

# Connect with GV Magazine...

where every story is an original story

- Worthy of print, *GV Magazine* is the **award-winning** 96-page glossy monthly that celebrates the **dynamic life, landscape, and people** of the greater Grand Valley.
- Each monthly issue features **GV Living, Culture, Outdoors, Wheels, and Working**, plus fascinating looks at **outdoor sports, wine country, entrepreneur interviews, nonprofit profiles, dining guides, artist portfolios, and more.**
- *GV Magazine* is the insiders' must-read source since every story is a GV original. Created by an extraordinary team of publishing and creative professionals, joined by a growing lineup of **award-winning freelance writers and photographers**, the magazine publishes fresh content – no wire feeds – every single month.
- With an average of 4.5 people reading each copy of 4,000 to 5,000 distributed each month to subscribers, newsstands, ancillary partners, special promotions, residential door-hangers, and more, advertisers enjoy an **exposure of more than 22,500** each and every month.
- *GV Magazine* presents **more stories-to-advertising ratios** than the industry standard, which means higher exposure rates for advertisers, and increased content value for readers.
- **Thousands of GV insiders** across the Grand Valley, Colorado, and the nation enjoy the magazine each and every month – sharing it with **friends, family members, and co-workers.**



Grand Valley Magazine, Inc.

# Who reads GV Magazine?

- Health-conscious, active families
- Educated professionals
- Outdoor enthusiasts
- Civic involvement
- Business and community leaders
- Frequent travelers
- Active retirees
- Homeowners

## READERSHIP

GV Magazine Readership	
<b>Female</b>	<b>61%</b>
<b>Male</b>	<b>39%</b>
Ages 25-34	9%
Ages 35-44	31%
Ages 45-54	39%
Ages 55+	21%

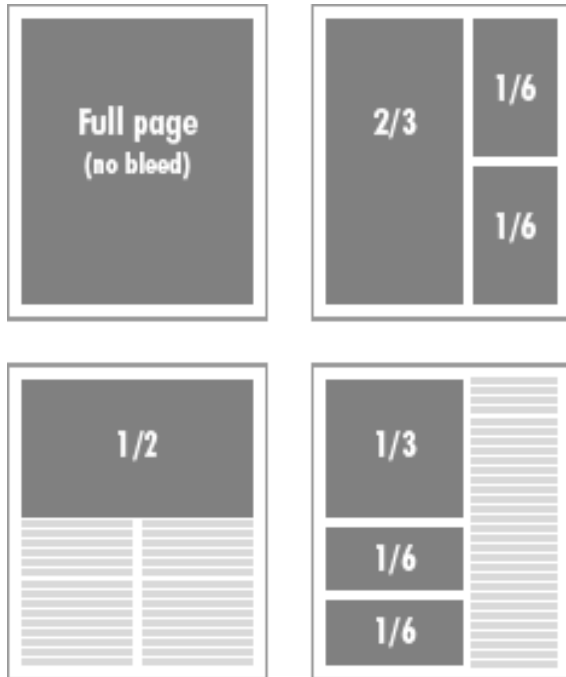
GV Magazine facebook Fans	
<b>Female</b>	<b>67%</b>
<b>Male</b>	<b>31%</b>
Ages 13-24	6%
Ages 25-34	35%
Ages 35-44	24%
Ages 45-54	20%
Ages 55+	13%

Geographic Readership	
Mesa County Residents: 5+ years	52%
Mesa County Residents: less than 5 years	28%
Colorado (outside Mesa County)	5%
Out of State	12%
Other	3%

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# Ready to connect with GV Magazine readers?

## 2009 Advertising Rates



### Display ad specifications

Types: .pdf .jpg .tif .eps .sit

Color: cmyk

Resolution: 300 dpi at size in inches

### Mac-based programs accepted:

Quark, InDesign, Adobe Illustrator, Adobe Photoshop

Rates for display ads do not include ad design. A GVM preferred designer list is available upon request.

### Display Advertising

Display ads are full color and available in the following sizes and charter rates. **Sizes are width x height.**

**NOTE: Trim size of magazine is 8.375" x 10.875"**

**Back cover** (full bleed size) . \$1800 .....8.75" x 11.25"

**Inside back** (full bleed size) . \$1200 .....8.75" x 11.25"

**Inside front** (full bleed size) . \$1200 .....8.75" x 11.25"

**Full page** (full bleed size) ..... \$950 .....8.625" x 11.125"

**Full page** (no bleed) ..... \$950 .....7" x 9.875"

**2/3 page** (vertical) ..... \$750 .....4.625" x 9.875"

**1/2 page** (horizontal) ..... \$600 .....7" x 4.812"

**1/3 page** (box) ..... \$450 .....4.625" x 4.75"

**1/3 page** (vertical) ..... \$450 .....2.187" x 9.875"

**1/6 page** (horizontal) ..... \$300 .....4.625" x 2.312"

**1/6 page** (vertical) ..... \$300 .....2.187" x 4.75"

**8% frequency discount for 3-6 months.**

**10% frequency discount for 7-12 months.**

**GV...So Delicious: Dining Guide** .....\$175

*So Delicious* covers one full color page with no more than 6 restaurants per page.

**GV...Downtown Grand Junction** .....\$185

Covers one full color page with no more than 5 businesses.

**GV...Fruita Out West** .....\$185

Covers one full color page with no more than 5 businesses.

**GV...All Around Palisade** .....\$185

Covers one full color page with no more than 5 businesses.

**GV...Destinations** .....\$245

*Destinations* covers one full color page with no more than 4 destinations per page.

**Note: Ad space reservations are the 13<sup>th</sup> of each month prior to the issue month. For example, October 13<sup>th</sup> is the space reservation deadline for the November issue. Creative is due on the 16<sup>th</sup>.**

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751 Horizon Ct, Ste 118A • Grand Junction, Colorado 81506 • 970.241.3310 • www.GrandValleyMagazine.com