

# Utah Valley's best magazines

# FROM COVER TO COVER

2012 media kit



## Utah Valley Magazine

**PRESS RUN:** 22,000      **READERSHIP:** 3.5/copy\* = 77,000  
**FREQUENCY:** 6x/year      **AUDIENCE:** Utah Valley residents



## Utah Valley BusinessQ

**PRESS RUN:** 16,500      **READERSHIP:** 3.5/copy\* = 57,750  
**FREQUENCY:** 4x/year      **AUDIENCE:** Utah Valley businesses



## Utah Valley Bride

**PRESS RUN:** 20,000      **READERSHIP:** 3.5/copy\* = 70,000  
**FREQUENCY:** Annual (with seasonal covers)      **AUDIENCE:** Utah Valley brides



## Utah HBA parade of homes

**PRESS RUN:** varies      **AUDIENCE:** home enthusiasts  
**FREQUENCY:** 1x/year



## Utah Valley summer festivals

**PRESS RUN:** varies      **AUDIENCE:** local residents  
**FREQUENCY:** 1x/year



## custom publishing

**PRESS RUN:** 2,500 to 250,000  
 Frequency and audiences vary

# BENNETT

communications

# Utah Valley Magazine

Utah Valley Magazine is for those who work in, live in or love Utah Valley. It is a lifestyle publication covering the people, events and homes of Utah County, from the Point of the Mountain on the north to Mount Nebo on the south.

Now in its twelfth year of publication, Utah Valley Magazine has featured prominent residents such as Donny Osmond, Jimmer Fredette and Steve Young.

Yearly highlights include a Cute Baby contest, Angels Among Us and Celebrity Look-A-Likes. Each issue contains a calendar of events, achievements by area residents, eye-catching photography and stellar writing.



We are always amazed at how many people comment on our ads in Utah Valley Magazine. It truly is the valley's choice and ours.

- Ardice Lorscheider  
Lone Peak Dental

## circulation

- 19,000 SUBSCRIBERS / TOP INCOME HOUSEHOLDS
- 1,550 NEWSSTAND\*
- 850 UTAH COUNTY WAITING ROOMS
- 400 UTAH COUNTY MARRIOTT HOTELS
- 150 BONUS DISTRIBUTION\*\*
- 50 HOUSE COPIES
- 22,000 TOTAL PRESS RUN
- 77,000 READERSHIP\*\*\*

\* Utah Valley Magazine is for sale on newsstands in the following stores: Barnes & Noble, BYU Bookstore, Maceys, Smiths, etc.

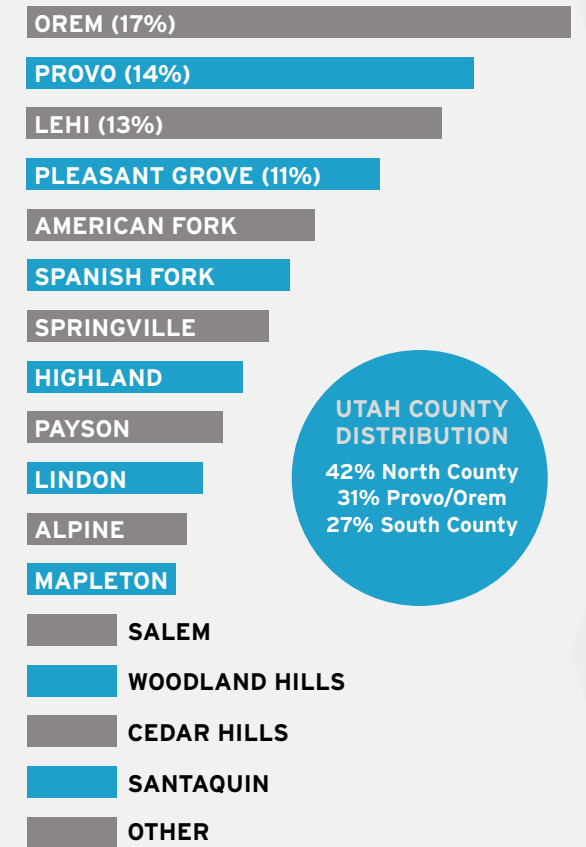
\*\* Bonus distribution varies from issue to issue. Utah Valley Magazine is distributed at a variety of community events and audiences depending on the content of the issue and the time of year.

\*\*\* Utah Valley Magazine research is consistent with national statistics, which show 3.5 readers per issue, per Mediarmk Research criteria.

## distribution

Through a combination of paid subscribers and controlled circulation\*, Utah Valley Magazine delivers an audience with real buying power that looks forward to reading each issue.

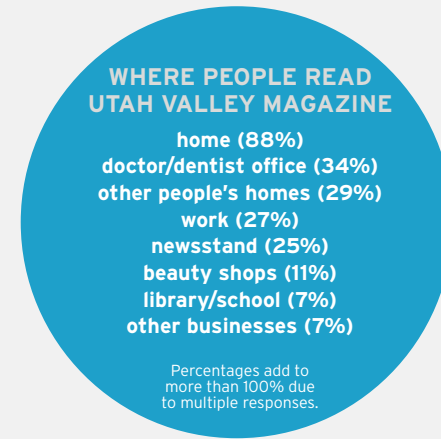
\*Numbers are approximate and may fluctuate issue to issue.



UTAH COUNTY DISTRIBUTION  
42% North County  
31% Provo/Orem  
27% South County

## reader profile

- women: 57%  
men: 43%
- own at least one home: 96%
- average age: 44
- average household income: \$109,500
- college graduate: 68%



## 2012 editorial calendar

### January / February

**THEME:** Best of Utah Valley **EDITORIAL:** Winners of our readers' choice contest, 25 reasons to love Utah Valley  
**ANNUAL FEATURES:** New Year, New You  
**MARKETING SECTIONS:** Medical Profiles, Delve into 2012 (beauty, fitness, education, races, home improvement).

### March / April

**THEME:** Mountains **EDITORIAL:** 50 fabulous people who've climbed mountains in their lives; hiking; art/photos of Timp  
**ANNUAL FEATURES:** Home & Garden  
**MARKETING SECTIONS:** Remodeling, Family Matters, Realtors

### May / June

**THEME:** Young at Heart **EDITORIAL:** Up and coming people and places in Utah Valley.  
**ANNUAL FEATURES:** High Schoolers Who Will Change The World, Cutest Cuties, 101 Ideas for Summer  
**MARKETING SECTIONS:** Fashion, Mother's Day, Dining

### July / August

**THEME:** Women's Issue **EDITORIAL:** Day in the life of women; Utah County women through the ages; female favorites in Utah Valley  
**ANNUAL FEATURES:** Angels Among Us  
**MARKETING SECTIONS:** Women in Business, Back to School, Senior Living

### September / October

**THEME:** Flight **EDITORIAL:** Transportation, people who leave Utah Valley and return, hot air balloons  
**ANNUAL FEATURES:** BYU Football, Lookalikes  
**MARKETING SECTIONS:** Long Haul, Travel

### November / December

**THEME:** Makeover **EDITORIAL:** Updating fashion, home, hair, career, finances, community  
**ANNUAL FEATURES:** Basketball, Holiday  
**MARKETING SECTIONS:** Trusted Advisers, Gift Guide

## Marketing Sections

Find out why Utah Valley Magazine marketing sections are highly effective at establishing credibility and generating sales leads. Contact your Utah Valley Magazine advertising representative for more information.



Medical Profiles



Dining Guide



Women in Business



Remodeling



Summer Fun Guide



Fashion Profiles

## 2012 ad rates

### color

SIZE	1X	3X	6X
full page	\$2284	\$2076	\$1869
2/3 page	\$1918	\$1743	\$1570
1/2 page	\$1553	\$1412	\$1270
1/3 page	\$1188	\$1079	\$972
1/6 page	\$822	\$747	\$675

### special placement

(back cover, inside front, inside back, consecutive ads, TOC, etc.)

SIZE	1X	3X	6X
full page	\$2769	\$2663	\$2560
spread	\$3497	\$3277	\$3135

## 2012 production deadlines

### JANUARY / FEBRUARY

**SPACE:** December 2, 2011  
**AD DUE:** December 9, 2011  
**MAILED:** January 1, 2012

### MARCH / APRIL

**SPACE:** February 3, 2012  
**AD DUE:** February 10, 2012  
**MAILED:** March 1, 2012

### MAY / JUNE

**SPACE:** March 30, 2012  
**AD DUE:** April 6, 2012  
**MAILED:** May 1, 2012

### JULY / AUGUST

**SPACE:** June 1, 2012  
**AD DUE:** June 8, 2012  
**MAILED:** July 1, 2012

### SEPTEMBER / OCTOBER

**SPACE:** August 3, 2012  
**AD DUE:** August 10, 2012  
**MAILED:** September 1, 2012

### NOVEMBER / DECEMBER

**SPACE:** October 5, 2012  
**AD DUE:** October 12, 2012  
**MAILED:** November 1, 2012

# Utah Valley BusinessQ



Utah Valley is consistently rated one of the best places to do business in the United States. The educated work force, tremendous quality of life and vast business resources combine to form our healthy business climate.

BusinessQ highlights area businesses and leaders – while educating through an interactive writing style.

## circulation

16,500 press run

15,000 Every Utah County business  
200 local newsstands\*  
1,300 house copies/business organizations\*\*

57,750 READERSHIP\*\*\*

\* Utah Valley BusinessQ is for sale on newsstands in the following stores: Barnes & Noble, BYU Bookstore, Maceys, Smiths, etc.

\*\* Business organizations include groups at BYU, UVU, Utah Valley Chamber of Commerce, other area Chambers of Commerce, Corporate Alliance, UVHBA and Utah County Association of Realtors, LDS Employment Services.

\*\*\* Utah Valley BusinessQ research is consistent with national statistics, which show 3.5 readers per issue, per Mediarmk Research Inc. criteria.

IF YOU WANT THE ATTENTION OF UTAH VALLEY, THIS IS YOUR MAGAZINE AND THESE ARE YOUR PEOPLE.

UTAH VALLEY BUSINESSQ IS OUR CHOICE FOR LOCAL BRANDING!

-DEREK MINER

ORANGESODA.COM

AVERAGE BUSINESSQ READER IS FAR FROM AVERAGE  
Business Owner: 91%  
Average Age: 47  
Average Annual Income: \$215,000  
College graduate: 75%

## 2012 editorial calendar & deadlines

### SPRING

**THEME:** BusinessQ's 10-Year Anniversary

**ROUNDTABLE:** Direct Sales

**MARKETING SECTIONS:** The Long Haul Profiles, Convention & Meeting Planning Guide

**CONTEST:** Best Local Websites

**DEADLINES** Space: January 27 Ad Due: February 3

### SUMMER

**THEME:** UV50

**ROUNDTABLE:** Running A Restaurant

**MARKETING SECTION:** Higher Education

**CONTEST:** UV50

**DEADLINES** Space: May 4 Ad Due: May 11

### FALL

**THEME:** Leadership

**ROUNDTABLE:** Franchising

**MARKETING SECTION:** Creative Agencies

**CONTEST:** Best Local Tweeters

**DEADLINES** Space: August 10 Ad Due: August 17

### WINTER

**THEME:** Starting A Business

**ROUNDTABLE:** Funding vs. Bootstrapping

**MARKETING SECTIONS:** Women In Business, 'How-To' Guide

**CONTEST:** Niftiest Local Patents

**DEADLINES** Space Nov. 2 Ad Due: Nov. 9

## 2012 ad rates

### color

SIZE	1X	4X
full page	\$1693	\$1506
2/3 page	\$1253	\$1115
1/2 page	\$998	\$888
1/3 page	\$763	\$684
1/6 page	\$509	\$453

### special placement

(back cover, inside front, inside back, consecutive ads, TOC, etc.)

SIZE	1X	4X
full page	\$2970	\$2376
spread	\$3002	\$2545

UTAH VALLEY BUSINESSQ magazine is the only magazine distributed quarterly to every business in Utah County. If you're trying to get the word out about products or services to local businesses, Utah Valley BusinessQ magazine is your clear choice.

# Utah Valley Bride

Utah Valley Bride is an annual magazine for brides and families planning a wedding in Utah County.

Utah Valley Bride offers resources and information for every aspect of local wedding planning. Timelines, tips and advice from industry experts help brides and their families make the wedding experience enjoyable and perfect.

Utah Valley Bride features photography from the area's top photographers and offers a glimpse of the scenery and lifestyle of Utah Valley's brides. Features on local weddings and discussions of trends in the valley are also present throughout.



we ♥ advertising with utah valley bride each year as it generates the majority of our wedding invitation orders. It's the best advertising decision we have made for our bridal market.  
-Veronica Chapman  
Pro Digital Photos

## 2013 editorial schedule

**THE LOCAL LOVE:** We feature local brides of the past year and give the future Mrs. a preview of what's to come.

**THE DRESS:** What's a girl to wear? One of the frocks featured in our dress section, of course.

**THE FLOWERS:** Stunning bouquets stem from this section filled with Utah Valley's floral geniuses.

**THE CAKE:** Brides get a taste of pure, fabulous frosting as cake vendors strut their confection perfection.

**THE HAIR:** Strands of wisdom is an understatement with these dos and don'ts from local salons.

**THE RING:** The Mrs. has a nice ring to it – and so does this collection of love rocks from UV's finest jewelers.

**THE INVITATIONS:** Take our word for it – these invitations by local letter-makers will turn mailboxes.

**THE FOOD:** We're talking page after delicious page of wedding cuisine from local masters.

## circulation / distribution

20,000 PRESS RUN

- 6,000 COPIES** Utah County and south Salt Lake County bridal shows throughout the calendar year including, The Bridal Fair, Thanksgiving Point Bridal Show, The Bridal Extravaganza, The Utah Wedding Show and other local bridal events.
- 6,000 COPIES** Mailing to targeted households (households based on income and those with females, ages 19-25)
- 4,000 COPIES** Wedding businesses throughout the year including jewelry stores, bridal shops, reception centers, beauty salons and more.
- 3,000 COPIES** BYU and UVU top women's housing units.
- 1,000 COPIES** Newsstand distribution keeps your advertising on newsstands throughout the year.\*

70,000 READERSHIP\*\*

\* Utah Valley Bride is for sale on newsstands in the following stores: Barnes & Noble, BYU Bookstore, Maceys, Smiths, etc.

\*\* Utah Valley Bride research is consistent with national statistics, which show 3.5 readers per issue, per Mediarmk Research Inc. criteria.

## 2013 ad rates

### color

SIZE	RATE	PREPAY
full page	\$2110	\$1900
2/3 page	\$1750	\$1575
1/2 page	\$1325	\$1190
1/3 page	\$960	\$855
1/6 page	\$590	\$530

### special placement

(back cover, inside front, inside back, consecutive ads, TOC, etc.)

SIZE	1X	4X
full page	\$3395	\$3050
spread	\$3600	\$3240

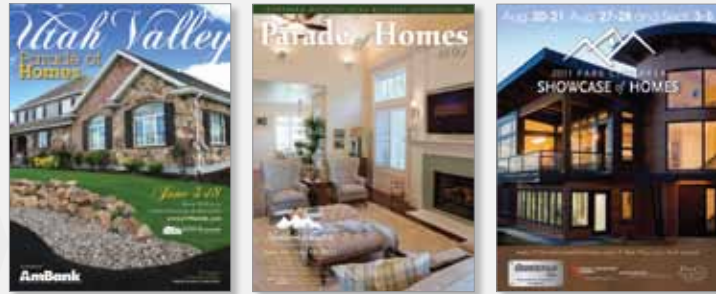
## 2013 deadlines

space deadline	materials deadline
OCTOBER 12, 2012	OCTOBER 26, 2012
pre-pay discount	delivered
OCTOBER 26, 2012	THROUGHOUT 2013

# Parade of Homes

For nine years, Bennett Communications has partnered with local home builders associations to publish official Parade of Homes magazines. HBAs we've worked with since 2002 include: the Utah Valley Home Builders Association, the Park City Area Home Builders Association, the Northern Wasatch Home Builders Association and the Salt Lake Home Builders Association.

Our publications add shelf life to the event and offer members the chance to get their messages in front of the public in a professional and targeted way.



*Our customers keep their Parade of Homes magazine and bring them back to us, weeks, months and even years after the Parade, to have us do their stains that are pictured in our ad.*  
 Bonnie Huettner  
 Huettner Mill & Cabinet

# City Celebrations

Attending celebrations is more than a tradition, it's a right of passage. Advertise in the official event magazines.



### AD RATES & DIMENSIONS

AD SIZE	OREM SUMMERFEST	SPANISH FORK FIESTA DAYS	CEDAR HILLS FAMILY FESTIVAL
1/4 page	\$495	\$345	\$175
1/2 page	\$795	\$595	\$295
full page	\$1295	\$995	\$495
back cover	\$2495	\$1945	\$1295

*UV Magazine gives me the best Top of Mind awareness of all print Advertising I do. In Fact the Spanish Fork Fiesta days magazine is best of all. Because I'm a native of Spanish Fork.*  
 Cary Robarge  
 (Robarge Collision, Spanish Fork)

circulation, readership, attendee demographics, deadlines



**PRESS RUN**  
15,000

**ATTENDEE DEMOGRAPHICS**

2012 PARADE OF HOMES DATE  
**June 8-23**

AVERAGE AGE  
**44**

FEMALE / MALE  
**71% / 29%**

ADVERTISING SPACE DEADLINE  
**April 20, 2012**

% THAT PLAN TO REMODEL OR BUILD IN NEXT TWO YEARS  
**72%**

ADVERTISING MATERIALS DUE  
**April 27, 2012**

**PRESS RUN**  
14,500

**ATTENDEE DEMOGRAPHICS**

2012 PARADE OF HOMES DATE  
**June 22 - July 8**

AVERAGE AGE  
**42**

FEMALE / MALE  
**60% / 40%**

ADVERTISING SPACE DEADLINE  
**May 11, 2012**

ATTENDED SOME COLLEGE  
**69%**

ADVERTISING MATERIALS DUE  
**May 18, 2012**

MEDIAN INCOME  
**\$87,000**

**PRESS RUN**  
8,000

**ATTENDEE DEMOGRAPHICS**

2012 PARADE OF HOMES DATE  
**Aug. 18 - Sept. 3**

AVERAGE AGE  
**50**

FEMALE / MALE  
**54% / 46%**

ADVERTISING SPACE DEADLINE  
**June 29, 2012**

UTAH RESIDENT  
**89%**

ADVERTISING MATERIALS DUE  
**July 6, 2012**

MEDIAN INCOME  
**\$116,000**

### OREM SUMMERFEST

**EVENTS BEGIN:** JUNE 8, 2012  
**PRESS RUN:** 35,250  
**ADVERTISING SPACE DEADLINE:** APRIL 27, 2012  
**MATERIALS DEADLINE:** MAY 4, 2012

### SUMMERFEST EVENTS INCLUDE:

- 5K RUN
- CAR SHOW
- CARNIVAL RIDES
- BOUTIQUE
- GREAT FOOD
- LIVE ENTERTAINMENT
- CUTE BABY CONTEST
- CHILDREN'S CRAFTS
- PARADE
- FIREWORKS

### SPANISH FORK FIESTA DAYS

**EVENTS BEGIN:** JULY 14, 2012  
**PRESS RUN:** 14,500  
**ADVERTISING SPACE DEADLINE:** JUNE 8, 2012  
**MATERIALS DEADLINE:** JUNE 15, 2012

### FIESTA DAYS EVENTS INCLUDE:

- FIESTA DAYS RODEO
- CRAFT FAIR
- FOOD VENDORS
- GRAND PARADE
- CHILDREN'S PARADE
- CUTE BABY CONTEST
- CAR SHOW
- PARADE
- FIREWORKS
- 5K RUN

### CEDAR HILLS FAMILY FESTIVAL

**EVENTS BEGIN:** JUNE 16, 2012  
**PRESS RUN:** 2,750  
**ADVERTISING SPACE DEADLINE:** MAY 4, 2012  
**MATERIALS DEADLINE:** MAY 11, 2012

### FAMILY FESTIVAL EVENTS INCLUDE:

- 5K RUN
- FOOD
- ENTERTAINMENT
- MOVIE NIGHT
- DINNER
- PARADE
- FIREWORKS

## 2012 ad rates

SIZE	STANDARD RATE	HBA MEMBER DISCOUNT (10%)	PREPAY DISCOUNT (10%)	TOTAL DISCOUNTS (20%)	BEST RATE
full page	\$2190	-\$219	-\$219	\$438	\$1752
2/3 page	\$1905	-\$191	-\$191	\$382	\$1523
1/2 page	\$1610	-\$161	-\$161	\$322	\$1288
1/3 page	\$1299	-\$130	-\$130	\$260	\$1039
1/6 page	\$990	-\$99	-\$99	\$198	\$792
coupon	\$650	-\$65	-\$65	\$130	\$520
back cover	\$3900	-\$390	-\$390	\$780	\$3120

## custom publishing

More and more businesses and groups are printing custom magazines and catalogs as a major part of their strategic marketing solution.

Custom magazines and catalogs generate leads, retain customers, build loyalty and elevate your brand.

Bennett Communications provides a complete turn-key custom publishing service.

Bennett Communications provides a full-range solution for the entire magazine production process, including ...

- STRATEGY
- DESIGN
- EDITORIAL
- PREPRESS & PRODUCTION
- PRINTING & DISTRIBUTION
- AD SALES



### list of recent custom publishing clients

- NU SKIN
- TAHITIAN NONI
- LAYTON CONSTRUCTION
- BYU COMM. DEPT.
- NATURE'S SUNSHINE
- EVOLUTION GROUP
- ASEA
- UTAH ASSOC. OF REALTORS
- YOUNG LIVING
- ISAGENIX
- HERITAGE MAKERS
- LIFEVANTAGE

# BENNETT

communications

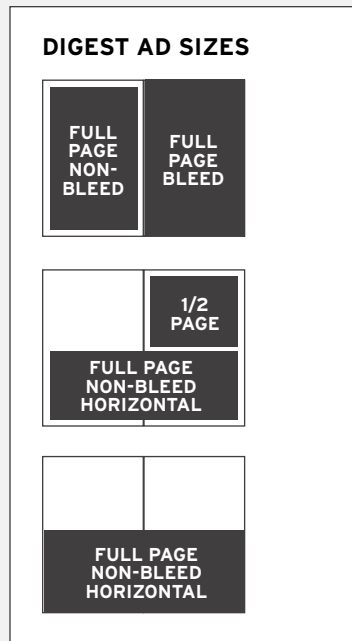
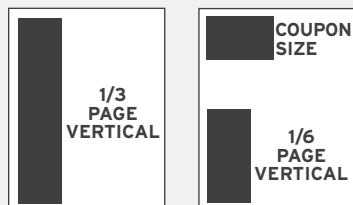
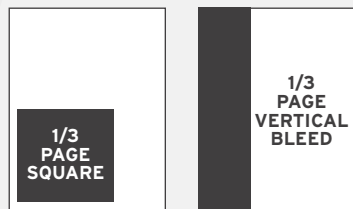
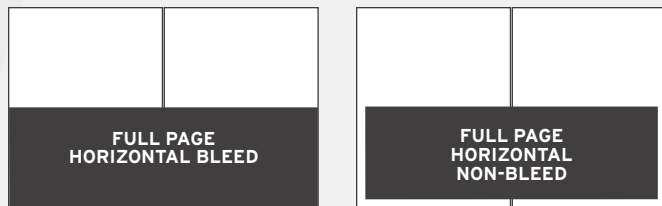
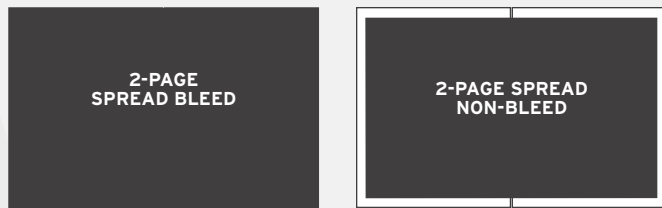
**PHONE:** 801-802-0200 ■ **WEB SITE:** www.bennettcommunications.net ■ **E-MAIL:** art@uvmag.com  
**SHIPPING ADDRESS:** P.O. Box 50142, Provo, UT 84605 ■ **PHYSICAL ADDRESS:** 424 W. 800 North, Ste. 201, Orem, UT 84057

## Advertising Specifications

**ACCEPTABLE FORMATS:** Adobe PDF, InDesign, Illustrator, Photoshop. Our publications use CMYK color process throughout. Correctly-sized files in CMYK at 300 dpi. Electronic files only. High resolution PDFs preferred.

**SHIP TO:** P.O. Box 50142, Provo, UT 84605. **PHYSICAL ADDRESS:** 424 W. 800 North, Ste. 201, Orem, UT 84057

**CONTACT INFORMATION:** Files may be e-mailed to [ART@UVMAG.COM](mailto:ART@UVMAG.COM). Please call for FTP information. For more information please call **801-802-0200** or your account representative. Fax 801-802-0248. Information also available at [WWW.UVMAG.COM](http://WWW.UVMAG.COM)



### Ad dimensions

#### TRADITIONAL MAGAZINE AD SIZES

	AD SIZE IN INCHES WIDTH X HEIGHT
2-page spread (non-bleed).....	15.75 x 9.875
2-page spread (bleed).....	17 x 11.125
2-page spread (trims to).....	16.75 x 10.875
full page (non-bleed).....	7.375 x 9.875
full page (bleed).....	8.625 x 11.125
full page (trims to).....	8.375 x 10.875
full page horizontal (non-bleed).....	15.75 x 4.875
full page horizontal (bleed).....	17 x 5.55
full page horizontal (trims to).....	16.75 x 5.425

2/3 page vertical (non-bleed).....	4.875 x 9.875
2/3 page vertical (bleed).....	5.486 x 11.125
2/3 page vertical (trims to).....	5.361 x 10.875
1/2 page island.....	4.875 x 7.375
1/2 page horizontal.....	7.375 x 4.875

1/3 page square.....	4.875 x 4.875
1/3 page vertical (non-bleed).....	2.375 x 9.875
1/3 page vertical (bleed).....	3 x 11.125
1/3 page vertical (trims to).....	2.875 x 10.875
1/6 page vertical.....	2.375 x 4.875
coupon.....	4.875 x 2.375

#### DIGEST MAGAZINE AD SIZES

	AD SIZE IN INCHES WIDTH X HEIGHT
full page (non-bleed).....	4.375 x 7.375
full page (bleed).....	5.625 x 8.625
full page (trims to).....	5.375 x 8.375
full page horizontal (non-bleed).....	9.75 x 3.625
full page horizontal (bleed).....	11 x 4.25
full page horizontal (trims to).....	10.75 x 4.125
1/2 page.....	4.375 x 3.625