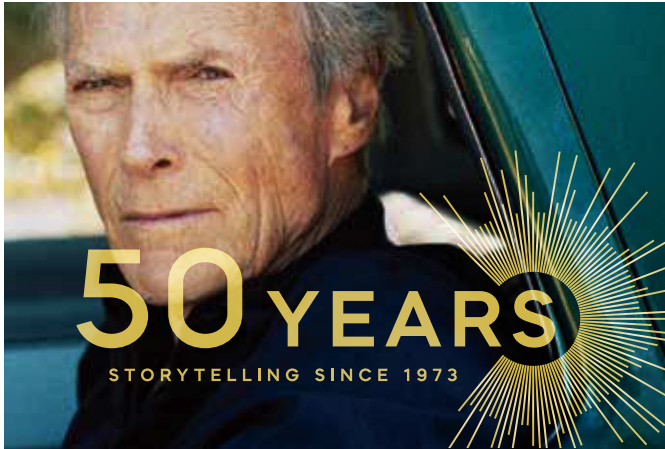


SunValley magazine®



STORYTELLING SINCE 1973

PRINT DELIVERS

PRINT ADVERTISING DELIVERS LOYAL + ENGAGED CONSUMERS

ENGAGEMENT

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

Sun Valley Magazine has **PAID 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.

ACTION

91% of our readers have purchased or taken action after seeing an ad in *Sun Valley Magazine*!

LONG-TERM RESULTS

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

Sun Valley Magazine is a Western original, **A LUXURY BRAND** and has been delivering national award-winning print publications **for over 50 years!**

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

annual
circulation:

60,000

annual
readership:

330,000



STORYTELLING SINCE 1973!

SunValley
magazine®

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 each issue 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!

HOME OWNERSHIP



\$3.2 MILLION
MEDIAN HOME PRICE

22% own more than one home

HOUSEHOLD INCOME

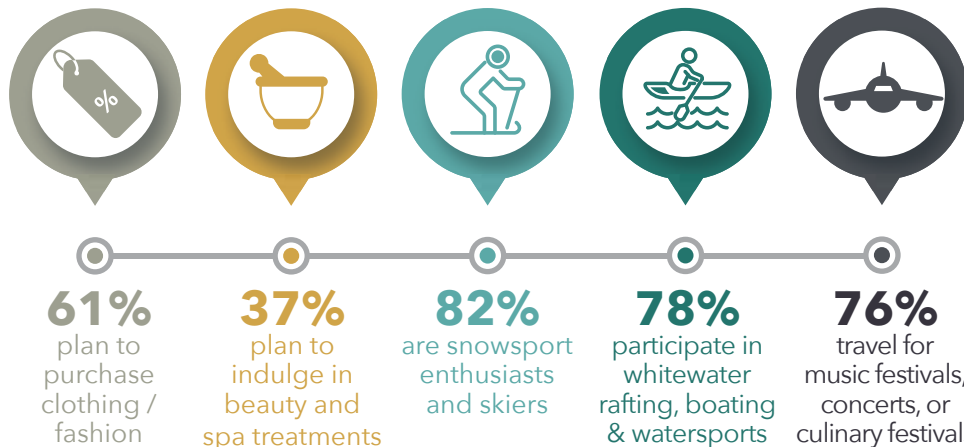


\$1.55 MILLION
ANNUAL INCOME

Average Adjusted Income

SVM Readers Take Action

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



AUDIENCE
330,000 READERS



90%
COLLEGE GRADUATES



FEMALE:
58%
MALE:
42%



71%
MARRIED



Sources: MRI-Simmons, Fall 2021; Reader Survey Winter 2022/2024, The Bedford Group, Irvine, CA. Quantcast reader demographics.

STORYTELLING SINCE 1973!

SunValley
magazine®

sunvalleymag.com

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.

5 DIGITAL ISSUE

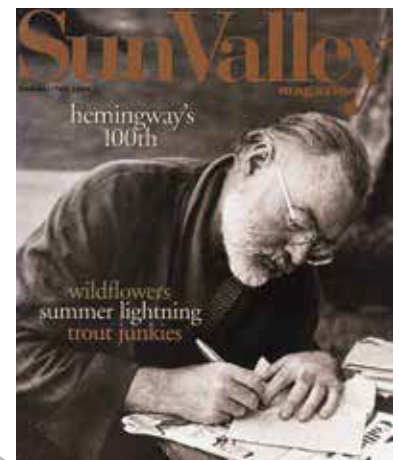
Sun Valley Magazine online issues reach an additional 8,300 digital readers each year and benefit from over 35,000 impressions monthly with 1,000+ individual interactions—ensuring your brand messaging continues to deliver across multiple media platforms.

TOP HOTEL, LODGING & HOSPITALITY LOCATIONS

- › Sun Valley Resort Properties
- › Ketchum Limelight Hotel
- › Sun Valley Inn
- › Hotel Renegade, Boise
- › Sun Valley Lodge
- › Inn at 500 Capital, Boise
- › Tamarack Lodge
- › The Grove, Boise
- › Wood River Inn
- › Hotel 43, Boise

EXCLUSIVELY at DELTA SKY CLUBS

Sun Valley Magazine is proudly featured exclusively at select Delta Sky Club locations in key gateway markets, including Salt Lake City, Seattle, Denver, and Los Angeles locations.



subscribers
in all **50** states
+ sold on
national
newstands

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SunValley
magazine

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NATIONAL + PAID DISTRIBUTION

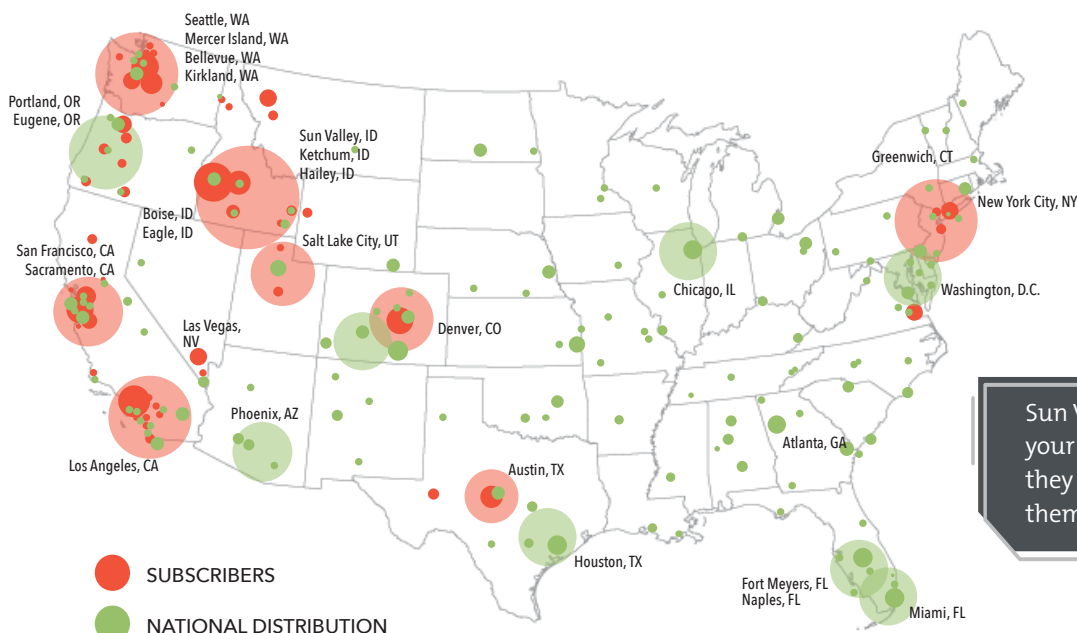
Sun Valley Magazine is proudly sold on upscale newstands, specialty grocers, and high-end retailers across the nation, including:

- › Albertsons
- › Whole Foods Markets
- › Boise Co-op
- › Natural Grocers
- › Barnes & Noble
- › Paradies Markets
- › Fred Meyer
- › Fresh Market
- › QFC Grocers
- › Hoback Markets
- › Ridleys
- › Cooperfield Books
- › Smiths
- › Boise Airport

SUBSCRIBERS | PAID CIRCULATION

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 2025.

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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SunValley
magazine

sunvalleymag.com

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 **41 NATIONAL AND REGIONAL AWARDS**, *Sun Valley Magazine* has received more than 57 national design and editorial nominations. It 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 12 ASME NATIONAL MAGAZINE AWARDS

(previously known as the Eddie 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*.

SARA ADAMIEC

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