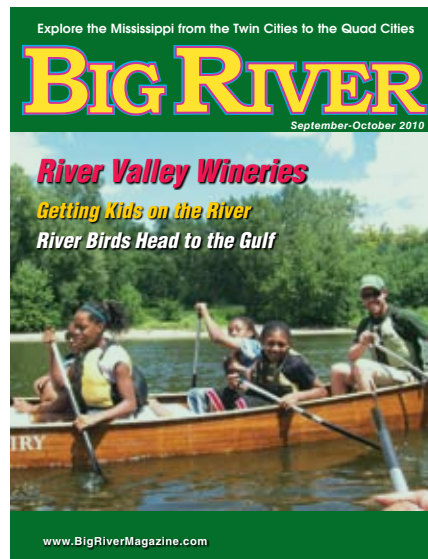
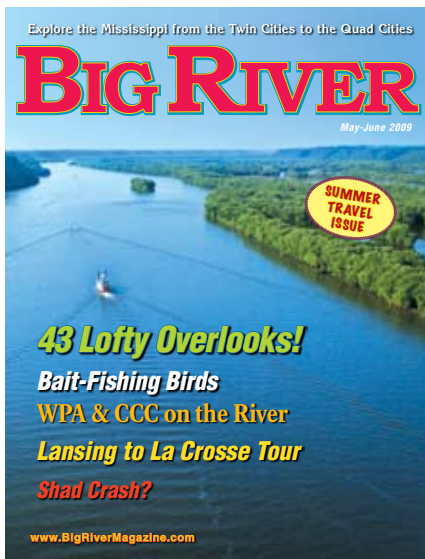


# BIG RIVER Magazine

Explore the Mississippi from the Twin Cities to the Quad Cities

## Media Kit



## Big River Magazine

- Covering the river and river communities since 1993.
- Published six times a year.
- Read by unabashed river lovers everywhere.
- Subscribers in 41 states.

Big River  
PO Box 204  
Winona, MN 55987  
BigRiverMagazine.com  
507-454-5949  
800-303-8201

The Mississippi River is a source of wonder and excitement for people everywhere — for those who live on the river and for those who dream about spending time on it. *Big River Magazine* invites everyone to enjoy the Upper Mississippi by featuring things to do and places to visit in every season. It entertains with stories from the past as well as the latest river news.

Join *Big River* and its subscribers in celebrating the Upper Mississippi. Advertise in the only publication about the Upper Mississippi River and river communities from the Twin Cities to the Quad Cities.

### Advertisers find Big River a perfect platform:

“I appreciate your magazine’s focus on the natural and historical aspects of our river community. Even your advertising places emphasis on wholesome outdoor activity, nature appreciation and historical education... Thank you for projecting such an appealing image of our area.” — Tom Latané, Pepin, Wis.



## Big River Subscribers Affluent, Active and Engaged

### Where our subscribers live

- 33% in Minnesota
- 24% in Iowa
- 22% in Wisconsin
- 13% in Illinois

### Annual Household Income

- 21%: less than \$49,000
- 41%: \$50,000 to \$99,999
- 37%: \$100,000 to \$500,000

### Age

- 25%: 31 to 50
- 61%: 51 to 70

Big River subscribers live, work and play on the river. They include boaters, bikers and birders. Our readers come from all walks of life — business owners, teachers, farmers, retirees, river rats... Many like to hike the bluffs, drive the Great River Road, or simply relax on the riverbanks and sandbars.

Big River unites Mississippi River lovers into one river community.

### Advertisers find Big River a perfect platform:

"We choose to advertise in Big River Magazine because it is the premier publication about the Driftless Region and the Mississippi River. Big River shows us what people can do to enjoy and appreciate the points of interest of the river region. Telling the stories like you do shows travelers and those who live here the depth of experiences that so many are just not aware of. We love Big River." — Sherry Quamme, Ferryville Tourism Council

## Take advantage of what magazines offer.

### National surveys show that

- Magazines rank higher than any other media for **trustworthiness** and **credibility**.
- Magazines are the medium most likely to **lead to a web search**.
- Magazines get higher scores on **engagement** — higher than television or the internet.

## Our readers value *Big River* and the information in it.

- Many of our readers keep their copies of *Big River* for months or years and share them with friends and family.
- Many of our readers use advertising in *Big River* as a guide when they travel up and down the river or plan vacations.
- Our readers consistently show a personal connection or emotional attachment to the Mississippi, thereby being more receptive to ads for river-related businesses.
- Because readers invest in *Big River*, they place a higher value on its contents than on free media (television, radio, the internet, give-away publications).

## *Big River* has high visibility.

- *Big River* is read by more than 20,000 people.
- *Big River* is sold in over 100 bookstores, visitor centers and other retailers large and small, up and down the river.
- *Big River* is available in hundreds of area hospital and clinic waiting rooms (including the **Mayo Clinic**) and rivertown libraries.



# Advertising Rates

The more you run your ad, the more you save!

**Full page**  
7.25 in. w  
9.75 in. h

**Full bleed**  
at least  
8.75 in. w  
11.25 in. h  
(content area is  
8 in. w by 10.75 in. h)

**Half page**  
7.25 in. w  
4.75 in. h

**1/4 page**  
3.5 in. w  
4.75 in. h

**1/6 page**  
2.25 w  
4.75 h

**1/3 page**  
2.25 w  
9.75 h

**2/3 page**  
4.75 in. w  
9.75 in. h

3.5 in. w  
2 in. h

**Business Card**

Ad Size	One Issue	2x Save 4%	3x Save 8%	4x Save 12%	5x Save 16%	6x Save 20%
<i>All ads must run within a 12-month period.</i>						
1/6 Page	\$173	\$166	\$159	\$152	\$145	\$138
1/4 Page	\$250	\$240	\$230	\$220	\$210	\$200
1/3 Page	\$309	\$297	\$285	\$272	\$260	\$248
Half Page	\$417	\$400	\$383	\$367	\$350	\$333
2/3 Page	\$494	\$474	\$454	\$435	\$415	\$395
Full Page	\$595	\$571	\$547	\$524	\$500	\$476
Double Spread	\$982	\$942	\$903	\$864	\$825	\$785

Premium placement charge: additional 10%.

Business Card: Located in the business card section. Full year (six issues) : \$324 (\$54/issue)

Contact your ad representative for information about City Pages.

Prices subject to change.

## Ad Specifications

Send either electronic files that are press-ready (ready to be inserted into the layout), or hard (paper) copies that we will scan and insert unchanged into the layout.

### Acceptable electronic file formats:

**PDF:** Embed all fonts, and run the file at high resolution (no compression). Images used in the layout file should be high resolution (300 dpi).

**Photoshop or TIFF:** Resolution needs to be 300 dpi at the desired ad size.

**Illustrator:** (Either AI or EPS): Outline or embed fonts.

**JPEG:** Run at Maximum quality.

**Ad width and height must be the same proportion as the final ad size.**

**Color:** All CMYK or grayscale — no RGB or spot color.

### Email your ad to

[liz@BigRiverMagazine.com](mailto:liz@BigRiverMagazine.com)

or

### Send your ad on a CD to

Big River  
1-800-303-8201  
PO Box 204  
Winona, MN 55987

We cannot accept formatted Microsoft Word or Microsoft Publisher files as layout-ready formats.

If you need design assistance with your ad, please contact Liz:

[liz@BigRiverMagazine.com](mailto:liz@BigRiverMagazine.com)

## Deadlines and Themes

Issue	Ad Deadline	Editorial Theme
January-February 2012	Nov. 28, 2011	Boating
March-April 2012	Jan. 27, 2012	History
May-June 2012	March 26, 2012	Travel
July-August 2012	May 28, 2012	Environment
September-October 2012	July 27, 2012	Food
November-December 2012	Sept. 26, 2012	Books