

# SunValley magazine®

At the center of Idaho for 47 years



2021 Media Kit

# PRINT DELIVERS

## PRINT ADVERTISING DELIVERS LOYAL+ ENGAGED CONSUMERS

- 1 **PRINT TELLS THE STORY OF YOUR BRAND**—90% of adults read magazines and 95% of those under 25 read magazines!
- 2 **MILLENNIALS** are the fastest growing segment of **MAGAZINE SUBSCRIBERS**.
- 3 Magazines **RANK #1** in **AUTHENTICITY** and **ENGAGEMENT**—70% of Americans report that they find print advertising more personal than online ads.
- 4 Print is best at increasing **BRAND AWARENESS**—61% more than tv or online media.
- 5 Print delivers **LONG TERM RESULTS**—88% of Americans indicated that they understood, retained or used information better when they read print on paper compared to 54% and less when reading on electronic devices.
- 6 Magazine readers lead the most **ACTIVE LUXURY LIVES**.
- 7 *Sun Valley Magazine* has been delivering **NATIONAL AWARD-WINNING PRINT PUBLICATIONS FOR 45 YEARS**—we are an influencer in the Sun Valley market!

330,000  
annual readership

60,000  
annual circulation

#1 nationally  
distributed  
local magazine!



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[sunvalleymag.com](http://sunvalleymag.com)

Sources: Simmons Research, Multi-Media Engagement Study; Millward Brown Digital, 2007-2015; Nielsen Catalina Solutions, Multi-Media Sales Effect Studies, 2004 – 2015; Kantar Media, MARS Consumer Health Study; MPA, Magazine Media Factbook 2016/2017.

# OUR READERS

Since 1974, *Sun Valley Magazine* has remained the trusted resource for passionate residents and curious newcomers. We continue to deliver the most sought-after demographics in Idaho:

**AFFLUENT, EDUCATED, ACTIVE**  
and **SOPHISTICATED** readers living  
a **LUXURY RESORT LIFESTYLE!**

1 **MAGAZINE AUDIENCE TOTAL**  
330,000

2 **AUDIENCE RATIO**  
Male 42%  
Female 58%

3 **TOTAL ADULTS**  
Median Age: 49      Married 71%      Education 90% College Graduates  
44% Post Graduate Education

4 **HOUSEHOLD INCOME**  
Median HHI: \$236,000      27% over \$300,000

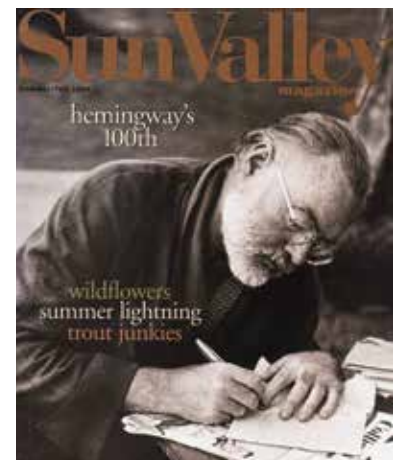
5 **HOME OWNERSHIP**  
Own Home 56%      Own Multiple Homes 22%      Average Home Price \$2.2 million

6 **SHELF LIFE**  
Average Months Readers keep copy of SVM  
11.5 months

## OUR READERS—TOP CITIES

- › Ketchum/Sun Valley
- › Boise
- › New York City
- › Salt Lake City
- › Denver
- › Seattle
- › Los Angeles
- › San Francisco
- › Portland
- › Chicago
- › Las Vegas
- › Houston

Sources: Rader Survey, The Bedford Group, Irvine, CA. Quantcast reader demographics.



56% of our readers are  
local residents!

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# LOCAL + REGIONAL DISTRIBUTION

*Sun Valley Magazine* 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.

## 1 LODGING

In-Room placement in the Valley's finest luxury hotels and the area's most exclusive property management companies—reaching over 400,000 annual visitors.

## 2 AIRPORT + PRIVATE JET TRAVELERS

Distribution to all incoming flights to Sun Valley and regionally in Salt Lake City, Twin Falls, and the Boise International Airport.

## 3 RETAILERS THROUGHOUT THE VALLEY

Distributed at valued markets, real estate and professional offices, visitor centers and luxury retailers throughout the Wood River Valley and beyond.

## 4 EVENT DISTRIBUTION

Sponsored events extend the local reach to specific target markets including arts and culture, food and wine, health and wellness, and exclusive sporting events and festivals.

### TOP REGIONAL NEWSSTAND DISTRIBUTION AREAS

- > Ketchum/Sun Valley, ID
- > Boise, ID
- > Eagle, ID
- > Garden City, ID
- > Meridian, ID
- > McCall, ID
- > Idaho Falls, ID
- > Pocatello, ID
- > Rexburg, ID
- > Twin Falls, ID
- > Salt Lake City, UT
- > Park City, UT
- > Logan, UT
- > Ogden, UT
- > Provo, UT
- > Sandy, UT
- > Spanish Fork, UT
- > Jackson, WY

#1 selling  
magazine in  
Atkinsons'  
Markets



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# NATIONAL DISTRIBUTION

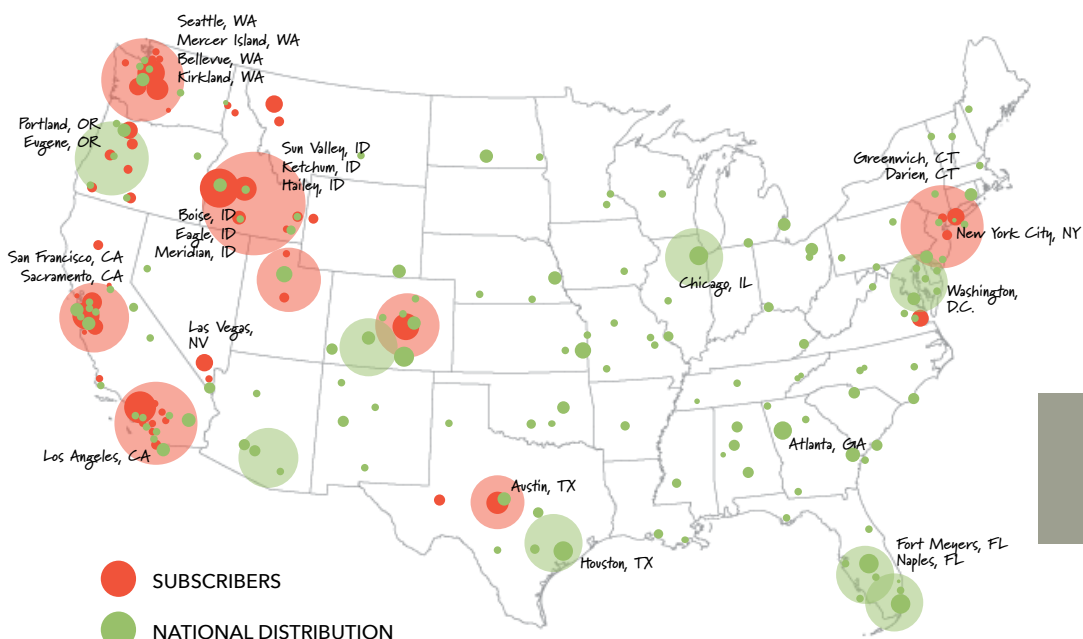
*Sun Valley Magazine* is proudly sold on upscale newstands, specialty grocers, and high-end retailers across the nation, including:

- › Albertsons
- › Whole Foods Markets
- › Boise Co-op
- › Natural Grocers
- › Barnes & Noble
- › Paradies Markets
- › Fred Meyer
- › Point Roberts Marketplace
- › Fresh Market
- › QFC Grocers
- › Hoback Markets
- › Ridleys
- › Cooperfield Books
- › Smiths
- › Boise Airport
- › Salt Lake City International Airport

## SUBSCRIBERS

Mailed to paid subscribers in all 50 states and 4 foreign countries. Considered an heirloom publication, each issue is kept as a souvenir for an average of 11.5 months, passed along, and given to others who may visit Sun Valley. *Sun Valley Magazine* reaches the top buying power in the region!

### KEY NATIONAL NEWSSTAND & SUBSCRIPTION DISTRIBUTION AREAS



This map indicates *Sun Valley Magazine's* national distribution and national subscription list for the year 2019.

50 STATE  
AUDIENCE

5 FOREIGN  
COUNTRIES



Sun Valley Magazine reaches your target audience before they arrive—and stays

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# NATIONAL AWARDS

## 2018 MAGGIE AWARDS

Finalist, Best Feature Article – “Primal Necessity”

## 2017 MAGGIE AWARDS

Finalist, Best Feature Article –

“The Long Journey Back”

Finalist, Best Profile – “A Life in the Sky”

Finalist, Best New Magazine – TERRITORY

## 2016 MAGGIE AWARDS

Finalist, Best Feature Article –

“The Great Migration”

## 2015 MAGGIE AWARDS

Finalist, Best Annual & One-Time Publication

Finalist, Best Cover

## 2014 MAGGIE AWARDS

Finalist, Best Annual & Custom Publication

## 2013 MAGGIE AWARDS

Finalist, Best Semi-Annals

Finalist, Best Special Theme Issue/Consumer

## 2012 MAGGIE AWARDS

Winner, Best Semi-Annals

## 2011 MAGGIE AWARDS

Finalist, Best Semi-Annals

Finalist, Best Special Theme Issue/Consumer

## 2010 OZZIE AWARD

Gold Winner for circulation less than  
6 times per year, full issue

## 2010 EDDIE AWARD

Gold Winner for circulation less than  
6 times per year, full issue

## 2010 IDAHO PRESS CLUB

Best Magazine Serious Feature –

“Idaho Basque Tables”

Best Blog – “Gone Fishing”

## 2010 MAGGIE AWARDS

Finalist, Best Semi-Annual &

Three-Time/Consumer Magazine

## 2009 MAGGIE AWARDS

Finalist, Best Semi-Annual

Winner, Three-Time/Consumer Magazine

## 2008 OZZIE AND EDDIE AWARDS

Eddie Award Editorial Content &

Ozzie Award Best Use of Photography— “Spirit Messengers,” Summer 2008

## MONA WARCHOL

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