

SunValley magazine®



STORYTELLING SINCE 1973

PRINT DELIVERS

PRINT ADVERTISING DELIVERS LOYAL + ENGAGED CONSUMERS

DELIVERS ENGAGEMENT

Magazines have the ability to persuade readers to take action on ads and influence purchasing decisions.

Sun Valley Magazine has subscribers in
ALL 50 STATES + SEVERAL FOREIGN COUNTRIES.

MAGAZINES RANK #1 IN AUTHENTICITY

88% of readers surveyed say magazines are more inspiring, fulfilling, and trustworthy than websites, digital ads, or ad-supported TV networks.

MAGAZINE READERS TAKE ACTION

85.7% of our readers have purchased or taken action after seeing an ad in *Sun Valley Magazine*!

PAPER-BASED READING DELIVERS LONG-TERM RESULTS

Print is preferred by a majority (even millennials) of Americans. Readers find higher comprehension and recall with print which stimulates emotions and desires.

Sun Valley Magazine is the **ORIGINAL luxury brand** and has been delivering **NATIONAL AWARD-WINNING PRINT PUBLICATIONS FOR 50 YEARS!**

The **#1**
nationally
distributed
magazine in
Sun Valley!

annual
circulation:

60,000

annual
readership:

330,000



SunValley
magazine

At the center of Idaho for 50 years

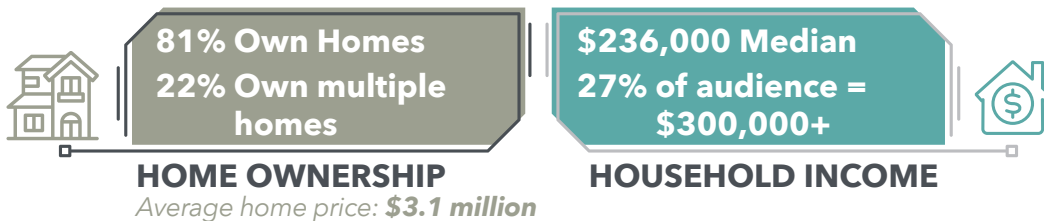
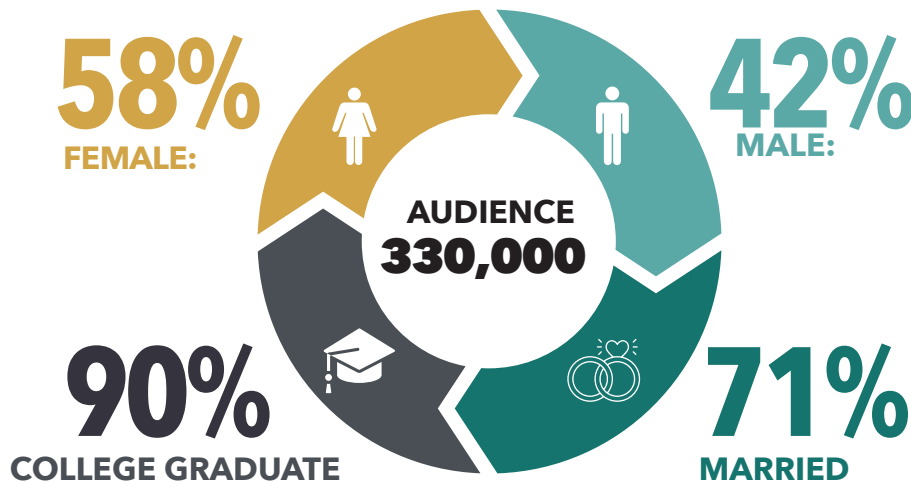
sunvalleymag.com

Sources: MRI-Simmons, Starch Advertising Research, Jan-Dec. 2021, MRI-Simmons Multi-Media Engagement Study, May 2022, "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works" Scott McDonald, PhD.

OUR READERS

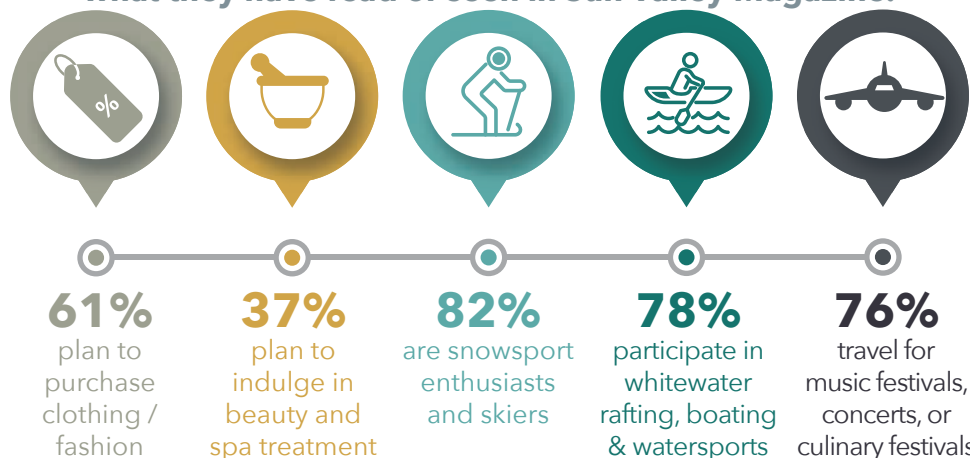
Since 1973, *Sun Valley Magazine* has remained the trusted resource for passionate residents and curious newcomers. Sun Valley Magazine readers look forward to each issue: **72% keep SVM for a year or more, and 19% love it and keep it forever!** We continue to deliver the most sought-after demographics in Idaho:

AFFLUENT, EDUCATED, ACTIVE, AND SOPHISTICATED READERS LIVING A LUXURY RESORT LIFESTYLE!



SVM Readers Take Action

91% of our Readers have purchased or taken action on what they have read or seen in Sun Valley Magazine.



Readers 35-54 are above average spenders on apparel, dining, & luxury brands



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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 500,000 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.

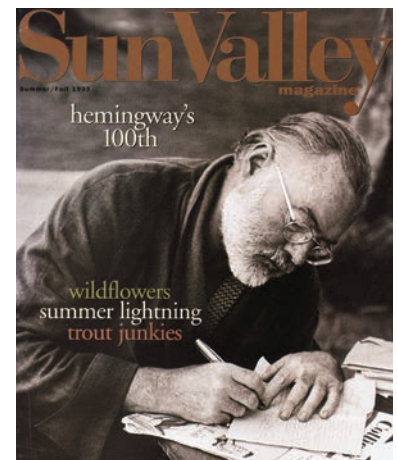
4 EVENT DISTRIBUTION

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
Ketchum
Atkinsons'
Markets



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NATIONAL DISTRIBUTION

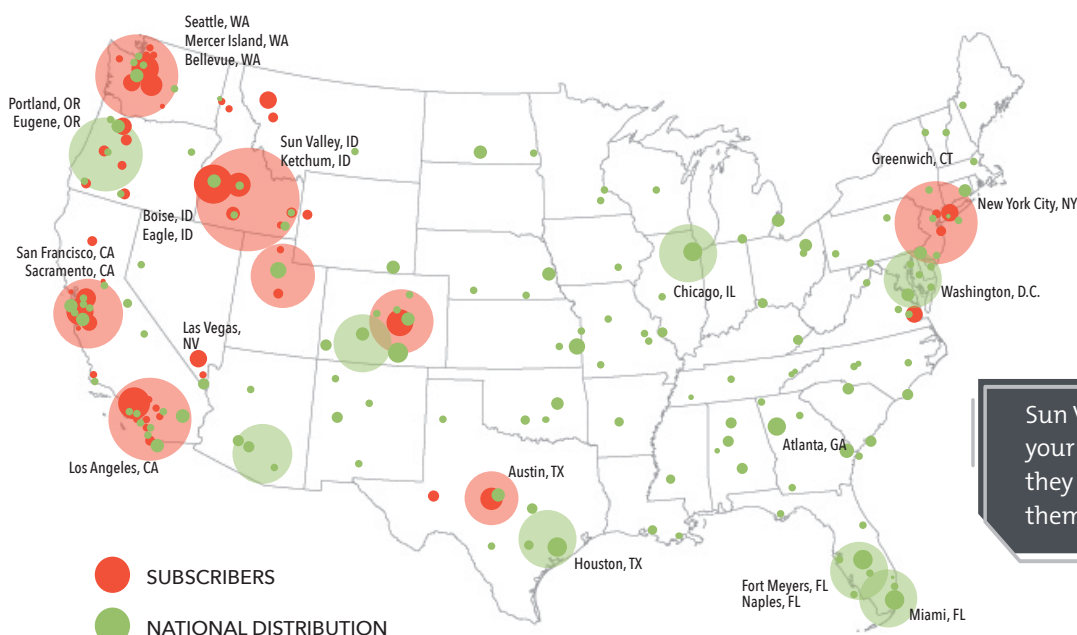
Sun Valley Magazine is proudly sold on upscale newstands, specialty grocers, and high-end retailers across the nation, including:

- › 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 5 foreign countries. Considered an heirloom publication, each issue is kept as a souvenir for an average of 18.5 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 2022.

50 STATE
AUDIENCE

5 FOREIGN
COUNTRIES



Sun Valley Magazine reaches your target audience before they arrive—and stays with them long after they leave.

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ENDORSEMENTS & ACCOLADES

SUN VALLEY MAGAZINE IS **THE ORIGINAL LUXURY BRAND** IN THE SUN VALLEY MARKET AND THE LOYALTY AND LONGEVITY OF OUR ADVERTISERS SPEAKS VOLUMES!

95%

of all Sun Valley Magazine advertisers continue to renew year after year and issue after issue.

OUR CLIENT AND **CUSTOMER LOYALTY IS THE BEST FORM OF ENDORSEMENT** A BRAND COULD EVER HAVE—ONCE A SUN VALLEY MAGAZINE ADVERTISER, ALWAYS A SUN VALLEY MAGAZINE ADVERTISER!

NATIONAL AWARDS

WINNER OF **38 NATIONAL AND REGIONAL AWARDS**, SUN VALLEY MAGAZINE HAS RECEIVED MORE THAN 52 NATIONAL DESIGN AND EDITORIAL NOMINATIONS, AND 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 BRAND MESSAGING AND VISUALS.

>> WINNER OF 9 ASME NATIONAL MAGAZINE AWARDS

(previously known as the Ellie Awards for editorial excellence and the Ozzie Awards for design excellence), joining a “who’s who” of the industry’s leading national editors, publishers and consultants. Past winners include Fortune, National Geographic Traveler, Elle, Audobon, Architectural Record, Time, Bon Appetit, Harper’s Bazaar, Smithsonian Magazine and Vogue.

>> WINNER OF OVER 18 MAGGIE AWARDS AND

CHOSEN AS A **FINALIST OVER 37 TIMES** IN THE LAST 30 YEARS.

The most prestigious publishing awards in the Western United States, the Maggie Awards were awarded by the Western Publications Association to honor the best in magazine and electronic publishing. Winners are chosen from over 2,000 entries, with past winners and finalists including Ski Magazine, Oracle, Surfer, Texas Monthly, Shape, Islands, Yoga Journal, San Francisco Weekly, Seattle Metropolitan, Arizona Highways, Santa Barbara Magazine, Sierra Magazine and Sunset.

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