



OUR READERS ARE

ACTIVE, AFFLUENT, & EDUCATED



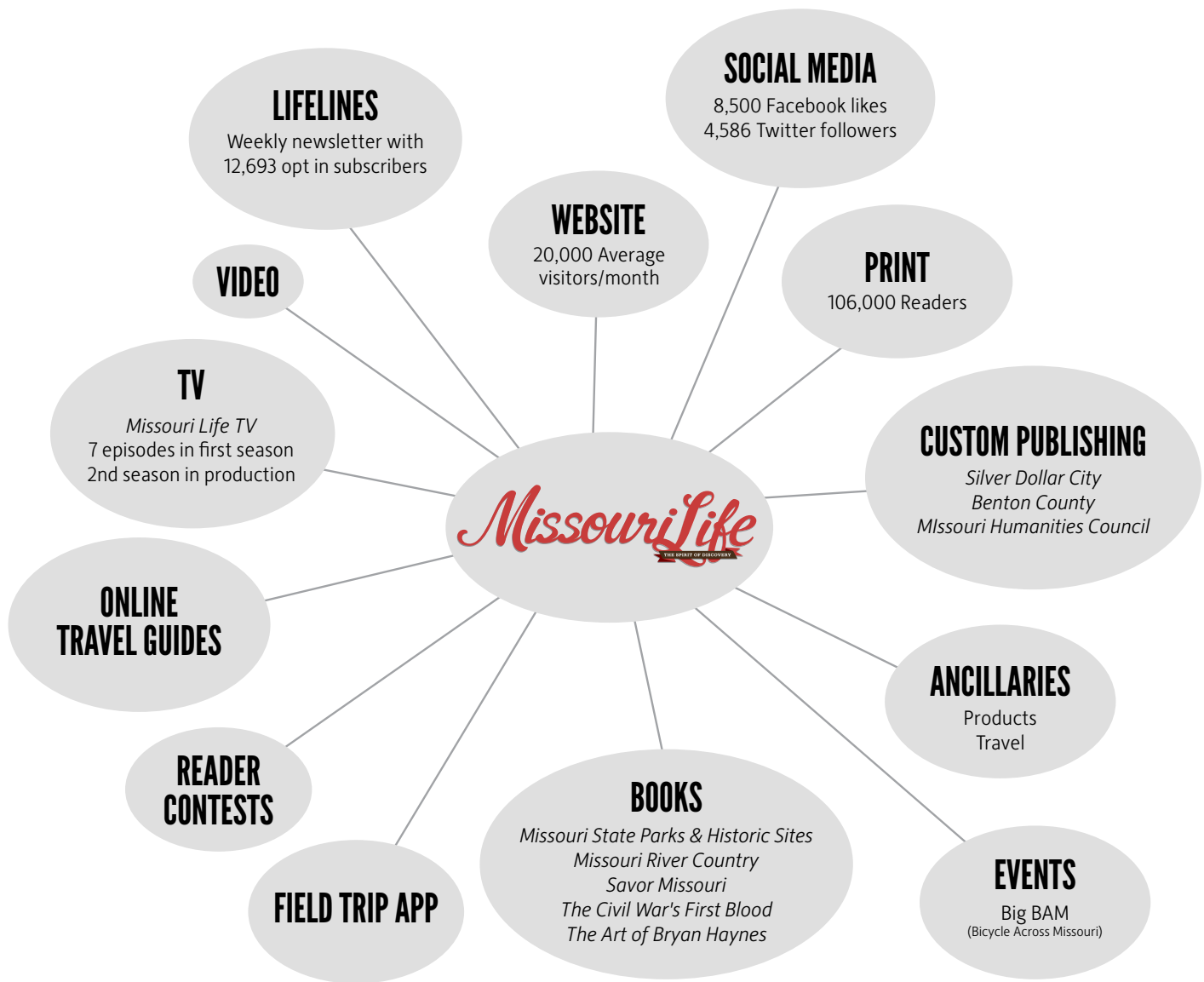
With each issue the Missouri Life media family reaches about 150,000 affluent consumers who have a special interest in Missouri places, products, and services. That is enough people to fill Arrowhead Stadium two times.



- Total Print Readers: 106,000
- About 20,000 website visitors monthly
- Over 12,000 opt-in email database
- Almost 8,500 Facebook fans
- About 4,500 Twitter followers
- Average Household Income: \$98,014
- 76% frequently purchase products seen in magazine
- Leads the nation in retention score: CVC audit
- 65% of our readers have college or advanced degrees
- 83% vacation in Missouri
- Missouri Life TV
- On 1,200+ newsstands

1-800-492-2593 ext. 116 or 101 • advertising@missourilife.com

Media Buffet



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

- 106,000 print readers
- 76% frequently purchase products or services they see in *Missouri Life*.
- Average household income: \$98,104
- More than 91% of our circulation is paid, meaning our readers really read!

According to research by an independent circulation auditor, our readers plan to buy and participate in the following activities:

SPORTS	<ul style="list-style-type: none"> 24% Athletic & Sports Equipment 68% Attending Sports Event 19% Bicycling 1% Buy Boat or Personal watercraft 59% Fitness / Wellness activities 30% Health Club / Exercise Class 	TRAVEL	<ul style="list-style-type: none"> 17% Train travel 53% Visiting Art Exhibits, Shows, or Galleries 53% Visiting History Museums 56% Visiting Historic Sites 56% Visiting Missouri Wineries 83% Vacations / Travel In Missouri 57% Vacations / Travel Outside Missouri
OUTDOOR ACTIVITIES	<ul style="list-style-type: none"> 25% Boating 19% Camping 48% Fishing 27% Golf 28% Hiking 29% Hunting 6% Motorcycles or ATVs 9% RV 	HOBBIES	<ul style="list-style-type: none"> 48% Antiquing 25% Antiques / Auctions 21% Art & Crafts Supplies 71% Gardening
FOOD & ENTERTAINMENT	<ul style="list-style-type: none"> 81% Attending a Festival 65% Attending a Live Music Performance 85% Cooking 85% Dining & Entertainment 27% Legal Gambling Entertainment (lottery, casinos, racetracks, bingo) 91% Locally produced / manufactured food 56% Spa Services 75% Wine or Beer 	HOUSEHOLD	<ul style="list-style-type: none"> 18% Appliance, major home 60% Automobile Accessories (tires, brakes & service) 24% Automobile, used 21% Automobile, new 19% Carpet / Flooring 35% Cleaning Services (carpet cleaning, air duct cleaning, home cleaning) 32% Education / Classes 51% Furniture / Home Furnishings 21% Home Heating / Air Conditioning (service, new equipment) 32% Home Improvements / Supplies 35% Lawn Care Service (maintenance & landscaping) 45% Lawn & Garden Supplies 57% Lawn & Garden 10% Real Estate
APPAREL & GIFTS	<ul style="list-style-type: none"> 48% Children's Apparel 39% Florist / Gift Shops 26% Jewelry 62% Men's Apparel 9% Wedding Supplies 72% Women's Apparel 		
TECHNOLOGY	<ul style="list-style-type: none"> 28% Cell or Smart Phone, New / Update Service 16% Computers / Tablets / Laptops 28% Television / Electronics 89% Own smart phones 75% Own a tablet 		
		HEALTH & FINANCES	<ul style="list-style-type: none"> 7% Attorney 16% Childcare 17% Chiropractor 32% Education or Classes 29% Financial Planners (retirement, investing) 58% Pharmacist / Prescription Service 54% Tax Advisor / Services 29% Veterinarian 11% Weight Loss

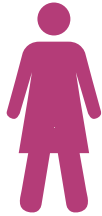
Let us calculate your ROI based on above numbers and your buyers' average spend!

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GENDER

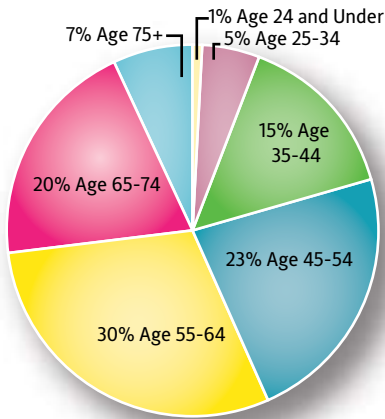


Male 31%

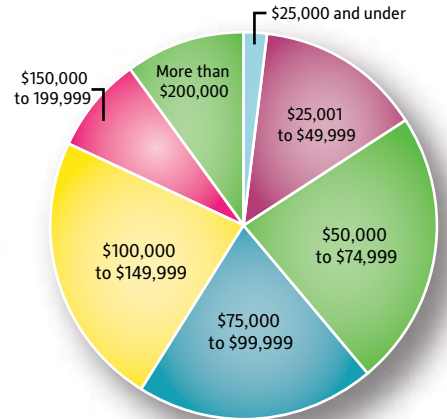


Female 69%

AGE



INCOME





Reach Your Customer Multiple Ways on Multiple Days

Missouri Life + Missouri Life TV + Digital Options

	Missouri Life	Television/ KMOS	ML Web Campaign	E-Newsletter	Social Media	Lead Generation	Digital Issue	Online Directory	Field Trip App	TOTAL COST BY ITEM	YOUR PACKAGE PRICE
Full Page Annual		 2 spots/episode episode airs 6x	 Home page box, 12 mo.	 12 banners	 12 posts	 Included	 Included	 Included	 Included	\$25,508	\$19,660
Full Page	4X	3 episodes 36 15-sec spots +30 promos	Home page box, 8 mo.	8 banners	8 posts	Included	Included	Included	Included	\$17,203	\$13,925
1/2 Page Annual	8X	3 episodes 36 15-sec spots +30 promos	Section page box, 12 mo.	6 banners	6 posts	Included	Included	Included	Included	\$13,828	\$10,649
1/2 Page	4X	2 episodes 24 15-sec spots +20 promos	section page box, 8 mo.	3 banners	3 posts	Included	Included	Included	Included	\$9,397	\$7,603
1/3 Page Annual	8X	2 episodes 24 15-sec spots +20 promos	section page box, 6 mo.	3 banners	3 posts	Included	Included	Included	Included	\$9,648	\$7,430
1/3 Page	4X	1 episode 12 15-sec spots +10 promos	section page box, 4 mo.	1 banner	2 posts	Included	Included	Included	Included	\$6,306	\$5,105
1/4 Page Annual	8x	1 episode 12 15-sec spots +10 promos	section page box, 5 mo.	2 banners	2 posts	Included	Included	Included	Included	\$7,462	\$5,750
1/4 Page	4X	1 episode 12 15-sec spots +10 promos	section page box, 2 mo.	1 banner	1 post	Included	Included	Included	Included	\$5,211	\$4,215

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NET Rates through December 31, 2016

MISSOURI LIFE SPECIAL SECTIONS, EDITORIAL CALENDAR AND GUIDES FOR 2017

FIVE ISSUE SPECIAL

Countdown to the Eclipse ● : At least one-page editorial in the February, April, May, June, and August issue of Missouri Life on the eclipse in Missouri

● means they include advertorial content and section cover (and may also include editorial)

EDITION MONTH	EDITORIAL FEATURES*	SPECIAL ADVERTISING SECTIONS	SPACE RESERVATION
February	Wonders of Wildlife Dells 100 years of Missouri History	Family Life ● Winter Weekend Getaways ●	December 22
April	Big B&M Town Guide Big Gardens & Tiny Homes	Big B&M(Bicycle Across Missouri) Town Guide ● Tiny Homes Festival Guide	February 20
May	Off the Beaten Vacations BBQ, Bourbon & Blues Sandbar Archaeology	Summer Travel BBQ, Bourbon & Blues ●	March 27
June	Regional Cuisine Surprises & Beverages Boonslick Trail Heartland Dairy	Regional Cuisine and Beverages Local Fairs and Festivals	April 24
August	German Heritage along the Missouri River The Great Eclipse The Tomato Festival	German Heritage The Great Eclipse ● Living the Good Life ●	June 26
September	Focus on Festivals Fascinating Missouri Homes The Mizou Training Table	Fall Festivals & Fun Arts & Entertainment Tailgating ●	July 24
October	Haunted Missouri Missouri's Military Heritage It's Chili Time!	Haunted Missouri Our Military Heritage	August 21
December**	Christmas Chocolate and Candy Missouri Life Skills School Hazelle Puppets	Silver Bells! Christmas in the Cities The Gift of Experience	October 23

MISSOURI LIFE STAND-ALONE GUIDES

SPECIAL PUBLICATION TITLE	EDITION MONTH	SPACE RESERVATION
Third Annual Missouri Motorcycle Guide	March	January 15
Outdoor Life: Hiking, Biking, Floating	April	February 15
Second Annual Guide to Missouri's Route 66	May	March 15

*Subject to change

Standing Editorial Pages
With Advertising Section
Opportunities

SECTION TITLE
Healthy Life
Flavor
Travel Feature
Over-the-Line

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MISSOURI LIFE A LA CARTE RATES

	Open	3x-5x	6-7x	8x
Full page <i>premium position</i>	\$2,981/issue	\$2,683/issue	\$2,499/issue	\$2,325/issue
Full page	\$2,710/issue	\$2,439/issue	\$2,288/issue	\$2,114/issue
1/2 page	\$1,423/issue	\$1,281/issue	\$1,193/issue	\$1,110/issue
1/3 page	\$996/issue	\$896/issue	\$825/issue	\$777/issue
1/4 page	\$785/issue	\$707/issue	\$647/issue	\$612/issue
1/6 page	\$549/issue	\$494/issue	\$445/issue	\$428/issue
1/8 page	\$432/issue	\$389/issue	\$361/issue	\$337/issue
1/12 page	\$303/issue	\$273/issue	\$244/issue	\$236/issue

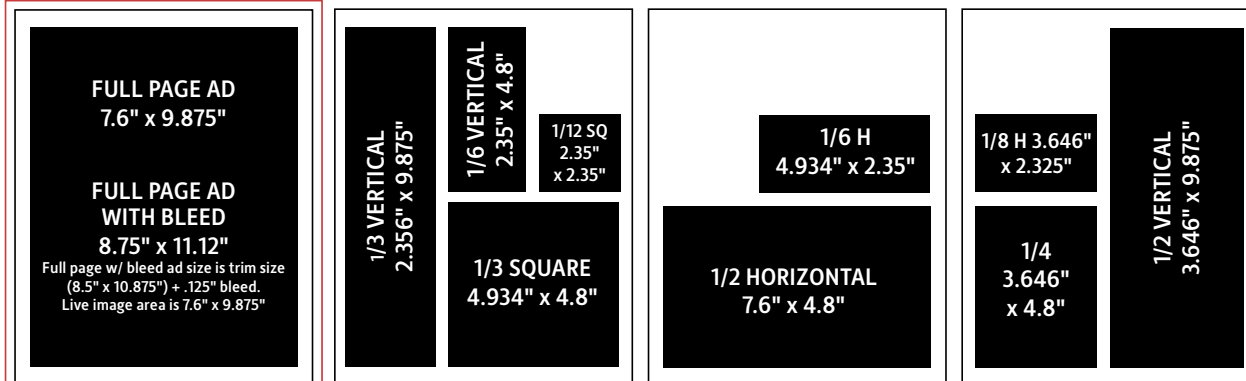
Ask your sales representative for custom publishing or advertising solutions.

A LA CARTE DIGITAL RATES*

	1 Month	Per Week	1 Year
Run of site banner ads	\$100		
Lifelines	\$650	\$200/week	
Field Trip			\$150 new/\$100 renew

PRINT SPECIFICATIONS

PAGE TRIM SIZE 8.5" x 10.875" .125" BLEED



Graphic Design • Fee charged after second revision. Arrange with your account manager.

Files • Send PDFs or JPEGs or inquire about sending native files designed in other programs. Files should be high resolution (300 dpi) and CMYK color mode.

Sending • Email files to Advertising Coordinator Sue Burns: sburns@missourilife.com. Or call with questions: 1-800-492-2593, ext. 116.

Invoices • Invoices mailed at issue mailing. All invoices are due upon receipt. After 30 days a finance charge will be added.

DEADLINES & ISSUES

ISSUE	SPACE RESERVATION DUE	FINAL AD DUE
February	December 22	December 30
April	February 20	February 27
May	March 27	April 3
June	April 24	May 1
August	June 26	July 3
September	July 24	July 31
October	August 19	August 26
December	October 17	October 21

Questions? Call 1-800-492-2593, ext. 116