

BIG RIVER Magazine

MEDIA KIT 2023

Our readers **value** *Big River* and the information in it.

- Big River offers a dedicated market.
- Our readers consistently show a **personal connection** or **emotional attachment** to the Mississippi, making them more **receptive to ads** for river-related businesses.
- Readers pay for Big River because they **place a higher value** on its contents than on free media (television, radio, spam, the internet or give-away publications). Your ad will stand out.
- Many of our readers use advertising in Big River **as a guide** when they travel up and down the river or plan vacations.
- Many of our readers **keep their copies** of Big River for months or years and share them with friends and family.

Big River has **high visibility**.

- Each issue of Big River is **read by more than 14,500** people interested in the Upper Mississippi and the Driftless Area.
- Our core demographic includes **people with disposable incomes** who travel the river region to enjoy dining, boating, fishing, nature, shopping, history, festivals, etc.
- Big River is sold in bookstores, visitor centers and other retailers large and small, up and down the river and across the Driftless Area.

Take advantage of what print magazines offer.

Opportunities to shine:

- Big River's total circulation has **increased by 6.7%** from 2021 to 2022.
- Magazines rank higher than any other media for **trustworthiness** and **credibility**.
- Magazines are the medium most likely to **lead to a web search**.
- Magazines get higher scores on **engagement** — higher than television or the internet. **People pay more attention** to magazine ads than ads on tv or online.



Big River unites
Mississippi River lovers
along 400 miles into
one print marketplace.
**Grow your business
here.**



Big River is the most effective way to deliver your message to people on the Upper Mississippi.

Big River subscribers live, work and play on the river and in the Driftless Area. They include boaters, bikers and birders. Our readers come from all walks of life — business owners, teachers, farmers, retirees, river rats ... Many like to hike the bluffs, drive the Great River Road, explore river towns and overlooks, or simply relax on the riverbanks and sandbars. Tell them about your business.

Why your marketing dollars work harder in **Big River**:

People do their best to

- block internet pop-ups,
- block spam emails and calls
- avoid TV commercials.

Well, our readers pay good money to enjoy *Big River* — ads and all!

They keep their back issues, share copies with friends and families, and order gift subscriptions.

Your ads reach travelers and residents along the entire Upper Mississippi River!

Get the **best advertising deal** on the Upper Mississippi River

Compare our rates to other print magazines; we are an excellent value. You'll be surprised! Plus your marketing message is elevated by the goodwill and loyalty our readers have for Big River and our 30-year reputation for excellence. Surrounded by amazing photos, captivating articles, and high production values, your ad will feel more interesting, authentic and relevant. And ad layout is free and looks great.

Make your space reservation today.

Call 800-303-8201 or email ads@bigrivermagazine.com

“We have to be in Big River. We just have to! Lodgers even bring in their magazine when they check in.”

— Iowa small-town hotel, as told to advertising staff



“My wife and I fight over who gets it first when it arrives in the mail. We have years of your magazines on our bookshelves.”

— Illinois subscriber, as told to subscription staff

Ad Sizes

Full page

7.25 in. w
9.75 in. h

Full bleed

at least
8.75 in. w
11.25 in. h
(keep content area within
8 in. by 10.5 in.)

Half page

7.25 in. w
4.75 in. h

1/4 page

3.5 in. w
4.75 in. h

1/6 page

2.25 w
4.75 h

1/3 page Vert.

2.25 w
9.75 h

2/3 page

4.75 in. w
9.75 in. h

1/3 page Horizontal

7.25 in. w
3 in. h

3.5 in. w
2 in. h

Business Card

Ad Rates

Save when you run your ad in consecutive issues!

Ad Size	One Issue	2 times	3 times	4 times	5 times	6 times
		Save 4%	Save 8%	Save 12%	Save 16%	Save 20%
All ads must run within a 12-month period.						
1/6 Page	\$206	\$198	\$190	\$182	\$173	\$165
1/4 Page	\$299	\$287	\$275	\$263	\$251	\$239
1/3 Page	\$370	\$355	\$341	\$326	\$311	\$296
Half Page	\$498	\$478	\$458	\$438	\$419	\$399
2/3 Page	\$591	\$567	\$544	\$520	\$496	\$473
Full Page	\$712	\$683	\$655	\$626	\$598	\$569
Double Spread	\$1,281	\$1,230	\$1,179	\$1,128	\$1,076	\$1,025

10% placement charge for inside front cover, back cover or inside back cover.

Business Cards: Located in the Business Card section or any City Page: \$100 per issue. Run for a full year (six issues): \$400 (two FREE ads).

Prices subject to change.

~~Cut-out Coupons~~

A note about cut-out coupon ads:

Cut-out coupons work pretty well in free newspapers and mailers. They don't work as well in magazines that you have to pay for, like *Big River Magazine*, because people like to hang onto them for a while. People don't want to cut them up.

Deadlines and Themes

Issue	Ad Deadline	Editorial Theme
January-February	Nov. 30	Boats & Boating
March-April	Jan. 31	River History
May-June	March 31	Summer Travel
July-August	May 31	Environment & Wildlife
September-October	July 31	Food & Dining
November-December	Sept. 30	Hunting & Winter Recreation

Big River Magazine

PO Box 204 • Winona, MN 55987 • 507-454-5949 • 800-303-8201

www.BigRiverMagazine.com

To get answers to your advertising questions, please email:

ads@BigRiverMagazine.com