



**NEVADA**  
MAGAZINE & VISITOR GUIDE



# MEDIA KIT

Nevada Magazine & Visitor Guide is distributed free of charge on a bi-annual basis and is a robust publication offering personal stories plus content such as itineraries and quick-hit information.

## PRINT ADVERTISING

### ISSUE DISTRIBUTION BREAKDOWN

- 3,000 Travel Nevada use – Reno, Carson City, and Las Vegas
- 61,000
  - Opportunity Village (consumer and bulk requests)
  - Industry partners
  - AAA offices
- 66,000 Certified Folder Display copies on racks in Nevada and the surrounding 5 states (CA, OR, ID, UT, AZ).
- 130,000 – TOTAL

### PREMIUM PLACEMENT

- Inside back cover, available as a 2x contract at \$12,000 per issue.
- Inside front cover, available as a 2x contract at \$11,880 per issue.
- Page 1, available as a 2x contract at \$11,400 per issue.

### ISSUE NAMES AND RELEASE DATES

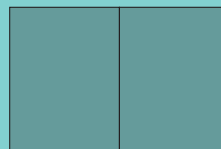
- Spring/Summer 25 (March 1, 2025)
- Fall/Winter 25 (September 1, 2025)

### ARTWORK DEADLINES

- Spring/Summer 25: January 6, 2025
- Fall/Winter 25: July 7, 2025

### AD RATES (PER ISSUE)

SIZE	1X RATE	2X RATE
SPREAD	\$19,200	\$16,800
FULL PAGE	\$12,000	\$10,800
1/2 PAGE	\$8,400	\$7,200
1/4 PAGE	\$4,800	\$3,600



**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

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

### CARRIE ROUSSEL

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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.

## 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.

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



**LEADERBOARD**  
728 x 90 px

\$450 for homepage | \$350 for inside pages



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

### FILE TYPES

- JPG
- PNG
- GIF
- Animation\*
- Video\*

\*upon approval

## NEWSLETTERS

We send 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

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.



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

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