

# idaho*falls*

## M A G A Z I N E



*Sharing the* good news  
OF EASTERN IDAHO

Print & Digital Media Planner | 2023

# idaho*falls*

M A G A Z I N E

*Published*

**Monthly**

*Distributed throughout*

**Eastern Idaho**

*Each issue referred to*

**5 times**  
*on average*

*Sharing the good news*

OF EASTERN IDAHO

## OUR READERS

### DIGITAL

*As of Sept. 2022*

**14,500+**

Facebook Followers

**3,500+**

Instagram Followers

**1,950+**

Twitter Followers

**16,900+**

E-Blast Subscribers

**100,000+**

Monthly Website Impressions

**9,000+**

Unique Visitors

**95,850+**  
*Monthly Overall Reach*

**& 50,000+**  
*Monthly Magazine Readers*

## 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

**154,855**

*Greater Idaho Falls*

**66,418**

*Population of Idaho Falls*

**33.1 years**

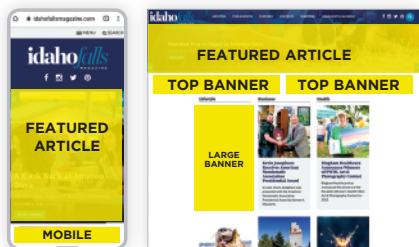
*Median age in Idaho Falls*



# IFM DIGITAL – Sharing the Good News of East 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</b> (Incl. mobile):  | \$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 |
| Square Ad—300x250 px:                                       | \$200 |
| <b>Online Article:</b> 200-400 words (written by you)       | \$150 |
| 200-400 words (written by IFM)                              | \$250 |

- Average Impressions: 100,000+
- 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, Twitter, Pinterest

**Rate:** \$100–\$200

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

**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

**Rate:** \$200

Your message highlighted at the top of our weekly newsletter and delivered to over 16,900 actively engaged followers of IFM.

### • Custom Email Promotion For Your Business

**Rate:** \$300

A custom email dedicated to your message and delivered to over 16,900 actively engaged followers of IFM. Pick a date and time of your choosing.

### File Specs:

- Send file as .JPG
- Max 600 px wide
- Send URL link to desired web page
- Ad creative due 5 days prior to live date

## Need video production? Photography?

# HMS

HARRIS MEDIA SERVICES

Whether you need a video or content created for your own magazine, we've got you covered. Idaho Falls Magazine offers a range of customizable services and the knowledge of a team of experts from our various publications at Harris Publishing. Including Dirt Toys, SnoWest and Pontoon and Deck Boat Magazines, as well as our team of freelancers. Call today for a quote.

### • Video

- Filming & editing
- Drone videography

### • Photography

- Available in studio and on location
- Headshots & team photos

### • Custom Printing

- Content curated for your business

### • Graphic Design

- Ad design, brochures, rack cards, booklets and more



# 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)<br>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 50,000+ 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, Back in the Day, Home & Garden and more!



**YOUR  
LOGO**

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