

# NEVADA | MEDIA KIT

MAGAZINE & VISITOR GUIDE

Nevada Magazine & Visitor Guide is distributed free of charge on a quarterly basis and is a robust publication offering personal stories typical of Nevada Magazine plus content such as itineraries and quick-hit information people are used to seeing in the Visitors Guide.

Digital downloads, email requests, and online views of Nevada Magazine & Visitor Guide are trending at a combined total of more than 9,000 per issue while continuing to grow as the publication releases new issues.

**CARRIE ROUSSEL**  
**NEVADA MAGAZINE & VISITOR GUIDE**  
**Advertising & Fulfillment**  
**775-687-0610 • 855-729-7117**  
**carrie@nevadamagazine.com**



## PRINT ADVERTISING

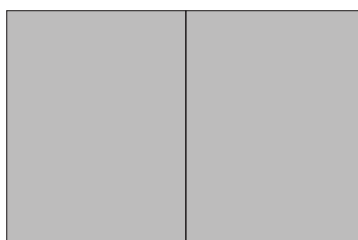
### QUARTERLY DISTRIBUTION BREAKDOWN

10,000 – Industry Partners (CVAs, CVBs, AAA and Chamber of Commerce offices, Town Offices and Visitor Centers, etc.)  
 25,000 – Certified Folder Display (rack placement throughout Western states)  
 30,000 – Opportunity Village (ship direct to consumers requesting the guides from Travel Nevada)

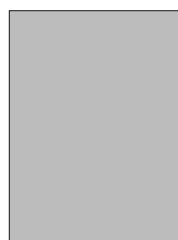
### 65,000 – TOTAL

### QUARTERLY AD RATES (PER ISSUE)

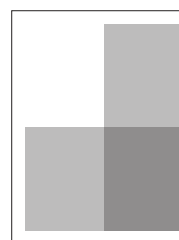
SIZE	1X RATE	2X RATE	4X RATE
SPREAD	\$10,800	\$9,600	\$8,400
FULL PAGE	\$7,200	\$6,000	\$5,400
1/2 PAGE	\$4,800	\$4,200	\$3,600
1/4 PAGE	\$3,000	\$2,400	\$1,800



**SPREAD**  
 16"w x 10.5"h  
 + .125" bleed



**FULL PAGE**  
 8"w x 10.5"h  
 + .125" bleed



**1/2 PAGE**  
 7.125"w x 4.75"h  
 or 3.5"w x 9.5"h



**1/4 PAGE**  
 3.5"w x 4.75"h

### PREMIUM PLACEMENT

Inside back cover, available as a 4x contract at \$6,000 per issue.  
 Inside front cover, available as a 4x contract at \$5,940 per issue.  
 Page 1, available as a 4x contract at \$5,700 per issue.

### ISSUE NAMES AND RELEASE DATES

**Spring 24** (February 1, 2024)  
**Summer 24** (May 1, 2024)  
**Fall 24** (August 1, 2024)  
**Winter 24** (November 1, 2024)

### ARTWORK DEADLINES

**Spring 24:** 12/1/2023  
**Summer 24:** 3/1/2024  
**Fall 24:** 6/1/2024  
**Winter 24:** 9/1/2024

E-mail ad directly to [carrie@nevadamagazine.com](mailto:carrie@nevadamagazine.com) by deadline date.  
 Preferred file types: PDF (best); JPG, TIF, EPS ok.



# NEVADA

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## DIGITAL ADVERTISING

### NEVADAMAGAZINE.COM

Month to month, we average 20k-25k pageviews on our site, with the homepage and current issue stories the leading views. Over 90% of website users are new users.

We have a variety of digital ad sizes and placement options, from banner ads to box ads that can be placed on article pages, issue index, and two on the homepage. All ads are industry standard sizes, except for our homepage ad.

Each issue of Nevada Magazine & Visitor Guide is highlighted in e-newsletters published by Nevada Magazine and the Nevada Division of Tourism.

All prices are per month, and multiple month contracts will result in a discounted rate.



**LARGE RECTANGLE**  
300 x 250 px  
\$250



**SQUARE**  
250 x 250 px  
\$150

### FILE TYPES

- JPG
- PNG
- GIF
- Animation upon approval
- Video upon approval



**LEADERBOARD**  
728 x 90 px  
\$450 for homepage | \$350 for inside pages



**HOMEPAGE FULLWIDTH**  
1280 x 150 px  
\$450

### NEWSLETTERS

We are sending newsletters to our opt-in subscribers monthly. In addition to the 17,000+ subscribers, we are also able to send our email newsletters to all state of Nevada employees.

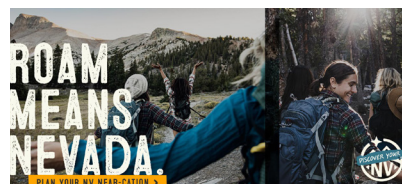
Between the three audiences below, we have almost 40,000 people with direct ties to Nevada and a vested interest in the state.

**15,500**  
general email  
newsletter  
subscribers

**1,500**  
digital email  
subscribers

**~20,000**

State of Nevada employees that  
receive our newsletters



**NEWSLETTER**  
1278 x 576 px  
\$500

Our newsletter ads are 1278px x 576px, and can be changed out monthly. Unique tracking codes that you supply should be included.

We usually host two ads per newsletter, along with a Travel Nevada spot at the bottom of the newsletter.

A recent advertiser realized \$430 in direct sales within one week of appearing in our newsletter.

Cost is \$500 per newsletter send, which includes all three lists mentioned above.