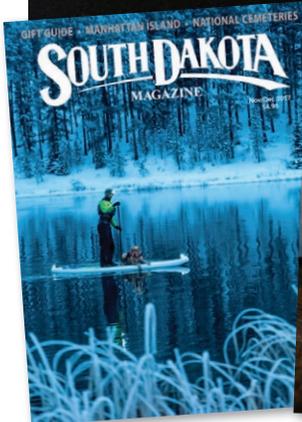
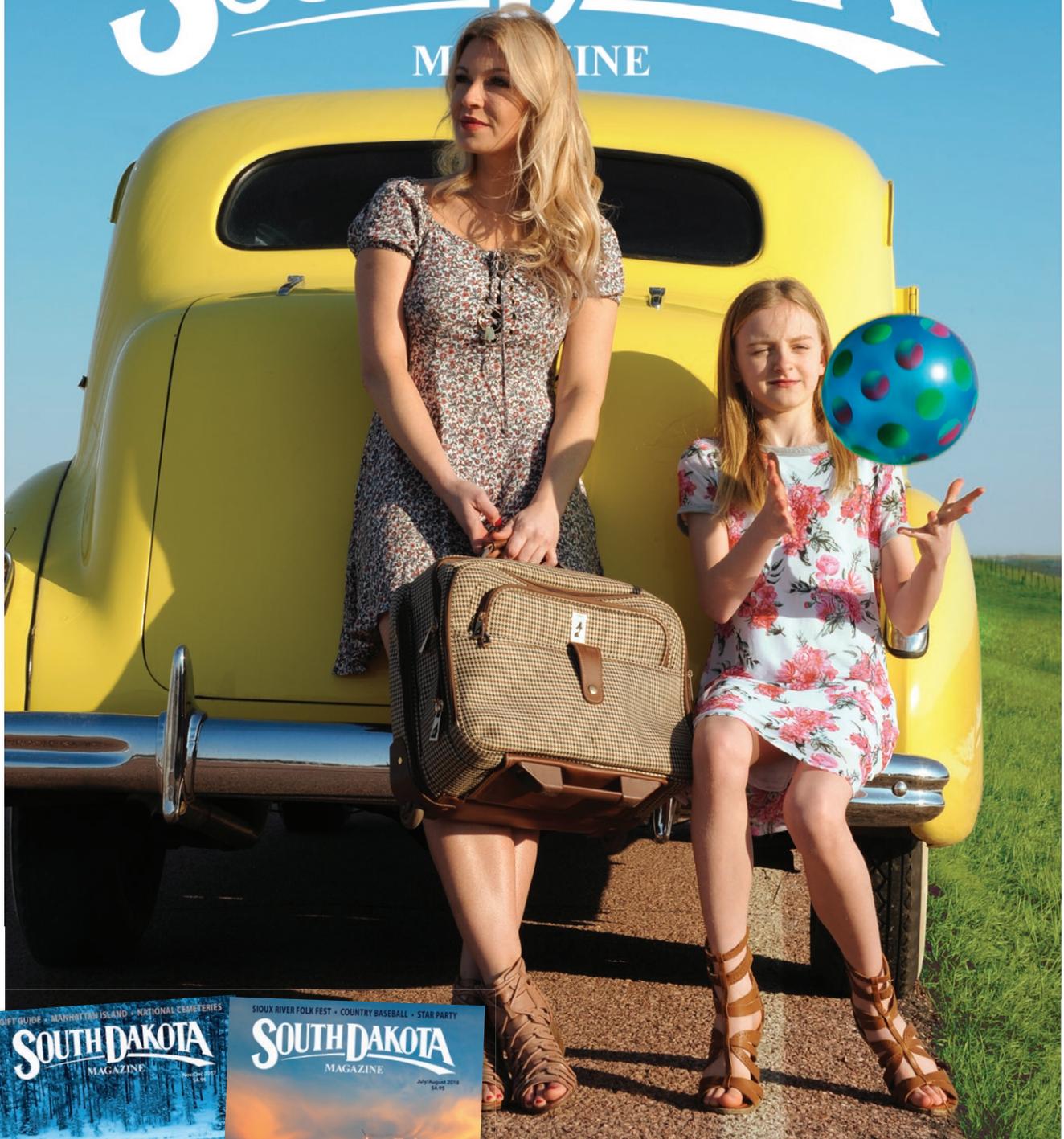


# SOUTH DAKOTA

MAGAZINE



## 2019 MEDIA KIT



# OUR READERSHIP...

*Built on Trust*

*South Dakota Magazine* has evolved since Bernie & Myrna Hunhoff spread the first ketchup-stained layouts across their kitchen table back in 1985. As printing methods and photography have changed, we've become a little slicker, a little glossier. But the most important thing — the soul of the magazine — has stayed the same throughout our nearly 35-year publishing history. We are here to hold a mirror up to life in South Dakota, to explore the wonderful and unique things about our favorite state as well as its foibles.

It's an approach that resonates with South Dakota lovers everywhere. We're one of the state's largest publications, with **40,000 paid subscriptions** and several thousand in newsstand sales — translating into more than **160,000 readers every issue**. We have subscribers in every state and in 22 foreign countries.

We're blessed to have a very special relationship with every one of those readers. When they call to renew their subscription, they ask about the weather in Yankton or say hi to our current publisher, Bernie & Myrna's daughter Katie Hunhoff. They share story ideas and let us know about interesting businesses around the state. Maybe one of them told us about you.

That personal relationship is why *South Dakota Magazine* is a great place for businesses to advertise. Our readers trust us to present them with the best of South Dakota — and we try to do just that. We hope you will join us.

## MAGAZINE READERSHIP

Frequency .....	6 issues per year
Total Audience .....	160,000
Circulation .....	40,000
Readers per Copy .....	4
Distribution .....	43,500 per issue
Subscription Price .....	\$25 for 6 issues
Cover Price .....	\$4.95
Renewal Rate .....	82%

*(Industry standard with similar publications: 40-60%)*



## MEET YOUR TEAM

Our advertising staff includes (left to right): Jenessa Kniffen, Andrea Maibaum, Laura Johnson Andrews and Jessica Anderson.

Want to schedule a meeting to discuss your marketing and advertising plan? Just give us a call.

### FOR MORE INFORMATION:

**JENESSA KNIFFEN**

[jenessa@southdakotamagazine.com](mailto:jenessa@southdakotamagazine.com)

(605) 665-6655



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(605) 665-6655 • [www.SouthDakotaMagazine.com](http://www.SouthDakotaMagazine.com)

# South Dakota Magazine 2019 EDITORIAL CALENDAR

ISSUE	EDITORIAL FEATURES
<b>SEPTEMBER/OCTOBER</b> Ad Close: July 5 Material Deadline: July 12 Magazine Drop Date: Aug. 25	<ul style="list-style-type: none"> <li>• Beekeeping at Prairie Moon Farm</li> <li>• 100 years of pheasant hunting</li> <li>• The Buffalo Roundup after the fire</li> <li>• Searching for Dunn's 'Garden'</li> <li>• Traveling Lewis &amp; Clark style</li> <li>• Corncob jelly</li> <li>• Festival of Books Guide</li> </ul>
<b>NOVEMBER/DECEMBER</b> Ad Close: Sept. 3 Material Deadline: Sept. 11 Magazine Drop Date: Oct. 25	<ul style="list-style-type: none"> <li>• Dave Tunge's aerial photos</li> <li>• Bigfoot Ride</li> <li>• Highway 10</li> <li>• Jim Abdnor</li> <li>• Takuwe: Wounded Knee Massacre art</li> <li>• Holiday traditions from SD immigrants</li> <li>• Holiday Gift Guide</li> </ul>
<b>JANUARY/FEBRUARY</b> Ad Close: Nov. 1 Material Deadline: Nov. 8 Magazine Drop Date: Dec. 26	<ul style="list-style-type: none"> <li>• Stories and recipes from cow country</li> <li>• Wild Horse Sanctuary in winter</li> <li>• Ice Caves — a photo essay</li> <li>• National Historic Sites</li> <li>• 1952 Blizzard</li> <li>• Guide to Higher Education</li> </ul>
<b>MARCH/APRIL</b> Ad Close: Jan. 3 Material Deadline: Jan. 10 Magazine Drop Date: Feb. 26	<ul style="list-style-type: none"> <li>• Cleaning up the Big Sioux</li> <li>• Backyard chickens</li> <li>• Famous trees</li> <li>• Off the beaten path in our largest city</li> <li>• Frank Farrar: Ironman Governor</li> </ul>
<b>MAY/JUNE</b> Ad Close: Mar. 1 Material Deadline: Mar. 8 Magazine Drop Date: Apr. 25	<ul style="list-style-type: none"> <li>• Sand Lake</li> <li>• Keepers of the Canton Asylum story</li> <li>• Hidden places in the Hills</li> <li>• Tiger meat</li> </ul>
<b>JULY/AUGUST</b> Ad Close: May 1 Material Deadline: May 9 Magazine Drop Date: June 25	<ul style="list-style-type: none"> <li>• Eatin' in Eden</li> <li>• Indian rodeos</li> <li>• Secret beaches</li> <li>• Summer events and festivals</li> </ul>

Editorial calendar is subject to change.



## PEEK INSIDE...

Every issue of *South Dakota Magazine* is a call to explore, to do, taste, try and learn what the Rushmore State has to offer. Here's what you can expect when you turn the pages.

**FEATURE STORIES:** Our writers focus on an aspect of life in South Dakota — everything from history, culture, food, art, travel, adventure, sports and more.

**PHOTO ESSAYS:** Photographers across the state share a look through their lenses.

**OUR TOWNS:** You'll be surprised what we find on even the smallest main streets.

**SD DREAMING:** The stuff daydreams are made of — highlighting unique houses and businesses for sale.

**DAKOTIANA:** Tidbits, trivia and observations of life in our state.

**WRITERS & ARTISTS:** Meet the folks who make South Dakota the land of infinite creativity.

**INSIDE & OUT:** Distinctive spaces done up Dakota style.

**TRAVELER:** Your go-to events calendar for festivities around the state.

**POETRY:** South Dakota in verse.

**OUR WILD SIDE:** A closer look at South Dakota's untamed flora and fauna.



**CONTACT JENESSA KNIFFEN**

[jenessa@southdakotamagazine.com](mailto:jenessa@southdakotamagazine.com)

# WHO READS

## South Dakota Magazine?

We conducted a professional and in-depth study of our readership. As you might expect, they are a diverse group, bonded by a love of South Dakota. Some love gardening and others prefer chasing ducks and ringnecks. But one thing is clear: they are an active, enthusiastic bunch who like life in our big state. Here are some hard numbers from our study.

### STATS YOU SHOULD KNOW

**58%** have college or graduate degrees.

**97.6%** own their home.

**59%** own a house valued between \$100,000 and \$350,000.

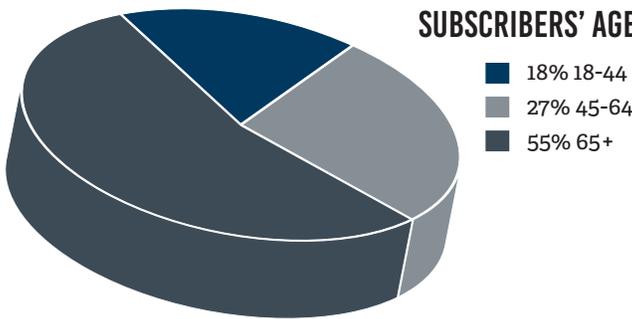
**76%** travel at least once

a year within state for vacations or pleasure.

**44%** of readers have a child or children.

**45%** purchased items or services they learned about in *South Dakota Magazine*.

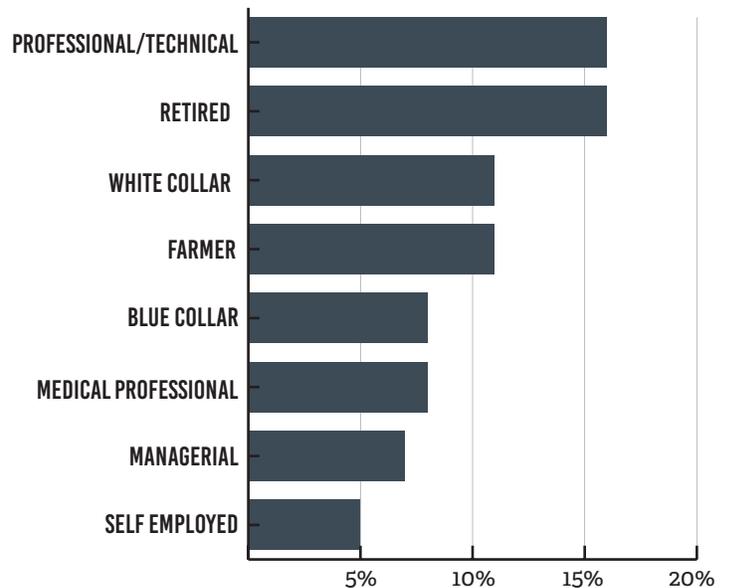
### SUBSCRIBERS' AGE



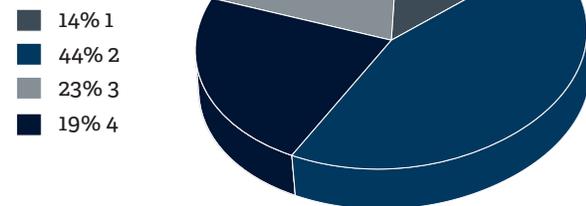
**56%** of our subscribers pass their magazines on to other readers outside their household.

### SUBSCRIBERS' OCCUPATION

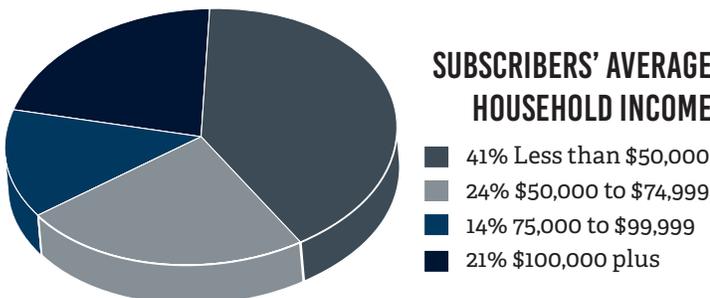
Farmers, doctors, teachers and managers all agree on one thing ... *South Dakota Magazine is a must read!*



### ADULT READERS PER HOUSEHOLD



### SUBSCRIBERS' AVERAGE HOUSEHOLD INCOME



### SUBSCRIBERS' GENDER

50% Male / 50% Female

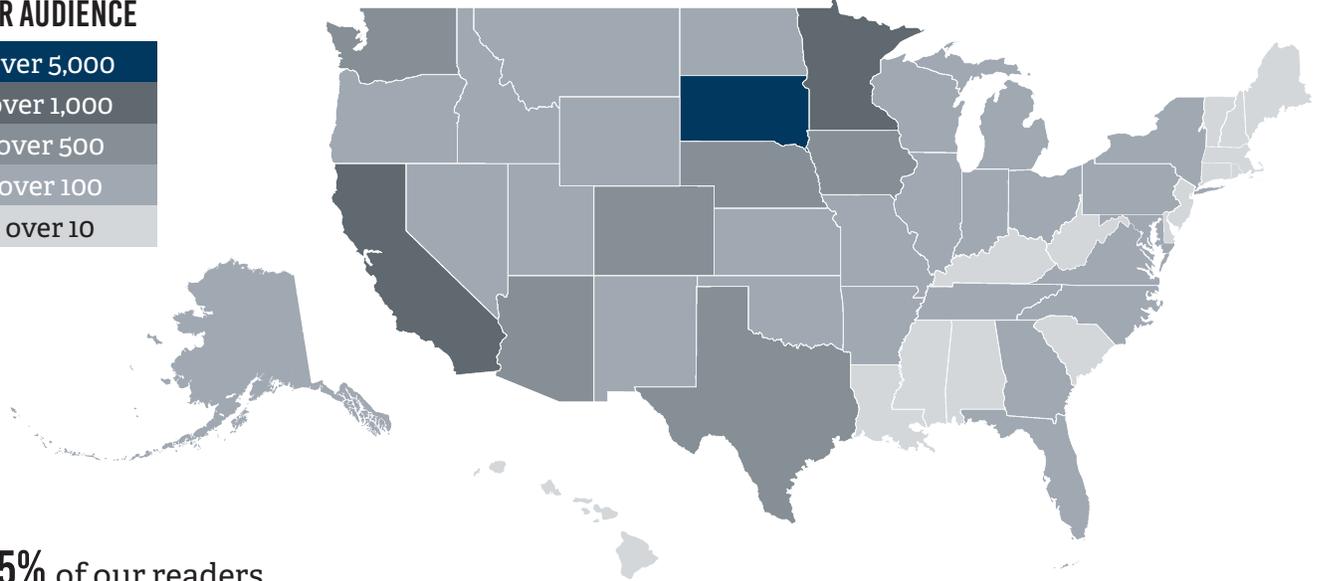
ACCORDING TO A NATIONAL SURVEY READERS SPEND AN AVERAGE OF **51.7 MINUTES** PER ISSUE.

Source: GfK MRI

NOTE: The information on these two pages is based on paid subscribers, not the average of all readers. Source: Melissa Data.

## OUR AUDIENCE

over 5,000
over 1,000
over 500
over 100
over 10



**65%** of our readers live in South Dakota.

## READERS RESPOND

*How long do you keep our magazines in your house?*

**48%** 3 or more years

**21%** 1-2 years

**19%** 3-6 months

**12%** less than 3 months

*How much of the magazine do you read?*

**70%** read 100%

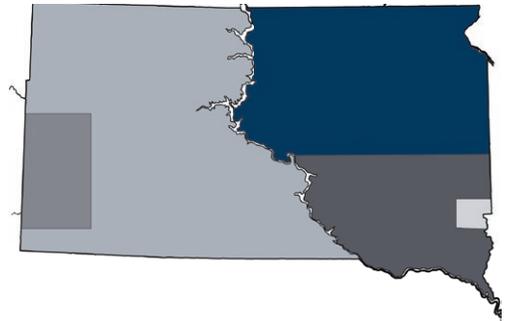
**25%** read 75%

**3%** read 50%

**2%** read 25%

## SD AUDIENCE

8,481 Northeast
5,694 Southeast
5,038 Sioux Falls Metro
1,980 West River
4,246 Black Hills



## SUBSCRIBERS' INTERESTS

*What they're doing (and where they're spending their money) when they're not reading South Dakota Magazine!*

### HEALTH & BEAUTY

Health & Medical	63%
Fashion	60%
Beauty & Cosmetics	44%
Dieting	41%
Exercise	84%

### THE GREAT OUTDOORS

Travel	78%
Golf	35%
Camping & Hiking	33%
RV Travel	32%
Fishing	32%
Biking	13%

### FAMILY

Parenting	59%
Children's Interests	50%
Family Vacations	22%

### CULTURE & ENTERTAINMENT

Crafts	78%
Arts & Theater	53%
Sewing, Knitting & Needlework	37%
Religious & Inspirational	34%
Woodworking	29%
Photography	20%

### HOME & GARDEN

Home Improvement	91%
Computers & Electronics	88%
Gardening	88%
Home Décor	87%
Cooking	82%
Collectibles	58%
Wine	18%

### FINANCIAL

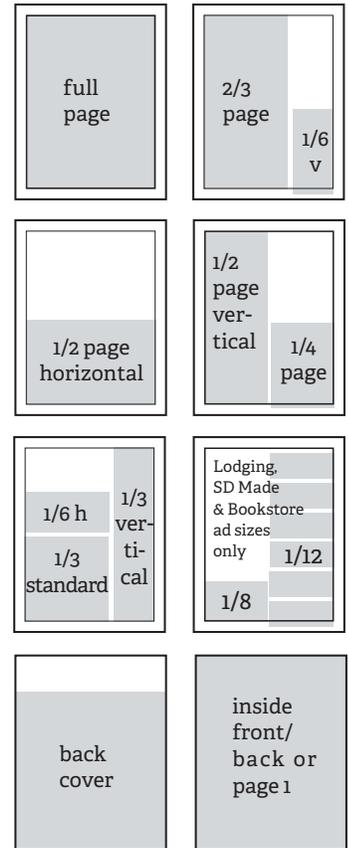
Investing & Finance	63%
Charitable Giving	50%

# PRINT ADVERTISING RATES

PER ISSUE RATES	1X	3X	6X	DIMENSIONS
Ad Sizes				(w x h in inches)
<b>MAIN BODY LOCATIONS</b>				
Full Page no bleed	\$1780	\$1620	\$1550	7.125 x 9.562
Full Page with bleed	\$1860	\$1690	\$1610	8.625 x 11.062 (bleed) 8.375 x 10.812 (trim)
2/3 Page	\$1240	\$1130	\$1100	4.625 x 9.562
1/2 Page	\$940	\$850	\$815	7.125 x 4.687 (H) 3.45 x 9.562 (V)
1/3 Page	\$625	\$570	\$540	4.625 x 4.687 (S) 2.2 x 9.562 (V)
1/4 Page	\$510	\$465	\$445	3.45 x 4.687
1/6 Page	\$340	\$300	\$290	4.625 x 2.2 (H) 2.2 x 4.687 (V)
<b>PREMIUM POSITIONS</b>				
2-Page Spread	\$3400	\$3100	\$2985	17 x 11.062 (bleed)
Back Cover	\$2200	\$1985	\$1900	8.625 x 8.937 (bleed) 8.375 x 8.812 (trim)
Inside Front or Page 1 or Inside Back	\$1975	\$1800	\$1720	8.625 x 11.062 (bleed) 8.375 x 10.812 (trim)
Page 4 or 7	\$1925	\$1750	\$1675	(same as above)
<b>LODGING, SD MADE &amp; BOOKSTORE*</b>				
1/8 Page	\$260	\$240	\$225	3.45 x 2.2
Bed & Breakfast (B&W)	\$99	\$90	\$85	3.45 x 1.387

\* Bookstore appears in Mar/Apr and Sept/Oct issues only!

**ALL RATES ARE PER ISSUE & INCLUDE AD LAYOUT & DESIGN.** 1x equals one ad placed in a year, 3x equals ad placed three times in a year, 6x equals ad placed six times in one year.



**LIVE AREA:** Keep all text & important information 1/4 inch inside the trim size on full page bleed ads

## ANNUAL ADVERTISING SECTIONS

(Call for information on ad sizes and rates)

**HIGHER EDUCATION GUIDE** — The Jan/Feb issue highlights stories and advertising from South Dakota's many colleges, universities and tech schools.

**FESTIVAL OF BOOKS GUIDE** — We partner with the South Dakota Humanities Council to create their annual guide and insert it in our Sept/Oct issue.

**GIFT GUIDE** — The best of South Dakota-made gifts — painting, pottery, literature, jewelry, furniture, crafts, foods and more — are featured in our Nov/Dec issue.

## ADVERTISING DEADLINES

ISSUE	CLOSING DATE (Space Reservation Deadline)	MATERIAL DEADLINE	MAGAZINE PUBLICATION DATE
Jan/Feb	November 1	November 8	December 26
Mar/Apr	January 3	January 10	February 26
May/June	March 1	March 8	April 25
July/Aug	May 1	May 9	June 25
Sept/Oct	July 1	July 8	August 24
Nov/Dec	September 3	September 10	October 25

**KNOW WHERE YOU WANT YOUR AD TO APPEAR?** Add an additional 10% to your ad rate for preferred placement.

# PRETTY IN PRINT

## Technical Guidelines for Advertising

**DESIGN AND PRODUCTION CHARGES:** We do not charge a creative fee for ads developed in-house, however the advertiser may be billed for ads and/or revisions after the second proof. We require first publication of ads we design and require permission from us for use elsewhere.

**IMAGES AND COLOR:** Submit color images in CMYK mode (process separation). No spot



(PMS) colors or RGB. If images need to be converted to CMYK, they may be subject to variations in color.

**SUBMITTED ADS:** Digital ads are ONLY accepted as PDF, TIFF, JPG, or collected Photoshop or Illustrator files. All required image trapping must be included in the file. Other formats, such as Publisher or Word, will not be accepted.

**PDF SPECIFICATIONS:** PDF is the preferred file format for digital ad submission. JPEG formats are not recommended because they may result in jagged type and poor quality. Follow all instructions in the above section to ensure the document is properly constructed.

**BLEEDS:** On cover page ads, the color or image must extend .125" beyond each side (bleed). All important text or images must be at least .25" inside the final trim size (live area).

**SENDING MATERIALS:** Email digital files to Jenessa Kniffen at [jenessa@southdakotamagazine.com](mailto:jenessa@southdakotamagazine.com).

**RATE PROTECTION:** Contract advertisers will be protected at their contract rate for the length of the contract, regardless of a rate increase.

## ASK ABOUT DISCOUNTS ON BUNDLING PRINT & DIGITAL ADS.



Mark Rafferty

**FREQUENCY DISCOUNTS:** Frequency discounts are earned on the total number of insertions made within a period of one year (6 issues). If at the end of one year (6 issues), an advertiser has failed to fulfill the contract or emailed schedule confirmation, billing will be adjusted accordingly. An advertiser who chooses to increase frequency during a contract year will earn discounts on future ads only.

**CANCELLATIONS:** Neither the advertiser nor its agent may cancel after the space reservation deadline. If materials are not received by deadline, publisher may repeat the most recent advertisement. Orders cancelled before expiration of contract will be billed the difference between the regular rate and the frequency rate given via contract or email.

## 2019 Rates & Guidelines

# DIGITAL ADVERTISING

### ONLINE FOLLOWERS

Monthly Visitors\* .....136,527  
 Monthly Page Views\* .....151,951  
 Unique Visits .....81%  
 Facebook Followers ..... 27,402  
 Twitter Followers .....13,213  
 Instagram ..... 5,089

### WEB REFERRALS

Direct: 20%  
 Search Engines: 58%  
 Social Sites: 18%  
 Other: 3%

### TECHNICAL GUIDELINES

**FILE TYPES:** GIF, JPEG & HTML.

**FILE SIZE:** Maximum of 200k.

**RESOLUTION:** 150 dpi for web-ready, 300 dpi for all other artwork.

**LINK:** Include exact URL.

**REPORTING:** We will provide a monthly status report, as well as a final report.

### LEAD TIME

Five business days for web-ready ads.  
 Ten business days if you would like us to design your ad.

### WEB AD RATES

	1 MO.	3 MO.	6 MO.	12 MO.
<b>RUN-OF-SITE</b>				
Web ad (300w x 250h pixels)	\$220	\$190	\$180	\$170
<b>PAGE SPONSORSHIP</b>				
Homepage	\$600	\$540	\$510	NA

Rates are for a 30-day period.

### E-NEWSLETTER SPONSORSHIP

Our monthly e-newsletter is a potpourri of South Dakotiana. Ad space is limited to one per month.

Sponsorship (600 x 160): \$250 each month

E-newsletter subscribers: 6,007  
 Open rate: 44.9%  
 Clicks per unique open: 17.6%

\*Based on average of one year.  
 Source: LVSYS web serving company and Google Analytics.



**CONTACT JENESSA KNIFFEN**

[jenessa@southdakotamagazine.com](mailto:jenessa@southdakotamagazine.com)



# PRINT ADS WORK.

**78%** of our subscribers  
read the advertisements  
(100% see them). (SDM Survey)

**64%** pay more attention to advertising  
when reading magazines in print.  
Only 26% pay more attention to advertising  
when reading magazines online.

**73%** feel that reading a printed book  
or magazine is **more enjoyable** than  
reading them on an electronic device.

**88%** of respondents indicated that they  
understood, **retained or used** information  
better when they read print on paper.

**81%** of respondents preferred to **read  
print on paper** when given the choice.

Source: twosidesna.org

**SOUTH DAKOTA**  
MAGAZINE

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AN AVERAGE OF FOUR  
READERS ENJOY EACH  
ISSUE OF THE MAGAZINE —  
MAKING OUR READERSHIP  
**MORE THAN 160,000!**



CONTACT [JENESSA@SOUTHDAKOTAMAGAZINE.COM](mailto:JENESSA@SOUTHDAKOTAMAGAZINE.COM)