

## BIGRIVER Magazine

#### RATE CARD

# Bring river travelers to your destinations. Advertise in *Big River Magazine*.

Why do you need Big River in your 2025 marketing program? We deliver travelers!

#### Big River readership statistics

- Each issue is read by more than 11,000 people
- 59% have household incomes of \$75K annually
- 80% like to dine near the river
- 62% own boats of some kind
- Average age, mid 60s-70s, retired, about the same male-female readers
- 39% use the magazine for trip planning
- 85% have given gift subscriptions
- 71% like to visit scenic overlooks
- 59% live within 10 miles of the river
- 70% who live within 10 miles of the river like to visit other stretches of the river
- Our ad rates are an excellent value

#### 2024 magazine ad statistics

- 91% of adults read print magazines
- Magazine ads increase brand favorability by 24%
- 62% of readers discuss magazine ads with friends and family
- Magazine ads rank highest in trustworthiness and credibility among all media platforms
- 73% of magazine readers save ads for future reference
- Magazine ads boost web searches by 56%
- 61% of readers take action after seeing a print magazine ad
- Magazine ads have a 35% unaided recall rate (GITNUX)

PUT OUR 32 YEARS OF COMPELLING RIVER CONTENT TO WORK!

## RATES, SIZES, SCHEDULE

#### **Ad Rates**

Save when you run your ad in consecutive issues!

Ad Size	One Issue	2 times Save 4%	3 times Save 8% - All ads must i	4 times Save 12% run within a 12	5 times Save 16% 2-month perio	6 times <b>Save</b> <b>20%</b> d.——
I/6 Page	\$206	<sup>\$</sup> 198	\$190	<sup>\$</sup> 182	<sup>\$</sup> 173	<sup>\$</sup> 165
I/4 Page	\$299	\$287	\$275	\$263	\$25 I	\$239
I/3 Page	\$370	\$355	\$34I	\$326	\$311	\$296
Half Page	\$498	\$478	<sup>\$</sup> 458	\$438	\$419	\$399
2/3 Page	<sup>\$</sup> 591	\$567	<sup>\$</sup> 544	\$520	\$496	\$473
Full Page	\$712	<sup>\$</sup> 683	<sup>\$</sup> 655	<sup>\$</sup> 626	<sup>\$</sup> 598	<sup>\$</sup> 569
Double Spread	<sup>\$</sup> 1,281	\$I,230	<sup>\$</sup> 1,179	\$1,128	\$1,076	<sup>\$</sup> 1,025

10% placement charge for inside front cover, back cover or inside back cover.

**Business Cards**: Located in the Business Card section or any City Page: \$100 per issue.

Run for a full year (six issues): \$400 (two FREE ads).

Prices subject to change.

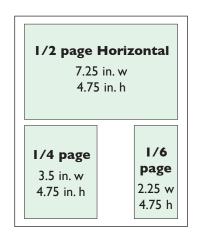
#### **Schedule**

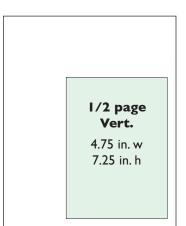
Issue	Deadline	Editorial Theme	
January-February	Nov. 30	Boats & Boating	
March-April	Jan. 3 I	River History	
May-June	March 31	Summer Travel	
July-August	May 31	Environment & Wildlife	
September-October	July 31	Food & Dining	
November-December	Sept. 30	Hunting & Winter	

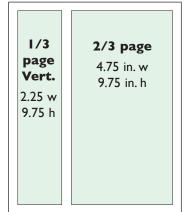
#### A note about cut-out coupon ads:

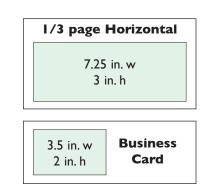
Cut-out coupons work pretty well in free newspapers and mailers. They don't work as well in magazines that you have to pay for, like *Big River Magazine*, because people like to hang onto them for a while. People don't want to cut them up.

# Full page 7.25 in. w 9.75 in. h Full bleed at least 8.75 in. w 11.25 in. h (keep content area within 8 in. by 10.5 in.)









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