

THE VOICE FOR LOCAL LIFE

RENO TAHOE MAGAZINE

WWW.RENOTAHOEMAGAZINE.COM



RTM is a bi-monthly magazine designed to reach affluent households with an income of \$100k through digital and print mediums.

Our digital media networks and print reach capture an audience who is hard working and established with a median age of 37.9.

Ads and editorials include topics on outdoor adventure, local entertainment, movies and concerts, shopping, pampering, travel, dining and gambling.

RTM's audience is split evenly between men and women, approximately 50% each. Predominately between the ages of 18-68 with demographic stats that include:

75% more likely to be employed full-time, with 60% who are more than likely self-employed and 40% in a professional office, maintenance, construction. 36% more likely to be in management with a medium income over \$100K, and 10% likely to have no children in the home.

2.5 M

FACEBOOK
AVERAGE
AUDIENCE REACH

334 K

IMPRESSIONS
MONTHLY ON
INSTAGRAM

3K

LINKEDIN
MONTHLY



ADVERTISING--Digital & Print PRICING & SPECS

DIGITAL Marketing Packages: Online Digital Advertising on our complete network.

Minimalist:
\$200.00 monthly
300 DPI * CMYK (ads provided by client)

Stepping Up:
\$325.00 monthly
(2 ads layout by RTM, logo and pics provided by business)

Flourishing:
\$500.00 monthly (2 ads logo and colors by biz, designed by RTM)

PRINT Ad Rates:

Half page \$325 / Full \$650

Sizes: Width & Height
1/2 page: 7.879" by 5.1"

Full page: 7.975" by 10.375"
Inside Front & Back Cover full page: 8.375" by 10.875"

CONTACT

Dave:
Office: (775) 824-7882
Text: (775) 291-6595
dave@renotahomagazine.com

Gina:
gina@renotahomagazine.com

Daena:
daena@renotahomagazine.com
775-432-0715 (text is best)

WHAT MAKES RTM UNIQUE

LOCAL FOCUS



DAVE COSTA WORLD RECORD JET

Daredevil veteran takes a 50 year old plane to new heights with the help of Gen Z



FREY RANCH MOTHER'S DAY GIFT SET

Say Thank you to MOM in 2021 style

2021 Editorial Calendar

MAY-- BACK TO LIFE: THANKS MOM, BASEBALL SEASON FOR ALL
JUNE-- FESTIVAL FUN: RESTAURANT WEEK, RIVER FESTIVAL, STREET VIBES
JULY-- ART IS IN THE AIR: ART TOWN, CHALK FESTIVAL, SHAKESPEARE
AUGUST--LAND & SEA: HOT AUGUST NIGHTS, DRAGON FESTIVAL
SEPTEMBER-- LOOK TO THE SKY: BALLOON RACES & AIR SHOW
OCTOBER-- TREATS & A FEW TIDBITS: FALL IS BACK, HALLOWEEN DELIGHTS
NOVEMBER-- RETURN OF THE WAIST: THANKSGIVING, LET'S CELEBRATE
DECEMBER-- GATHERINGS & GIFTING: CHRISTMAS & WELCOME 2022

We support our local community.

The 2021 Editorial Calendar will cover the subjects listed above in RTM with articles and interviews that are currently underway.

RTM's focus is on local life--outdoor adventure, dining, and entertainment--designed to entice visitors and long-time residents with exciting and fun-filled things to do in our area.

Reno Tahoe Magazine welcomes editorials and ads on an array of subjects from our current sponsors and new advertisers.

Overall Reach

2.5M

Total Monthly Reach on
our Network

334K

Impressions on
Instagram

3K

LinkedIn
Monthly

Network Example Pages

Reno Sparks Magazine

Hot and Trending

Reno Billboard

Common Sense Politics

Lake Tahoe Billboard

Best Lawyer Magazine

Transport Directory

RTM Revista

DAVE MCCRAW

Owner of RTM and McCraw Media

Dave McCraw's expertise is in information technology, including SEO, website design, and marketing.

He has developed a proprietary digital network both online and on social media platforms for Reno Tahoe Magazine and McCraw Media.

The statistics listed in the media kit are derived from our digital network developed over years of building both McCraw Media and the reach of RTM.

TEXT| 775.291.6595| dave@renotahoemagazine.com