

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	
Supreme	Full page	Home page	6 video, audio, or pop-ups	4/yr	12 posts	6 tweets	12/yr	Arranged	
Total Value/Month: \$1,903	Your Cost/Month: \$850	Savings: 55%							
Premium	1/2 page	Section page	3 video, audio, or pop-ups	3/yr	6 posts	6 tweets	6/yr	Arranged	
Total Value/Month: \$1,105	Your Cost/Month: \$475	Savings: 55%							
Select	1/4 page	Sub-section	1 video, audio, or pop-up	2/yr	2 posts	2 tweets	2/yr	Arranged	
Total Value/Month: \$633	Your Cost/Month: \$246	Savings: 61%							
Annual Reach:	429,000	60,000	18,200		72,000	63,000	59,900	260,000	NEW!

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	<ul style="list-style-type: none"> 59% Fitness/Wellness activities 48% Fishing 29% Hunting 28% Hiking 27% Golf 25% Boating 19% Bicycling 19% Camping 09% RV
Outdoor Activities	<ul style="list-style-type: none"> 81% Attending a Festival 71% Gardening 68% Attending Sports Event 56% Visiting Missouri Wineries 09% Motorcycling
Other Recreation	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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
Travel & Hobby	<ul style="list-style-type: none"> 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
Apparel & Gifts	<ul style="list-style-type: none"> 95% Women's Apparel 82% Men's Apparel 66% Florist / Gift Shops 43% Children's Apparel 25% Jewelry 08% Wedding Supplies
Health & Finances	<ul style="list-style-type: none"> 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