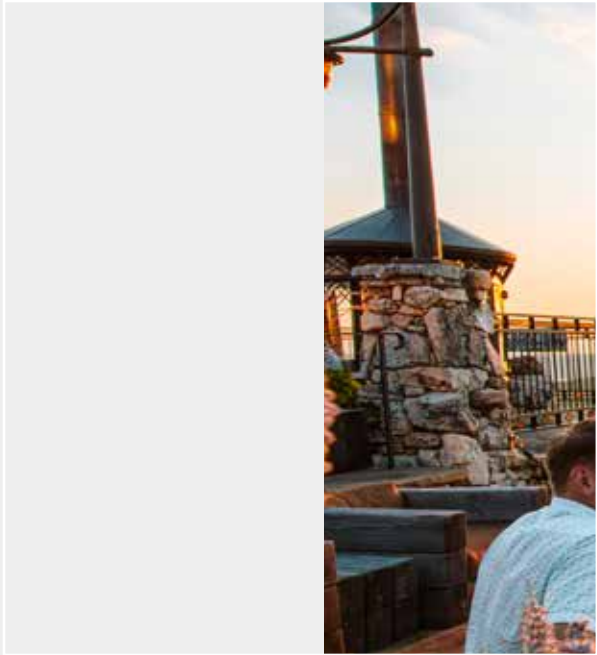


MEDIA KIT DIGITAL



MissouriLife

M A G A Z I N E

THE SPIRIT OF DISCOVERY

marketing@missourilife.com
573.514.5453
MissouriLife.com

MAGAZINE

136,477 Readers (largest audited paid-circulation readership in the state)

MISSOURILIFE.COM

32,363 Unique Monthly Visitors

MISSOURI LIFE TV

Youtube: **1,300** subscribers,
280,000+ views, **12,000** hours of viewing

MISSOURI LIFE NEWSLETTERS

25,753 weekly subscribers (and growing), **22%** open rate

OTHER NEWSLETTERS

Include monthly Homes, Flavor, City Pages, and Explore e-newsletters, and MORE, a special edition newsletter devoted to you and your message.

SOCIAL MEDIA

46,575 average weekly user reach across all social platforms



+ MISSOURI LIFE'S SPECIAL INTEREST PUBLICATIONS | CUSTOM PUBLISHING | BOOK PUBLISHING | EVENTS

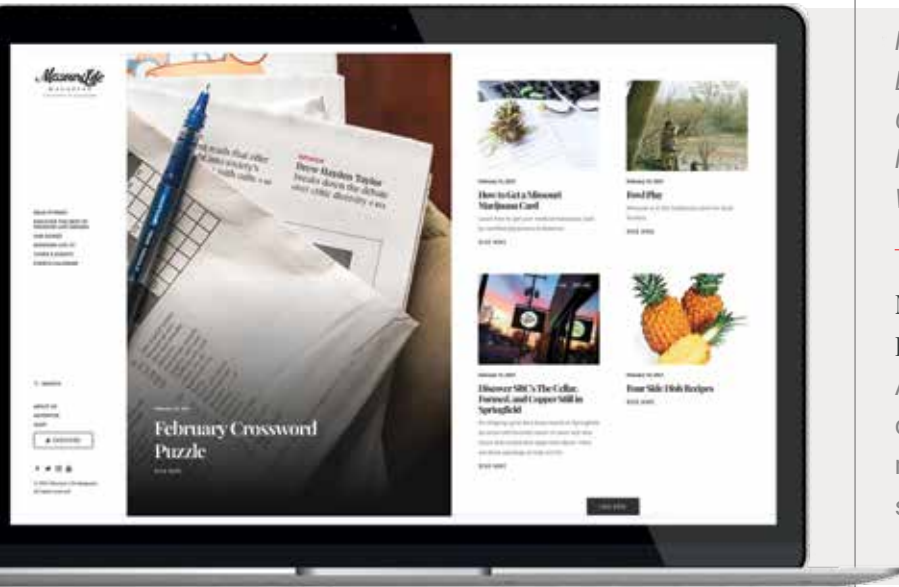
OUR CUSTOMERS ARE YOUR CUSTOMERS

Missouri Life celebrates and explores the state for lifelong residents, newcomers, and visitors. When you align your brand with Missouri Life, you are surrounded by subscriber trust, loyalty, engagement, and even adoration. This passion extends to your company by association.

"I've now received two issues of Missouri Life and it is, by far, my favorite magazine!!"

-Sharon Horbyk,
Columbia, MO

MEET
OUR DIGITAL
AUDIENCES
THAT COULD BE YOUR CUSTOMERS



MISSOURI E-NEWSLETTERS
 Banner ads (limited to 3/letter)

Missouri *Lifelines*, **25,753**
 weekly subscribers, **22%** open rate
 In rotation, **every Friday**

Flavor
Explore
City Pages
Homes
Wine Dog

MORE DEDICATED
E-NEWSLETTER

A special edition newsletter
 dedicated to you and your
 message. Delivered to digital
 subscribers.

DIGITAL DISPLAY

Call us to find out what works
 best for you.

SOCIAL MEDIA

46,575 average weekly reach
 across Facebook, Instagram,
 and Twitter platforms, with
 an engagement rate of **8.3%**
 (Industry average .2%)

"In 2020, we had an opportunity to start working with Missouri Life on a variety of cost-effective digital pieces. The response was so positive, the attractions we featured asked us to continue utilizing Missouri Life's digital advertising!"

- Marcy Barnhart, Warrensburg Convention & Visitors Bureau Director of Marketing



SPONSORED CONTENT PARTNERSHIPS
 Dutch Country General Store



SPONSORED CONTENT PARTNERSHIPS
 Rost Landscaping/Superior Gardens

MISSOURILIFE.COM
32,363 Unique Monthly
 Visitors on average

SITE TRAFFIC:
50,806 Monthly Page Views
 on average

We create content and tailor it to our audience. You approve. You have the **top slot on MissouriLife.com for 2 days, above the fold for the week**, and then remain on our website. Includes Facebook post to share the content, *Lifelines* e-newsletter content post same week. (*Lifelines* banner ads are sold separately.)

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