



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

(605) 665-6655



410 E Third Street • Yankton, SD 57078
 (605) 665-6655 • www.SouthDakotaMagazine.com