

Idaho Falls

2014 MEDIA PLANNER



DIGITAL SOCIAL WEB VIDEO EVENTS NEWS PRINT

FROM THE EDITOR



From entertainment and events to dining, leisure, sports, education, local history, business and beyond, Idaho Falls magazine celebrates the full array of life in East Idaho. Now entering its 15th year of serving the Idaho Falls community, this locally-printed publication and its ancillary titles offer award-winning editorial, high-end design and breathtaking photography. With decades of experience in magazine publishing, a deep well of fascinating contributors and strong relationships throughout the community, we offer more than just a magazine. Our brand is a signature icon of the Idaho Falls community and it grows stronger year after year, issue after issue, word after word.

We look forward to working with you in 2014!

Steve Smede
EDITOR, IDAHO FALLS MAGAZINE

Idaho Falls Magazine is published by Harris publishing, established in 1972.

IDAHO FALLS MAGAZINE CIRCULATION: 45,000



January/February: **THE PHOTO ISSUE** —

Now in its sixth year, the magazine's East Idaho Community Photo Contest is easily one of the most popular editorial items on our publishing calendar. As in 2013, this year we will be combining the contest coverage with an entire special section that celebrates photography in and around Idaho Falls. Along with the contest will be features on instruction, equipment and a showcase of additional images.

DEADLINE: November 7, 2013



July/August: **RESTAURANT GUIDE & DINING AWARDS**—

Get ready for a full plate of fun! In this exclusive edition we tally the votes for the best dining establishments in town. Powered by the magazine as well as our website and social media presence, the 2014 Dining Awards spotlights the best in local restaurants and fantastic dishes from the area's most popular eateries. Plans are also in the works for secret recipe contest!

DEADLINE: May 13, 2014



March/April: **HOME & GARDEN**—

This special section will feature new homes, décor and landscaping tips, insights from Master Gardeners and the latest trends in exterior and interior design.

DEADLINE: January 7, 2014



September/October: **MEDICAL TRENDS & SERVICES**—

This issue will highlight important and current medical topics in eastern Idaho, including ground-breaking procedures, new specialty services, critical health care information and more.

DEADLINE: July 15, 2014



May/June: THE FITNESS ISSUE—This issue will focus on a broad array of topics relating to healthy living. We'll be drawing on our deep well of talented local experts in the fitness industry to highlight special classes and programs, fitness-related events and activities, how-to information and the latest trends in health and wellness.

DEADLINE: March 11, 2014



November/December: **EAST IDAHO ON WHEELS**—

Americans love their rides, and East Idaho is certainly no exception. The region is rich with "car culture," evidenced by numerous affinity clubs, specialty services and a thriving market for autos of all kinds. Also in the November/December edition: holiday-related features and a roundup of the area's brightest young professionals.

DEADLINE: September 9, 2014

AD RATES

SPREAD
\$3,550

FULL PAGE
\$1,950

2/3 VERTICAL
\$1,400

1/2 PAGE
\$1,100

1/3 PAGE
\$750

1/4 PAGE
\$595

1/8 PAGE
\$350

COUPONS
\$300

Call for special positions.

IDAHO WEDDINGS (FORMERLY IDAHO WEDDING GUIDE)



Idaho Weddings

Circulation: 60,000+

Headin' to the chapel? Gonna get married? Look no further than *Idaho Weddings*. Now in its second year (and formerly known as the Idaho Wedding Guide through 2011), *Idaho Weddings* is a feature-packed magazine covering every aspect of the Big Day. Featured topics run the gamut from dress and ring selection to popular wedding/reception sites, catering, entertainment, floral arrangements, decor, cakes and beyond.

DEADLINE: November 18, 2014

AD RATES

FULL PAGE \$1,950

2/3 VERTICAL \$1,400

1/2 PAGE \$1,100

1/3 PAGE \$750

1/4 PAGE \$595

1/8 PAGE \$350

EAST IDAHO GUIDE SERIES

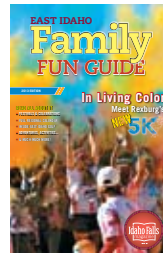


Idaho Falls Area Visitors Guide

Circulation: 60,000+

Visitors to our corner of the country have no shortage of adventures and activities to choose from. This digest publication is just the ticket for helping those visitors make the most of their stay. Idaho Falls serves as the main hub to East Idaho, Southwest Montana, Northwest Wyoming, Yellowstone National Park and Grand Teton National Park. Distributed through hotels and visitor centers.

DEADLINE: December 10, 2013



East Idaho Family Fun Guide

Circulation: 45,000+

This digest-sized publication is an all-inclusive guide to family fun in East Idaho, including recreation opportunities through out the region and a calendar of events that is sure to keep you busy.

DEADLINE: April 22, 2014



Eastern Idaho State Fair Guide

Circulation: 60,000+

This digest-sized guide is the official program for the state fair held in Blackfoot. Inside the program you will find history, maps, listings, daily schedules and in-depth look at the making of the annual event. The program is mailed to Fair VIPs and Idaho Falls magazine subscribers, and is distributed at all fair gates.

DEADLINE: June 27, 2014

AD RATES

FULL PAGE	\$1,500
1/2 PAGE	\$840
1/4 PAGE	\$450

Testimonial

"We are thrilled with the response we have had this year at Rexburg Rapids. Idaho Falls Magazine is really the only thing we are doing differently this year and the result has been amazing. The season is not even over yet and we are getting a contract together for next year because this is something we cannot afford to miss out on. The reach is enormous and catered directly to our target audience. I would recommend advertising in the Idaho Falls Magazine without question."

Patrick Van Hoose, Financial Assistant/Marketing Associate, City of Rexburg

EAST IDAHO BUSINESS



Circulation: 30,000+

Now in its eighth year, *East Idaho Business* has grown into a full-fledged regional publication serving the business interests of the region. From Idaho Falls to Rexburg and beyond, this title offers insights on local economic development, statistics, trends, profiles of success, exclusive interviews and more.

DEADLINE: February 18, 2014

AD RATES

FULL PAGE	\$1,500	1/3 PAGE	\$590
2/3 VERTICAL	\$1,190	1/4 PAGE	\$420
1/2 PAGE	\$810	1/8 PAGE	\$250

EAST IDAHO OUTDOORS



Circulation: 45,000+

This specialty publication focuses on the full gamut of outdoor activities and adventures in the region. Featuring the award-winning talents of veteran outdoor journalist Kris Millgate, *East Idaho Outdoors* is sure to be a hit with anglers, hunters and trail blazers of all stripes.

DEADLINE: April 1, 2014

AD RATES

FULL PAGE	\$1,750	1/3 PAGE	\$690
2/3 VERTICAL	\$1,313	1/4 PAGE	\$525
1/2 PAGE	\$990	1/8 PAGE	\$300

DISCOVER IDAHO FALLS



Circulation: 40,000

Idaho Falls magazine teams up with the Idaho Falls Parks & Recreation Department to publish their semi-annual guides. These magazines are distributed to all children (K-6) in Bonneville County schools and are available at various recreation facilities around the city.

DEADLINE: Spring/Summer: February 7, 2014

DEADLINE: Fall/Winter: August 1, 2014

AD RATES

FULL PAGE	\$1,750	1/3 PAGE	\$690
2/3 VERTICAL	\$1,313	1/4 PAGE	\$525
1/2 PAGE	\$990	1/8 PAGE	\$300

IDAHO FALLS PARADE PROGRAM



Circulation: 15,000

Everyone loves a parade, and the Independence Day Parade in Idaho Falls draws over 35,000 spectators each year. This guide will include parade listings as well as activities for all of your Independence Day activities. The program is distributed prior to the beginning of the parade.

DEADLINE: June 3, 2014

AD RATES

FULL PAGE	\$1,000	1/3 PAGE	\$450
2/3 VERTICAL	\$750	1/4 PAGE	\$390
1/2 PAGE	\$600	COUPON	\$300

WEBSITE BANNER ADS



Idaho Falls Website Banner Ads

Beyond the publication of Idaho Falls magazine itself, you'll find the same caliber of editorial excellence at our NEW website at www.idahofallsmagazine.com. The updated design features editorial categories ranging from business to recreation, family fun, dining, health, gardening and more. Here you'll find digital-only articles, expanded features, photo galleries, entertaining videos and a digital version of current and archived issues...

not to mention the most comprehensive events calendar in the valley.

PUSHDOWN AD 970 X 66	\$200/mo
SIDEBAR AD 300 X 250	\$150/mo
INLINE AD 630 X 60	\$100/mo

SOCIAL MEDIA PROMOTIONS



Idaho Falls Social Media Promotions

Put the power of the Idaho Falls Magazine digital suite to work for you with social media promotions. The combination of our website, e-mail blasts and Facebook traffic combine for a powerful punch for your company. We offer weekly or monthly contests that create instant awareness and drive consumer engagement to create awareness and drive business to your door. And, when we are done, you get a complete breakdown of the results of your advertising investment. To turbo-charge your promotion we can fully integrate your campaign with Idaho Falls magazine to offer you a digital/print combination that will reach this entire valley. We have programs ranging from \$500 to \$5,000 and we can fully customize to fit your needs. Let's get your business into the Social Media jet stream today!

www.IdahoFallsMagazine.com is Southeast Idaho's highest ranked media website on Google, and with over 5,000 Facebook likes and a reach of over 100,000, our digital presence coupled with *Idaho Falls* magazine makes us a superior choice for your advertising dollars!

GOLF TOURNAMENT



Idaho Falls Golf Tournament

The annual Idaho Falls Magazine 4-person scramble is a great opportunity to sponsor a wonderful community event. Each fall, hundreds of golfers descend upon the Idaho Falls Country Club for this annual event. Sponsorships are very affordable and help us put on this fun tournament. Sponsorships start out at \$250. Please call your account executive to find out more.

MEDIA SERVICES



Harris Media Services provides high quality promotional videos for any business and any budget. Finding a company who can provide video production services that meet the highest quality standards but don't charge a fortune used to be a challenge in Idaho Falls. Not anymore. All you have to do is visit www.idahoclips.com to see the quality of our work. Call your account executive today to get a quote.

DISTRIBUTION INFORMATION

As an advertiser in Idaho Falls magazine or any of its sister publications you can rest assured that we have the entire area blanketed with your advertisement. We reach thousands of subscribers along with a targeted direct mailing to non-subscribers with special offers to entice them to subscribe. Each issue also goes to a huge list of local business offices. If you've ever visited a business in Idaho Falls with a lobby, you've probably

seen a copy of Idaho Falls magazine on the coffee table with worn edges. Our business copies go the extra mile for you as an advertiser with multiple impressions per copy over a two month period. In addition, we also have a strong local newsstand presence with Barnes n Noble, Hastings and multiple retail outlets with massive foot traffic such as Maverik stores. Whether it's the entrance gates at the Eastern Idaho State Fair

or the Parks & Recreation guides in every elementary student's backpack, we have it covered so your advertising works hard and pays off. For over a decade Idaho Falls magazine has been the #1 magazine in Idaho Falls and surrounding areas and our distribution offers advertisers the unique ability to reach the entire community year round.

Giving Back

Idaho Falls magazine is a proud sponsor of major charities and fundraisers in the East Idaho community. Key examples include the Kiwanis Teen Film Festival, the Scoop Jam! Ice Cream Festival and the magazine's own Drive & Drop biannual charity program. Want to join us in support of these great events? Call 542-2230

CONTACT INFORMATION

Jason Harris, Publisher

208-542-2222

jasonharris@idahofallsmagazine.com

Mitch Brian, Advertising Director

208-542-2230

sales@idahofallsmagazine.com

Chris Sheetz, Account Executive

208-542-2289

csheetz@idahofallsmagazine.com

Linda Carter-Beck, Account Executive

208-542-2248

linda@idahofallsmagazine.com

CORPORATE OFFICES

Harris Publishing, Inc.

360 B Street, Idaho Falls, ID 83402

(208) 524-7000

Fax (208) 522-5241

www.idahofallsmagazine.com

Steve Smede, Editor

208-542-2254

steve@idahofallsmagazine.com