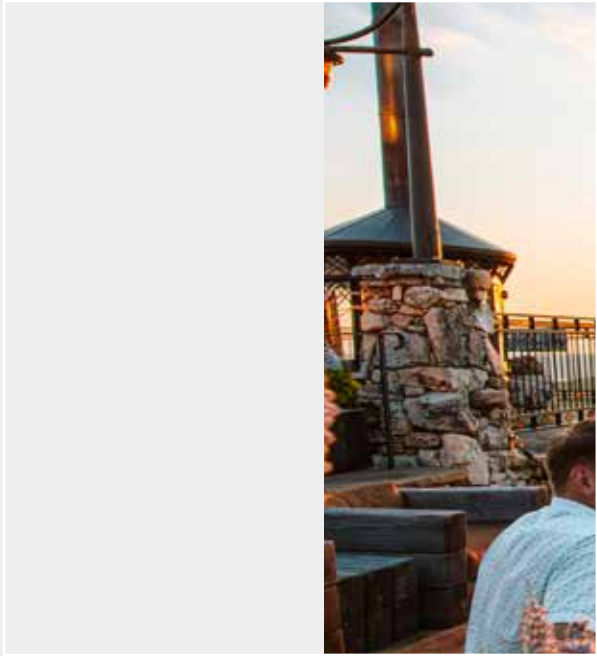


# MEDIA KIT DIGITAL



*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

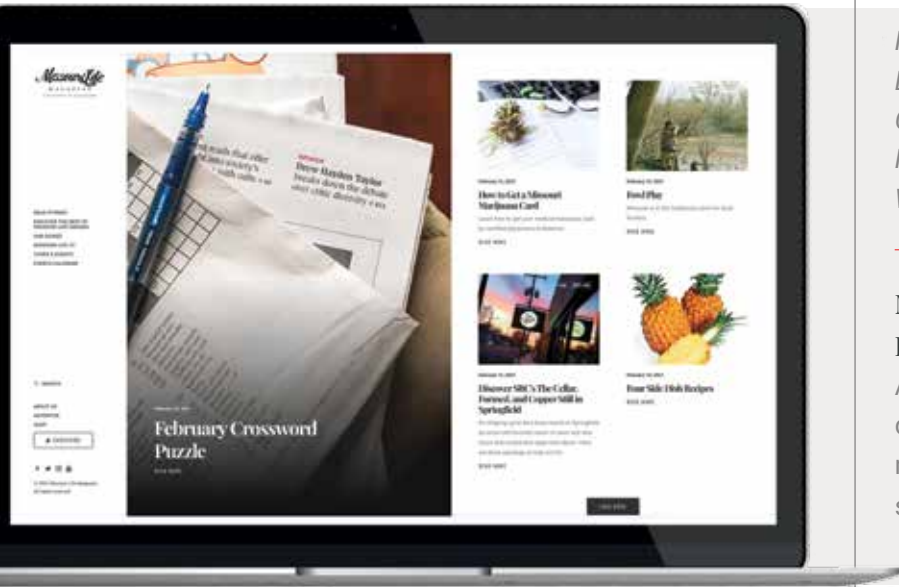
Missouri Life celebrates and explores the state for lifelong residents, newcomers, and visitors. When you align your brand with Missouri Life, you are surrounded by subscriber trust, loyalty, engagement, and even adoration. This passion extends to your company by association.

**"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.)

573.514.5453  
 marketing@missourilife.com

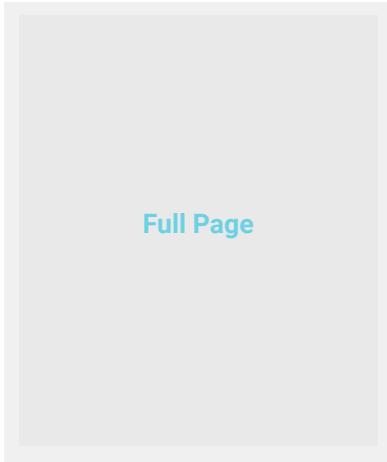
# RATES & SPECIFICATIONS

## MATERIAL REQUIREMENTS

Accepted Files: JPG, GIF, PNG

Link: URL for ad to lint to

Max file size: 40 KB

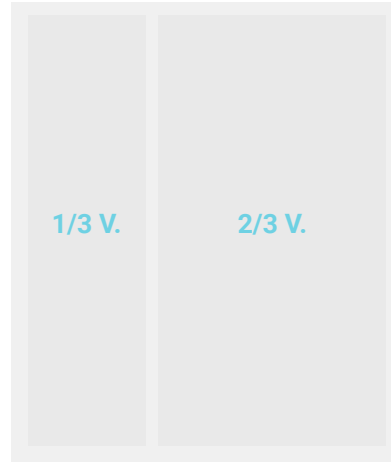


### Full Page

Bleed: 8.75" x 11.12"

Trim: 8.5" x 10.875" + .125" bleed

Live Area: 7.6" x 9.875"



### 1/3 Vertical

2.356" x 9.875"

### 2/3 Vertical

4.934" x 9.875"



### 1/6 Vertical

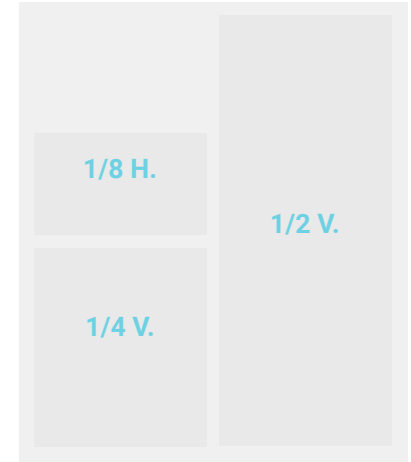
2.35" x 4.8"

### 1/3 Square

4.934" x 4.8"

### 1/2 Horizontal

7.6" x 4.8"



### 1/4 Vertical

3.646" x 4.8"

### 1/2 Vertical

3.646" x 9.875"

### 1/8 Horizontal

3.646" x 2.325"

## CREATIVE SERVICES

The *Missouri Life* advertising design staff provides professional and creative ad design assistance, layout, and preparation of electronic files for display advertisements for a design fee. Ads requiring more than one revision will be charged \$50 for each additional revision.

## INVOICING

Invoices mailed at issue mailing. All invoices are due upon receipt. After 30 days, a finance charge will be added. Monthly invoicing options available.

## AD PREPARATION

Submit print ads in PDF format. Also accepted: packaged Adobe InDesign, Photoshop, and Illustrator files via Dropbox. Full page and two-page (spread) ads require a .125" bleed on all four sides. Please submit a spread as a single PDF. Do not include printers' marks on files.

**Images:** All Photos must be a minimum of 300 DPI at 100 percent final size.

## FILES

Email files to amy@missourilife.com

## DIGITAL ADS

### BANNER AD

800 x 200 px

### DIGITAL DISPLAY ADS

300 x 50 px, 320 x 50 px,  
728 x 90 px, 300 x 250 px,  
160 x 600 px

### DEDICATED E LETTER

800 x 900 px

# MissouriLife

573.514.5453

[marketing@missourilife.com](mailto:marketing@missourilife.com)

[MissouriLife.com](http://MissouriLife.com)

