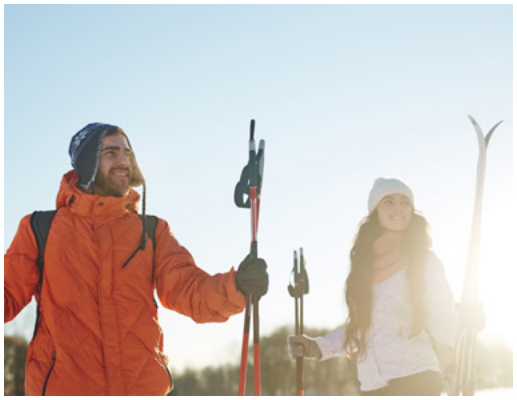


heber valley

Life

history in the making

media kit

our roots

Heber Valley is a nationally-known destination. according to U.S. Census data, Heber City is the **third-fastest growing city of its size** and was recently chosen to be **one of the happiest places to live** by *Home Beautiful*. With this recognition and the steady stream of new residents, the valley is experiencing challenges that go along with growth. While each of us may have a different vision of what that growth should look like, we want to embrace the new diversity and celebrate what makes our valley and its history unique. Our hope is to provide a vibrant community voice that recognizes that the things that bring us together greatly outnumber those that divide us.

our reach

26,000 Readers Annually.

Heber Valley Life magazine is circulated to over 6,500 readers each season. As a local lifestyle publication, our focus is on adventure, food and drink, arts and culture, health and wellness, community news, our neighbors and real estate.

For advertisers looking to reach Wasatch County customers with a professional polish and a positive local voice, *Heber Valley Life* is unmatched.

our delivery

Direct Mail
Heber Valley Life magazine is mailed to approximately 14,000 residential homes and businesses annually. At least one complimentary copy will be delivered to every physical mailbox in Wasatch County each calendar year.

Subscriptions
Subscribers are the first to receive magazines each season. With a spotlight on the Heber Valley, our reach has expanded nationwide with subscribers from coast-to-coast.

Digital Access
Over 5,250 unique visitors browse our website monthly at *hebervalleylife.com*. Readers can access our digital flipbook, view individual articles from past and present issues, and stay current with weekly news stories which are posted regularly to our website and social media pages (Instagram-Facebook-Twitter).

Select Retail Outlets in the Heber Valley
Copies retail for $5/each. Vendors include Lee's Marketplace, Ridley's Market and a selection of approximately 15 strategically-targeted local businesses.

Transient Rooms in Wasatch County
Heber Valley Life is circulated in every hotel room at the Zermatt Resort, guests of the Mountain Valley RV Resort and select local bed and breakfasts within Wasatch County — reaching a captive audience of visitors looking for things to do in the Heber Valley.

Heber Valley Visitor Center & Local Vendors
Copies of Heber Valley Life are pre-purchased by the HV Chamber of Commerce and distributed in welcome packets to both new members and residents of the HV. The Intermountain Heber Valley Hospital and additional sponsors also purchase copies to distribute in their facilities as gifts to their respective clientele.

heber valley Life

the gist

Our hope is to capture our local flavor, making impactful connections between Heber Valley's rich history, the present day and the future we hope to create. Each *Heber Valley Life* publication will include coverage from the following areas of our community:

adventure

food + drink

health + wellness

arts + culture

real estate

community news

our neighbors

resource guide

We are history in the making.

heber valley Life

our team

ryan bunnell / publisher

kristin bunnell / creative

loralie pearce / editor

karyn anderson / news writer

cate murphy / sales

theo dickens / distribution

ignition creative group

Heber Valley Life magazine is published by Ignition Creative Group. As a champion of small business and community, Ignition is excited to bring nearly two decades of publication experience to our positive community voice magazine.

WASATCH CAPS
INDUSTRY | EDUCATION | COMMUNITY

student squad

Heber Valley Life is proud to partner with Wasatch CAPS to mentor high school junior and senior students in our community and provide the opportunity to participate in the creation of our publication. Students with an interest in digital design, writing, photography, sales and marketing, and social media contribute to the project.

heber valley Life

annual schedule

Heber Valley Life magazine is a quarterly publication.

	Spring	Summer	Fall	Winter
Production Dates				
Space Reservation	January 15	April 15	July 15	October 1
Material	February 1	May 1	August 1	October 15
Publication/Print Dates	March 1	June 1	September 1	November 15

print rates

Ad Size	Annual (-10%)	Seasonal
1/8 Page - Resource Directory	$60/mo	$200
Menu Page	$187.50/mo	$625
1/2 Page	$187.50/mo	$625
Full Page	$405/mo	$1,350
Shop Local Feature	$52.50/mo	$175
Premium Placement		
Full Page (guaranteed placement)	$525/mo	$1,750
Cover 2 (inside front cover)	$702/mo	$2,340
Cover 3 (inside back cover)	$585/mo	$1,950
Cover 4 (outside back cover)	$972/mo	$3,240

digital rates

hebervalleylife.com

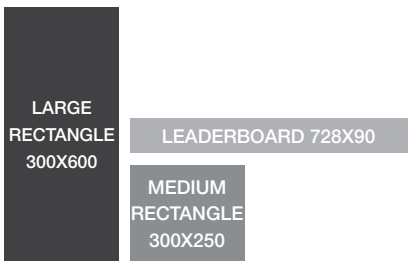
Digital Ad Placement for Desktop, Tablet & Mobile

Medium Rectangle
300x250 | $45/month (ROS)

Large Rectangle
300x600 | $65/month (ROS)

Leaderboard / Above the Fold
728x90 | $45/month (ROS)
FP Homepage: $325/month

ROS: Run of Site. Rotation through pages.
FP: Fixed Placement. Minimum 2 month commitment.



creative

The award-winning design team at Ignition Creative Group is available to create your artwork for both print and digital placements. More information can be found at www.IgnitionCreative.group.

Rates

Full Page $225

Half Page $125

Digital Ad $75

Hourly revisions or edits to existing artwork is charged at $85/hour. Rates include any stock photography and a digital PDF copy of the print-ready file.

heber valley Life

it's all in the details

We ask that any ads provided as camera-ready are created using the following specifications. If you have any questions or need help setting up your file, please just ask! We have an in-house design team that can help you with your ad design or provide a template for setup.

ad specs

FULL PAGE

9"x11" (trim)
9.25"x11.25" (bleed)
8"x10" (live)

HALF PAGE

8.25"x4.75" (trim)

DOUBLE-TRUCK
2 FULL PAGES SIDE-BY-SIDE

18"x11" (trim)
18.25"x11.25" (bleed)
16"x10" (live)

1/8 PAGE
3.25"x2.75" (trim)

STAND OUT FROM THE CROWD WITH AN 1/8 PAGE HIGHLIGHT IN THE BUSINESS RESOURCE DIRECTORY

FULL PAGE TRIM
9" x 11"

BLEED
9.25" x 11.25"
(.125" on four sides)

LIVE AREA
8" x 10"
(0.5" trim on four sides)

ADS MUST BE BUILT IN CMYK, no RGB or spot colors please.

RICH BLACK BUILD
areas with solid black color should be built as:
40-C / 30-M / 20-Y / 100-K.

FONTS
Fonts must be embedded or outlined in the print-ready file. If a font cannot be embedded due to a licensing restriction, please choose another font.

IMAGE QUALITY
Photos must be minimum 300 DPI at 100% of usage.

PRINT-READY FILES
Press-ready PDF files are preferred. We also accept JPG, and working files with all links and fonts included.

MARKS & BLEEDS
Please DO NOT include crop or bleed marks. DO include a bleed of 0.125" on four sides.

Sales Inquiries?

435-657-9679
sales@hebervalleylife.com

Story Ideas?

We'd love to hear from you. If you have an idea for a featured story in an upcoming *Heber Valley Life* publication, please don't be shy!
435-657-9679
submissions@
hebervalleylife.com

Production Help?

Kristin Bunnell
435-657-9679
info@hebervalleylife.com

heber valley Life

our manifesto

We believe that bigger isn't always better and that there is something inherently good in a day's hard work. We believe that friends can be found in unlikely places and that nothing matters more than family. We believe that every day is full of potential and that miracles are mixed in with the everyday scene.

We believe in seeking balance between hard work and play: a lazy Saturday making turns on the slopes or casting a fly at a rising trout in the middle of a hatch; working long hours with impending deadlines or calling in on a weekend to make sure a project is buttoned up. We believe failure is success as long as we learn from it. We believe in doing our best and taking any who will join us along for the ride.

We believe in grit, faith and in sending it past our comfort zone in order to try something that scares us every day. We believe that joy is found in simplicity. We believe that beauty surrounds us. We love where we live, we live where we love. We believe in the *joie de vivre!* We believe in celebrating history in the making.

heber valley Life

history in the making

www.hebervalleylife.com