



# BIG RIVER Magazine

## RATE CARD

Bring river travelers to your destinations. Advertise in *Big River Magazine*.

Why do you need Big River in your 2025 marketing program? We deliver travelers!

### Big River readership statistics

- Each issue is read by more than 11,000 people
- 59% have household incomes of \$75K annually
- 80% like to dine near the river
- 62% own boats of some kind
- Average age, mid 60s-70s, retired, about the same male-female readers
- 39% use the magazine for trip planning
- 85% have given gift subscriptions
- 71% like to visit scenic overlooks
- 59% live within 10 miles of the river
- 70% who live within 10 miles of the river like to visit other stretches of the river
- Our ad rates are an excellent value

### 2024 magazine ad statistics

- 91% of adults read print magazines
- Magazine ads increase brand favorability by 24%
- 62% of readers discuss magazine ads with friends and family
- Magazine ads rank highest in trustworthiness and credibility among all media platforms
- 73% of magazine readers save ads for future reference
- Magazine ads boost web searches by 56%
- 61% of readers take action after seeing a print magazine ad
- Magazine ads have a 35% unaided recall rate (GITNUX)

PUT OUR 32 YEARS OF COMPELLING RIVER CONTENT TO WORK!

Call 800-303-8201 or email [ads@bigrivermagazine.com](mailto:ads@bigrivermagazine.com)

# RATES, SIZES, SCHEDULE

## Ad Rates

Save when you run your ad in consecutive issues!

Ad Size	One Issue	2 times <b>Save 4%</b>	3 times <b>Save 8%</b>	4 times <b>Save 12%</b>	5 times <b>Save 16%</b>	6 times <b>Save 20%</b>
— All ads must run within a 12-month period. —						
1/6 Page	\$206	\$198	\$190	\$182	\$173	\$165
1/4 Page	\$299	\$287	\$275	\$263	\$251	\$239
1/3 Page	\$370	\$355	\$341	\$326	\$311	\$296
Half Page	\$498	\$478	\$458	\$438	\$419	\$399
2/3 Page	\$591	\$567	\$544	\$520	\$496	\$473
Full Page	\$712	\$683	\$655	\$626	\$598	\$569
Double Spread	\$1,281	\$1,230	\$1,179	\$1,128	\$1,076	\$1,025

10% placement charge for inside front cover, back cover or inside back cover.

**Business Cards:** Located in the Business Card section or any City Page: \$100 per issue.  
Run for a full year (six issues): \$400 (two FREE ads).  
Prices subject to change.

## Schedule

Issue	Deadline	Editorial Theme
January-February	Nov. 30	Boats & Boating
March-April	Jan. 31	River History
May-June	March 31	Summer Travel
July-August	May 31	Environment & Wildlife
September-October	July 31	Food & Dining
November-December	Sept. 30	Hunting & Winter

### A note about cut-out coupon ads:

Cut-out coupons work pretty well in free newspapers and mailers. They don't work as well in magazines that you have to pay for, like *Big River Magazine*, because people like to hang onto them for a while. People don't want to cut them up.

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

**Full bleed**  
at least  
8.75 in. w  
11.25 in. h  
(keep content area within  
8 in. by 10.5 in.)

**1/2 page Horizontal**  
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

**1/2 page Vert.**  
4.75 in. w  
7.25 in. h

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

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

**1/3 page Horizontal**  
7.25 in. w  
3 in. h

**Business Card**  
3.5 in. w  
2 in. h

## Big River Magazine

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www.BigRiverMagazine.com ads@bigrivermagazine.com