

DISCOVER MOUNTAIN LIFE

YOUR ESSENTIAL GUIDE TO LIFE IN SUN VALLEY

MEDIA KIT: *Sun Valley Guide* magazine



The *Sun Valley Guide* is a free, resort lifestyle magazine. Published quarterly by the locally owned and operated Express Publishing, it is dedicated to celebrating, investigating and providing insight into life in Idaho's Wood River Valley.

The highlights

Each issue of the *Sun Valley Guide* contains a carefully selected roster of features and regular section stories, crafted to provide our readers with intelligent journalism, visitor information and an unbiased view of the Wood River Valley.

Professionals: We are the only magazine in the region with access to a full team of professional journalists. Our editor has close to 10 years of experience in the magazine industry, both locally and internationally. Consequently, we have the highest standard of writing and journalism in the area. Because of this experience we have won the Idaho Press Club award for Best Magazine in the state of Idaho two years in a row, as well as sweeping the serious and light feature categories.

Tourists & residents: The *Sun Valley Guide* resort magazine presents the community to visitors, opening their eyes to all the aspects of the area, including the recreational pursuits. It also presents the face of the community. No tourist likes to feel like a tourist. They like to feel like a local. Reading the *Sun Valley Guide* can help them achieve that. This means that it is often kept as a souvenir, taken home and referred to again and again, rather than just becoming a throwaway pamphlet.

Above all, the *Sun Valley Guide* is a magazine that prides itself on the quality of its journalism, something our readers appreciate and welcome.

Our mission:

- To write intelligent, accurate and well-researched journalism
- To uncover and investigate issues and stories relevant to our readers
- To reveal the diverse and exceptional personalities who populate South Central Idaho
- To provide lively and entertaining snapshots of what the valley has to offer to both visitors and residents
- To celebrate the long and colorful history of the area
- To highlight the activities, groups, events and interests of the community
- To use local resources, writers and photographers

Readership

Pass along readership: With 410,000 readers annually* your advertisement in the *Sun Valley Guide* reaches the largest readership of any local magazine.

Our readers: The readers of the *Sun Valley Guide* include the area's large number of tourists (approximately 230,000 per year) and second-home owners as well as the buying power of the area's many full-time residents (21,000 in Blaine County).

Affluent and well educated: Our readers are well educated and affluent and share a love for the outdoors, our community and the people of our valley.

Demographics: The median age of our readers is 49 (52% male, 48% female, 71% married). Moreover 43% are college graduates and 68.9% own their own homes**. The average sales price for a single family home (disclosed sales) in 2005 was: Sun Valley: \$2,231,875.00, Ketchum: \$1,295,041.00, Hailey: \$464,231.00, Bellevue: \$364,065.00, Mid Valley: \$1,275,304.00 ***

Circulation

Press run: The *Sun Valley Guide* has the largest distribution and circulation in the Wood River Valley. No other publication comes close to matching our scope and reach. The annual press run of 82,000 is broken down as follows:

Winter: 26,000 copies

Summer: 28,000 copies

Fall: 14,000 copies

Spring: 14,000 copies (*Habitat*)

Distribution: The *Sun Valley Guide* can be found at more than 200 locations, including in-room distribution at hotels, property management services, visitor centers, local and gateway cities, Friedman Memorial Airport, Sun Valley Aviation, free-standing racks and counter-tops at many businesses.

Daily restocking: Our high-traffic locations are serviced daily, with all other locations being checked at least once per week. We are the only magazine in the Wood River Valley with a full-time distribution staff.

Subscribers: The *Sun Valley Guide* mails 6,400 copies annually.

Shelf life: A new issue, with all new content, is printed quarterly. Each magazine has a minimum of three months on the stands (*Habitat*, the home & garden issue has a 12 month shelf-life). By the end of each season the magazine is completely “sold out” and requests for more copies pour into our office.

Marketing: We run a substantial marketing campaign with each issue of the magazine. Featuring large, full-color advertisements in *The Idaho Mountain Express* newspaper, as well as sponsorship events and networking, we ensure that everyone knows about our magazine and, in turn, will see your advertisement.

sunvalleyguide.com

The *Sun Valley Guide* is published online in its entirety, the only local publication to do so. As well as viewing the traditional Web site, readers can also download PDF files and flip through the magazine page by page. Each page contains all the advertising that is in the printed edition.

Numbers: The site receives 34,000 unique visitors every month and 409,586 annually. It is accessible through all of Express Publishing’s Web sites, including www.sunvalleycentral.com and www.mtexpress.com.

The stories

The people your advertisement is targeting are readers of our magazine. They read the magazine, cover to cover, enjoying the superb editorial content and spectacular design and photography. Along the way, they also see and respond to your advertising message.

Journalism: The *Sun Valley Guide* prides itself on featuring the best journalism in the valley. Every feature is carefully researched to provide readers with informative, entertaining and attractive stories.

Content: The *Sun Valley Guide*’s editorial content ranges from personality profiles and in-depth investigative reports on issues that affect the valley, to stories on recreation, the arts, dining, homes and interiors, and much, much more. Alongside well-researched main features and our regular Dining, Living, Arts & Recreation sections, we also regularly run the following:

Valley View: A photo essay reflecting on the valley’s favorite social activities

Valley Interview: A quirky look at a local personality

Sun Valley Guides: 3 residents show others their slice of valley life

A Conversation With: An informal chat with a ‘celebrity’ valley resident

A Day in the Life: A behind the scenes glimpse into working in Sun Valley

Chef’s specialty: Local chefs reveal their favorite recipes, complete with tips

Calendar: A comprehensive seasonal rundown of local events and activities

Dining Guide: A look at where to eat and drink in the valley

Art Gallery Guide: A look at the finest art establishments in Sun Valley

Award-winning content

The *Sun Valley Guide* has the best editorial content in the valley, as demonstrated by the multiple awards bestowed by The Idaho Press Club in the only state-wide magazine awards competition:

General Excellence 2004: 1st place

General Excellence 2005: 1st place

General Excellence 2006: 2nd place

Magazine Writing (Serious Feature)

2006: 1st & 2nd place & Honorable Mention

2005: 1st & 3rd place & Honorable Mention

Magazine Writing (Light Feature)

2006: 1st, 2nd & 3rd place & 3 Honorable Mentions

2005: 1st, 2nd & 3rd place

Magazine Photography

2006: 1st & 2nd place

2005: 1st place

The choice

The *Sun Valley Guide* resort magazine is *the choice* for advertisers aiming to reach the affluent and well-educated residents and patrons of the Wood River Valley including, Sun Valley, Ketchum, Hailey, Bellevue and Stanley.

Reach: With the largest press run and most comprehensive distribution of any locally produced magazine, your advertisement in the *Sun Valley Guide* is guaranteed to be read by the largest audience possible.

Fresh: With a fresh new magazine published every quarter, no other magazine in the Wood River Valley is as widely or as frequently read, ensuring that advertising in the *Sun Valley Guide* means your message will reach your target audience. Rather than just changing the cover art twice a year, each issue of the *Sun Valley Guide* contains fresh new content, a comprehensive updated calendar and an opportunity for you to refresh or change your advertising copy.

Quality: As evidenced by our award-winning writing staff, people in this valley look forward to receiving their new copy of the magazine and are entertained and informed by the high quality content that sits alongside your advertising message.

Local: The *Sun Valley Guide*, published by Express Publishing Inc., is the only completely locally owned and locally produced magazine in the valley. You can be comfortable in the knowledge that your advertising dollars are going back into the community you know and love.

Call your advertising representative

208.726.8060

or email

advertising@mtexpress.com

591 First Avenue North, P.O. Box 1013, Ketchum, ID 83340