

# idaho*falls*

M A G A Z I N E



**Print & Digital Media Planner | 2025**

# idaho*falls*

## MAGAZINE

Published  
**Monthly**

Distributed throughout  
**Eastern Idaho**

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

## Celebrating the GREAT LIFE in 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

Length of average subscription

**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

# EDITORIAL CALENDAR

## 2025 DEADLINES

## EDITORIAL THEMES



### JANUARY

SPACE DEADLINE: Nov. 26, 2024  
Material Deadline: Dec. 2, 2024  
Mail Date: Dec. 27, 2024

**East Idaho Weddings & Education**—Featuring wedding stories along with tips and planning for upcoming nuptials. Get the scoop on what's new and find the perfect inspiration from local experts on all things bridal and wedding. Our Education section brings you profiles on local artisans, educators and schools along with trends in the education sector.



### FEBRUARY

Space Deadline: Dec. 30, 2024  
Material Deadline: Jan. 3, 2025  
Mail Date: Jan. 28, 2025

**East Idaho Wellness**—Kick-off the new year with tips on preventing and managing health conditions, as well as advice from experts on taking care of your heart so you can stay on beat. Wellness isn't just about being physically well, in this issue you will also find tips from local experts about exercising, emotional wellness and self-care.



### MARCH

Space Deadline: Jan. 21, 2025  
Material Deadline: Jan. 23, 2025  
Mail Date: Feb. 17, 2025

**East Idaho Business & Women of Influence**: This issue has everything you need to know about the latest successes in the community, including statistical trends, exclusive interviews, and the full gamut of resource information for businesses large and small. Readers can also find profiles on the local women who thrive and succeed in business.



### APRIL

Space Deadline: Feb. 18, 2025  
Material Deadline: Feb. 20, 2025  
Mail Date: Mar. 17, 2025

**East Idaho Outdoor & Adventure**—From rivers to ridges, this special section celebrates the best outdoor activities and adventures in and around eastern Idaho. Veteran journalist and outdoor enthusiast Kris Millgate and the IFM team of writers provide the perfect resource for adventuring in our region.



### MAY

Space Deadline: Mar. 18, 2025  
Material Deadline: Mar. 20, 2025  
Mail Date: Apr. 14, 2025

**East Idaho Real Estate / Home & Garden**—First-time home buyers and veteran homeowners alike will find everything they need, from real-estate tips to reinvigorating their garden for Spring. Readers will also be enthralled with profiles on upcoming designers and builders of our community.



### JUNE

Space Deadline: Apr. 22, 2025  
Material Deadline: Apr. 24, 2025  
Mail Date: May 19, 2025

**East Idaho Family Fun and Road Trips**—This guide has everything you need for family fun, including road trips to new and old destinations, what you can find during this year's baseball season, local family-friendly resources and opportunities to recreate throughout the region.



### JULY

Space Deadline: May 20, 2025  
Material Deadline: May 22, 2025  
Mail Date: Jun. 17, 2025

**East Idaho Dining**—What's the most important part of summer? All of the food! Reader-selected establishments compete yearly within the 20 categories of our dining awards. Find award-winners, top chefs of Idaho Falls, recipes from local restaurants and more.



### AUGUST

Space Deadline: Jun. 17, 2025  
Material Deadline: Jun. 19, 2025  
Mail Date: Jul. 15, 2025

**Eastern Idaho State Fair Guide and Community Photo Contest Results**—Pick up this special issue to learn about Eastern Idaho State Fair performers, visiting attractions, rodeo times and fair food. Additionally, enjoy a showcase of stunning images and profiles of award-winning photographers in our community.



### SEPTEMBER

Space Deadline: Jul. 22, 2025  
Material Deadline: Jul. 24, 2025  
Mail Date: Aug. 18, 2025

**East Idaho Health & Fitness**—Expand your knowledge on medical topics in Eastern Idaho, including ground-breaking procedures, new specialty services, general health care information and more. You'll find tips from local nutrition gurus—like how to kick-start a new exercise plan or find the perfect gym.



### OCTOBER

Space Deadline: Aug. 19, 2025  
Material Deadline: Aug. 21, 2025  
Mail Date: Sept. 16, 2025

**East Idaho Senior Living**—From talented seniors to finding the perfect living situation for family members, this issue has everything you need to know about senior living in East Idaho. Here you'll find stories and profiles on the people and businesses who serve seniors in our community.



### NOVEMBER

Space Deadline: Sept. 23, 2025  
Material Deadline: Sept. 25, 2025  
Mail Date: Oct. 20, 2025

**East Idaho Shopping / Giving & History**—Get the scoop on what's new and find the perfect gifts through inspiration from local experts, profiles on new stores and a holiday gift guide. Learn about local nonprofits and ways to give within our community. Meet the men and women who made Idaho Falls. Adorned with historical images, this issue features tales of families and businesses who made their start in Idaho Falls.



### DECEMBER

Space Deadline: Oct. 21, 2025  
Material Deadline: Oct. 23, 2025  
Mail Date: Nov. 17, 2025

**East Idaho Holidays & Traditions**—Settle into the holiday spirit with ideas and inspiration for the perfect holiday season. Read stories about traditions and upcoming winter events for a dazzling December. Enjoy our best tips for amplifying your festivities and find new ways to celebrate the winter season.

# Annual Ancillary Publications

## Idaho Falls Area Map

Space Deadline: Feb. 4, 2025  
 Material Deadline: Feb. 6, 2025  
 Mail Date: Mar. 3, 2025



This full-color map is published annually for the cities of Idaho Falls and Ammon, as well as rural Bonneville County. Annual updates include all new subdivisions, streets, hospitals and schools.

**Circulation: 60,000**  
 Distribution: Placed in hotels, visitors & travel centers, chambers in SE Idaho & across the state.

**Rates:**  
 4 Spot: \$1,275      2 Spot: \$750  
 3 Spot: \$1,050      1 Spot: \$400

## Discover Idaho Falls

Space Deadline: Mar. 4, 2025  
 Material Deadline: Mar. 6, 2025  
 Mail Date: Mar. 31, 2025



Parks, sports teams, indoor facilities, clubs and other recreational activities in and around Idaho Falls can be found in this guide and used to plan fun activities for children and adults alike. Special distribution includes all children (K-6) in Bonneville County Schools.

**Circulation: 40,000**  
 Distribution: Special distribution in all enrolled I.F. elementary school children's backpacks.

**Rates:**  
 Full Page: \$1,500  
 Half Page: \$850  
 Quarter Page: \$450

## Idaho Falls Super Savings Coupon Booklet

Space Deadline: Mar. 11, 2025  
 Material Deadline: Mar. 13, 2025  
 Mail Date: Apr. 07, 2025



Idaho Falls Super Savings coupon Booklet will contain over 200 coupons from local vendors and will be distributed via area fundraising, direct sales and community donations.

**Circulation: 5,000**  
 Distribution: High Schools, Middle Schools, and teams looking to create a fundraiser.

**Rates:**  
 Single Coupon \$50  
 Three Coupons \$100

## Idaho Falls Area Visitors Guide

Space Deadline: Apr. 8, 2025  
 Material Deadline: Apr. 10, 2025  
 Mail Date: May. 5, 2025



Idaho Falls serves as the main hub to Eastern Idaho, southwestern Montana, northwestern Wyoming, Yellowstone National Park and Grand Teton National Park. This annual guide is distributed in hotels, visitor centers, chambers and rest stops.

**Circulation: 80,000**  
 Distribution: Placed in hotels, visitors & travel centers, chambers in SE Idaho & across the state.

**Rates:**  
 Full Page: \$1,500  
 Half Page: \$850  
 Quarter Page: \$450

## Independence Day Parade Program

Space Deadline: June 4, 2025  
 Material Deadline: June 6, 2025  
 Mail Date: June 28, 2025



Close to 100,000 spectators line the streets for the city's parade, followed by Melaleuca's Freedom Celebration. This guide includes parade listings, details and special discounts from area businesses.

**Circulation: 50,000+**  
 Distribution: Parade attendees

**Rates:**  
 Full Page: \$600  
 Half Page: \$300  
 Quarter Page: \$150  
 Business Card: \$50

## Destination Idaho Falls Relocation Guide

Space Deadline: Sept. 9, 2025  
 Material Deadline: Sep. 11, 2025  
 Mail Date: Oct. 7, 2025



Suited for coffee tables and business lobbies alike, Destination Idaho Falls is also available as an interactive digital issue and marketed across the country to key online resources for business development and relocation to East Idaho with a focus in Idaho Falls.

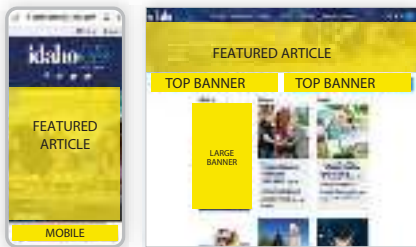
**Circulation: 40,000**  
 Distribution: Special distribution

**Rates:**  
 3 Page gate: \$9,000  
 2 Page gate: \$6,500  
 Centerfold: \$6,000  
 Spread: \$5,200  
 Full Page: \$3,300  
 2/3 vertical: \$2,200  
 Half Page: \$1,700  
 1/2 vertical: \$1,100  
 Quarter Page: \$850

# IFM DIGITAL – Celebrating the Great Life in Eastern Idaho

Website – [www.idahofallsmagazine.com](http://www.idahofallsmagazine.com)

The IFM website, [www.idahofallsmagazine.com](http://www.idahofallsmagazine.com) features material from print publications and a treasure trove of exclusive positive content, including behind-the-scenes interviews, photo galleries, and entertaining videos. It also harbors the most detailed and comprehensive events calendar.



<b>Featured Article at Top of Homepage (Incl. mobile):</b>	\$500
<b>Web Banner Ads:</b>	
Top Banner (Incl. mobile)—728x90 px:	\$300
Large Banner (Incl. mobile)—300x600 px:	\$200
Mobile Only—320x50 px:	\$200
<b>Online Article:</b>	
200-400 words (written by you)	\$150
200-400 words (written by IFM)	\$250

- Average Impressions: 25,000+
- No Negative Content
- Longer Visitor Sessions
- Uncluttered Website – Message Absorbed Better

File Specs:

- Send file as .JPG or .GIF
- Send URL link to desired web page
- Ad creative due 5 days prior to live date

## Social Media – Facebook, Instagram

**Sponsored Post:** We'll post about your business and boost it out to our 15k+ followers PLUS the greater Idaho Falls/Ammon area. **Rate:** \$100–\$200

**Ticket Tuesday Sponsor:** We'll create a giveaway promotion with a gift card or product from you, generating traffic to your business and social media pages. **Rate:** \$100

## Email Blasts

E-blasts content examples include: events, special offers, alerts, press releases, etc.

### • Weekly Newsletter

Your message highlighted at the top of our weekly newsletter and delivered to over 11,200 actively engaged followers of IFM. **Rate:** \$200

### • Custom Email Promotion For Your Business

A custom email dedicated to your message and delivered to over 11,200 actively engaged followers of IFM. Pick a date and time of your choosing. **Rate:** \$300

File Specs:

- Send file as .JPG or .PDF
- Max 800 px wide
- Send URL link to desired web page
- Ad creative due 5 days prior to live date

From our media partner Falls Printing ↪

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**TO** **FLYERS**  
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# BUNDLE AND SAVE

## IDAHO FALLS MAGAZINE AD BUNDLE PACKAGES

Prices Per Issue. Cancellations Require 30-Day Written Notice. Prepayment Required Without Credit Approval.

SIZE	PREMIUM POSITION	1X RUN	3X RUN	6X RUN	12X RUN	SPECS
Spread 2pg	\$4,320	\$3,800	\$3,230	\$3,040	\$2,660	16" x 10.75" + 1/8 Bleed
Full Page	\$2,500	\$1,900	\$1,615	\$1,520	\$1,330	8" x 10.75" + 1/8 Bleed
2/3 Page		\$1,475	\$1,250	\$1,175	\$1,030	4.667" x 10"
1/2 Page		\$1,155	\$985	\$925	\$810	7.083" x 4.833"
1/3 Page		\$765	\$655	\$612	\$540	4.667" x 4.833" (Square) 2.25" x 10" (Vertical)
1/4 Page		\$630	\$540	\$504	\$440	3.458" x 4.833"
1/8 Page		\$315	\$275	\$250	\$225	3.458" x 2.333"
Coupon		\$315	\$275	\$250	\$225	3.458" x 2.333"

Additional \$75 fee for custom ad design.

## SPONSORED EDITORIAL CONTENT

Share your message to our 78,800+ readers in a custom article and receive a guaranteed spot in the Idaho Falls Magazine issue of your choice.

### Rates:

- 2-Page Spread Article: \$2,800
- Full Page Article: \$1,400
- Half Page Article: \$900

Additional \$199 fee to have your article written by our editorial staff.

Add your logo to sponsor a department for product placement: \$250 per issue

Departments: Medical, Real Estate, Business, Food for Thought, Tech, Road Trip, Family Fun, Home & Garden and more!

**No Rain, No Rainbows**  
The growing demand for Eastern Idaho housing

**YOUR LOGO**

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