

# idaho*falls*

## M A G A Z I N E



**Print & Digital Media Planner | 2024**

# idaho*falls*

## MAGAZINE

Published  
**Monthly**

Distributed throughout  
**Eastern Idaho**

Each issue referred to  
**4 times**  
on average

*Sharing the good news*  
OF EASTERN IDAHO

### OUR READERS

MAGAZINE

**40,000+**  
Monthly Readers

DIGITAL

As of Oct. 2023

**14,500+**  
Facebook Followers

**4,097+**  
Instagram Followers

**11,200+**  
E-Blast Subscribers

**125,000+**  
Monthly Website  
Impressions

**9,000+**  
Unique Visitors

**78,797+**  
**Monthly Overall Reach**

### OUR SUBSCRIBERS

52% FEMALE

48% MALE

**5+ Years**

**35%**

Get their news from IFM

**67%**

Discover new events with our  
Community Calendar every issue

**90%**

Of subscribers read  
every issue

**48%**

Look to IFM for  
restaurant reviews

### IDAHO FALLS

**165,608**

Greater Idaho Falls

**69,450**

Population of Idaho Falls

**32.3 years**

Median age in Idaho Falls