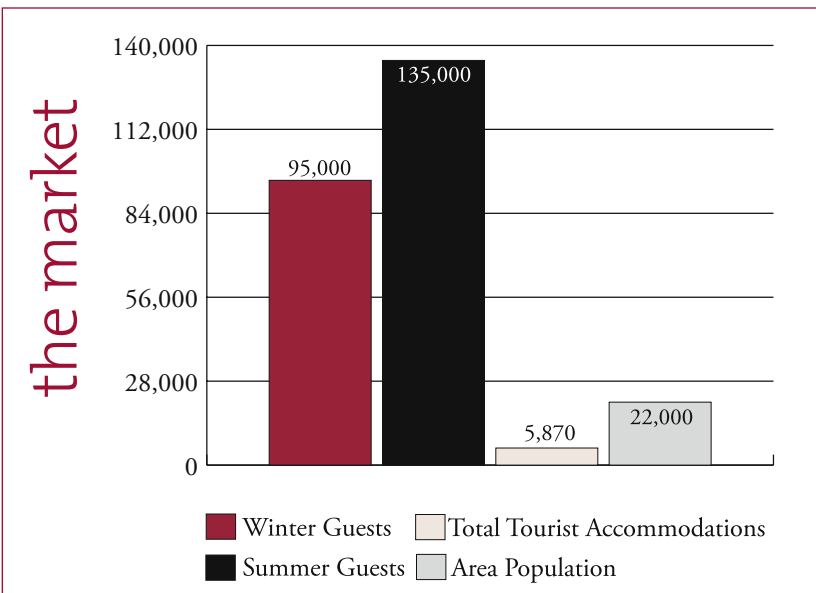
DEMOGRAPHICS

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 exclusive Sun Valley Resort rooms and properties and the area's largest luxury property rental companies including Resort Quest Sun Valley, High Country Properties and Aston Resorts of Sun Valley.
- *Sun Valley Magazine* is carried exclusively on all SkyWest/Delta flights including non-stop regional service direct from Sun Valley to Seattle, San Francisco and Los Angeles.
- 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.

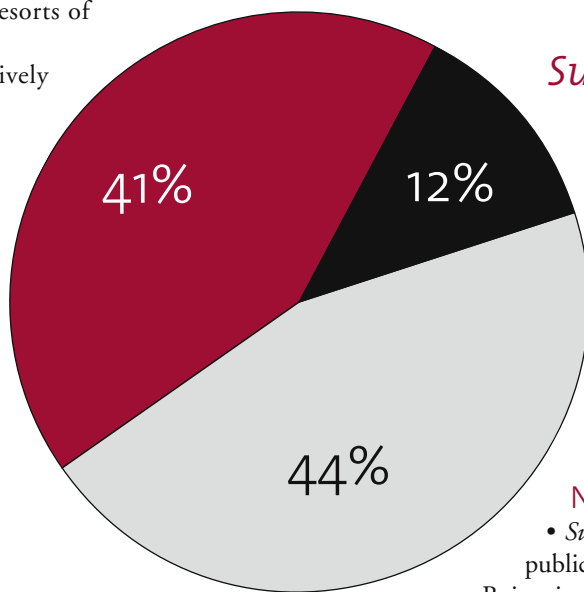
#3 selling magazine at Atkinsons' Markets!

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 City and Boise airports.
- #3 selling magazine at Atkinsons' Markets after *People* and *TV Guide*.
- More than 400 locations nationwide, notably Borders, Barnes & Noble, Hastings, Waldenbooks and regional Albertson's Markets as well as local bookstores, 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.