

NEVADA

MAGAZINE & VISITOR GUIDE

MEDIA KIT

Nevada Magazine and the annual Travel Nevada Visitor Guide have merged to become a new publication, called Nevada Magazine & Visitor Guide. The new piece is distributed free of charge on a quarterly basis and is a more robust publication offering personal stories typical of Nevada Magazine with content such as itineraries and quick-hit information people are used to seeing in the Visitors Guide.

PRINT ADVERTISING

QUARTERLY DISTRIBUTION BREAKDOWN

25,000 – Certified Folder Display (rack placement throughout Western states)
 5,000 – Direct to subscribers
 10,000 – Industry Partners (CVAs, CVBs, Chamber of Commerce offices, Town Offices and Visitor Centers, etc.)
 10,000 – Opportunity Village (ship direct to consumers requesting the guides from Travel Nevada)

50,000 – TOTAL

QUARTERLY AD RATES* (PER ISSUE)

| SIZE | 1X RATE | 2X RATE | 4X RATE |
|-----------|------------|------------|------------|
| SPREAD | \$9,000.00 | \$8,000.00 | \$7,000.00 |
| FULL PAGE | \$6,000.00 | \$5,000.00 | \$4,500.00 |
| 1/2 PAGE | \$4,000.00 | \$3,500.00 | \$3,000.00 |
| 1/4 PAGE | \$2,500.00 | \$2,000.00 | \$1,500.00 |

***please note, these rates are the same as Nevada Magazine offered in the past but provide a 358% increase in distribution with the addition of the Visitor Guide audience!**

CARRIE ROUSSEL

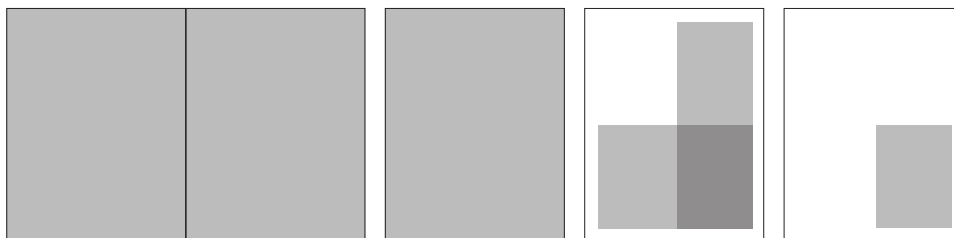
NEVADA MAGAZINE & VISITOR GUIDE

Customer Relations Manager

Advertising & Distribution

775-687-0610 • 855-729-7117

carrie@nevadamagazine.com



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

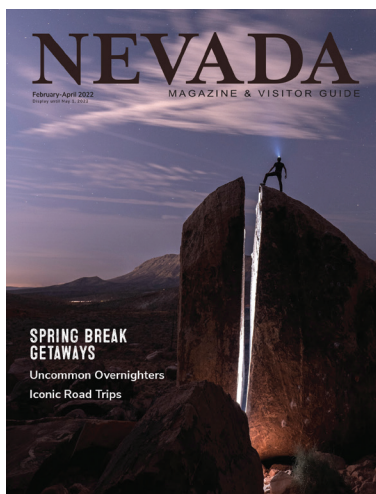
Inside front cover, available as a 4x contract at \$4,950 per issue.
 Inside back cover, available as a 4x contract at \$5,000 per issue.
 Page 1, available as a 4x contract at \$4,750 per issue

ISSUE NAMES AND RELEASE DATES

Fall 22 (releases Aug. 1, 2022)
 Winter 22 (releases Nov. 1, 2022)
 Spring 23 (releases Feb. 1, 2023)
 Summer 23 (releases May 1, 2023)

ARTWORK DEADLINES

Fall 22: 6/1/2022
 Winter 22: 9/1/2022
 Spring 23: 12/1/2022
 Summer 23: 3/1/2023



E-mail ad directly to carrie@nevadamagazine.com by deadline date.

NEVADA

MAGAZINE & VISITOR GUIDE

MEDIA KIT

DIGITAL ADVERTISING

NEVADAMAGAZINE.COM

Month to month, we are averaging 20k-25k pageviews on our site, with the homepage and current issue stories the leading views. We average 10-12% return viewers so most of the pageviews are from 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, expect for our homepage ad.

Each issue of Nevada Magazine is announced in an email alert and 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 9,000+ subscribers, we are also able to send our email newsletters to all state of Nevada employees.

Between the three audiences below, we have almost 30,000 people with direct ties to Nevada and a vested interest in the state.

8,345

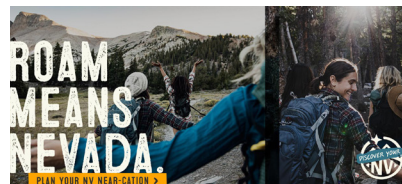
general email
newsletter
subscribers

767

digital email
subscribers

~20,000

State of Nevada employees that
receive our newsletters



NEWSLETTER
1278 x 576 px
\$400

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

We will only 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 \$400 per newsletter send, which includes all three lists mentioned above.