

# MissouriLife MEDIA

THE SPIRIT OF DISCOVERY

**Tap into \$7 billion  
in buying power ...**

**for less than 2 cents per reader:**

Take advantage of multi-media packaging at a dramatic savings! Purchase print plus all our digital exposure in one easy step. Simply choose the package below that fits.

**Multiple media – one low price!**

**EIGHT MEDIA TOUCHPOINTS MAKE**

**962,100 IMPRESSIONS ANNUALLY OR 80,175 MONTHLY**

## Packages

*All packages  
include both!*

### Print

### Digital

Missouri  
Life

Missouri  
Life.com

Missouri  
eLife  
(Digital Mag.)

LifeLines  
(eNewsletter)

Facebook

Twitter

Deal  
of the  
Week

Contest

MissouriLife

My

eLife

LifeLines

f

t

Steal Me

Contests

### Supreme

Total Value/Month: \$1,903

Your Cost/Month: \$850

Savings: 55%

Full  
page  
6/yr

Home  
page

6 video,  
audio,  
or pop-  
ups

4/yr

12 posts

6 tweets

12/yr

Arranged

### Premium

Total Value/Month: \$1,105

Your Cost/Month: \$475

Savings: 55%

1/2  
page  
6/yr

Section  
page

3 video,  
audio,  
or pop-  
ups

3/yr

6 posts

6 tweets

6/yr

Arranged

### Select

Total Value/Month: \$633

Your Cost/Month: \$246

Savings: 61%

1/4  
page  
6/yr

Sub-  
section

1 video,  
audio,  
or pop-  
up

2/yr

2 posts

2 tweets

2/yr

Arranged

### Annual Reach:

429,000

60,000

18,200

72,000

63,000

59,900

260,000

NEW!

515 Morgan Street | Boonville, Missouri 65233 | 660-882-9898 | MissouriLife.com



*Sold at our 3 major airports, major grocery stores,  
& Walmart checkout lanes in Missouri.*

## YOU WON'T FIND A BETTER AUDIENCE AT A BETTER PRICE:

- 71,500 PRINT READERS/ISSUE; 80,175 MONTHLY IMPRESSIONS WITH FULL MULTI-MEDIA PACKAGE
- 70% FREQUENTLY PURCHASE PRODUCTS OR SERVICES THEY SEE IN MISSOURI LIFE.
- WE SET THE RECORD FOR MAGAZINE "KEEP" TIME AT OUR AUDIT FIRM (AUDITS 5,000 PUBLICATIONS).
- MORE THAN 6,000 COPIES GO TO 1,200 NEWSSTANDS.
- 14,000 READERS PAY TO SUBSCRIBE VIA MAIL.
- OVER 92% OF OUR CIRCULATION IS PAID, MEANING OUR READERS REALLY READ!
- AVERAGE HOUSEHOLD INCOME: \$96,750
- TOTAL COMBINED INCOME: \$6.9 BILLION
- 83% VACATION/TRAVEL IN MISSOURI.
- 62% MAKE OVERNIGHT STAYS AT MISSOURI LODGING.



Ask for the full audit report for more information.

## WHAT OUR READERS DO:

Sports	59% Fitness/Wellness activities
	48% Fishing
Outdoor Activities	29% Hunting
	28% Hiking
Other Recreation	27% Golf
	25% Boating
	19% Bicycling
	19% Camping
	09% RV
	81% Attending a Festival
	71% Gardening
	68% Attending Sports Event
	56% Visiting Missouri Wineries
	09% Motorcycling
	85% Cooking
	48% Antiquing
	65% Attending a Live Music Performance
	56% Visiting Historic Sites
	53% Visiting Art Exhibits, Shows, or Galleries

## READERS PLAN TO BUY: (% = positive respondents)

Household	51% Television / Electronics
	47% Furniture / Home Furnishings
	43% Cleaning Services (carpet cleaning, air duct cleaning, home cleaning)
	42% Home Improvements / Supplies
	29% Home Heating / Air Conditioning (service, new equipment)
	23% Cellular Phone New/Update Service
	17% Major Home Appliance
	15% Carpet / Flooring
	13% Home Computers
	03% Musical Equipment or Instruments
Garden & Garage	77% Lawn & Garden
	69% Automobile Accessories (tires, brakes & service)
	41% Lawn Care Service (maintenance & landscaping)
	15% New Automobile 10% Used Automobile
	01% Boats / Personal Watercraft
	90% Dining & Entertainment
	83% Vacations / Travel In Missouri
	75% Wine or Beer
	57% Vacations / Travel Outside Missouri
	56% Spa Services
	51% Legal Gambling Entertainment (lottery, casinos, racetracks, bingo)
	43% Athletic & Sports Equipment
	41% Antiques / Auctions
	32% Art & Crafts Supplies
	95% Women's Apparel
	82% Men's Apparel
	66% Florist / Gift Shops
	43% Children's Apparel
	25% Jewelry
	08% Wedding Supplies
	84% Pharmacist / Prescription Service
	78% Tax Advisor / Services
	59% Education / Classes
	32% Health Club / Exercise Class
	28% Financial Planner (retirement, investing)
	23% Veterinarian
	21% Childcare
	17% Chiropractor
	14% Attorney
	08% Weight Loss
	03% Real Estate