

KUMABE MEDIA GROUP™ PRESENTS

VEGAS EQUITY INSIDER™

Southern Nevada's editorial home for leadership, ownership
and market intelligence — delivered digitally, and now,
directly into the homes that matter most.

18,698+

GROSS SUBSCRIBED AUDIENCE

11.2K

30-DAY KMG / SUBSTACK VIEWS

13,410

LINKEDIN NEWSLETTER SUBSCRIBERS

PRESENCE, NOT IMPRESSIONS.

A print-and-digital media platform built to put your brand in front of Southern Nevada's homeowners, leaders
and decision-makers — repeatedly, and on purpose.

Editorial authority earns the attention advertising can't buy on its own.

Vegas Equity Insider is a story-first publication built around the people, capital and decisions shaping Southern Nevada — not a listings catalog, and not an ad directory. Brands don't interrupt the read. They live inside it.



Leadership

CEOs, founders, entrepreneurs, community builders and educators shaping the region.



Market Intelligence

Monthly real estate data, housing trends, lending, title and ownership intelligence.



Equity & Lifestyle

Wealth, ownership, home & design, wellness, dining, travel and experiences.



Context

Advertising lives beside substantive local reporting — never inside an ad directory.



Scarcity

Limited ad density protects partner visibility and reader trust.



Repetition

Recurring issues build familiarity that a single impression never can.

Editorial earns the open. Repetition earns the memory.

AUDIENCE & REACH

One network. Multiple gateways into Southern Nevada.

A concentrated, high-intent audience across publishing, professional and social channels — built for readers already thinking about their next decision.

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SUBSCRIPTIONS

Gross subscribed audience is aggregate and may include overlap across channels. Platform metrics are September 2026 snapshots and will be refreshed as the network grows.

WHO READS VEI

- Homeowners & prospective buyers
- Founders, owners & CEOs
- Real estate & mortgage professionals
- Investors & wealth builders
- Educators & school leaders
- Luxury & local-business consumers

WHY IT MATTERS TO ADVERTISERS

- Active property, household & service decisions
- Business purchasing power and influence
- Direct line to Southern Nevada ownership
- Financial and growth orientation
- Family and institutional influence
- Dining, travel, wellness, design & auto interest

Advertisers aren't buying an isolated page. They're entering a room where readers are already thinking about their next decision.

PRECISION DISTRIBUTION

The mailbox is the media plan.

Traditional distribution asks, “How many copies?” VEI asks, “Whose hands should receive them?” Every issue is mailed directly to selected Southern Nevada homeowners — not scattered across a random footprint.

YEAR-ONE MAILING RUNWAY

MONTHS 1-6

500 mailed copies / month

MONTHS 7-12

1,000 mailed copies / month

9,000

PLANNED TARGETED HOMEOWNER
DELIVERIES OVER 12 MONTHS

CAMPAIGNS SCALE WITH THE PARTNERSHIP

500	Launch-Scale
2,000	Expanded Targeting
5,000	Market-Scale
10,000+	Scalable Campaigns

TARGET → PLACE → DELIVER → AMPLIFY → REPORT

Target	Geography, owner-occupancy, estimated equity (40%+ filter available) and market turnover.
Place	Las Vegas, Henderson and North Las Vegas — Pahrump planned.
Deliver	Professionally printed issues mailed on a recurring monthly schedule.
Amplify	Reinforced through KMG newsletters, social channels and leadership networks.
Report	Mailed quantity, footprint and digital activity summarized for every partner.

Your brand doesn't wait for a click. It arrives inside the home.

Planned distribution model; actual mailed quantities documented by campaign. Targeting uses lawful property and market criteria and complies with applicable fair-housing and advertising requirements.

More than a page. A recurring market presence.

The print model gives partners a physical role inside selected homeowner markets. VEI then adds editorial context, digital amplification and campaign accountability on top of it.



Homeowner Presence

Show up where household, property, financial and lifestyle decisions are actually made.



Frequency

Multi-issue partnerships build repeated recognition across the distribution runway.



Association

Appear beside Southern Nevada leaders, founders, homeowners and market intelligence.



Amplification

Print visibility extends through KMG newsletters, social promotion and partner recognition.



Accountability

Campaign recaps document mailed quantities, footprint and relevant digital activity.



Category Fit

Strong alignment for title, lending, legal, financial, home, automotive and lifestyle brands.

Strong-fit categories:

Title • Lending • Legal • Financial Services • Real Estate • Home & Design • Automotive • Luxury Hospitality • Travel • Wellness • Education • Local Experiences

Simple entry points. Premium room to scale.

Founding rates are introductory through December 2026 and subject to inventory. Sponsored content is always clearly identified — editorial selection remains independent.

PLACEMENT	RATE
Quarter-Page Brand Ad	\$250
Half-Page Brand Ad	\$500
Full-Page Brand Ad	\$750
Premium Full Page	\$1,100
Two-Page Spread	\$1,400
Back Cover	\$1,800
Sponsored 4-Page Brand Story	\$2,500
Category Partnership	From \$3,500

Premium placement may include front-of-book, section-opener or inside-back opportunities, subject to inventory.

The goal isn't to sell the most pages. It's to build the right brand presence inside the right editorial environment.

2027 PLANNING

Build toward presence, not a placement.

Founding Partner

\$2,500

/ 3 issues

- Full-page ad in 3 issues
- Partner recognition
- Priority renewal

MOST POPULAR

Equity Partner

\$5,500

/ 3 issues

- Premium full-page in 3 issues
- 4-page sponsored story
- Coordinated digital spotlight

Presenting Partner

\$12,000

/ 6 issues

- Premium placement in 6 issues
- Two sponsored stories
- Category exclusivity, by agreement

2027 EDITORIAL CALENDAR

JAN

Wealth strategy & ownership goals

FEB

Legacy, relationships, home & community

MAR

Women in leadership & influence

APR

Real estate, development & spring ownership

MAY

Education, families & community leadership

JUN

Luxury living, travel, wellness & summer

JUL

Freedom, ownership, veterans & entrepreneurship

AUG

CEOs, executive leadership & power players

SEP

Education, leadership & next generation

OCT

Entrepreneurship, innovation & technology

NOV

Wealth, philanthropy & community impact

DEC

Luxury, legacy, giving & year in review

RESERVE YOUR MARKET

Make saying yes easy.

Select your issue. Select your placement. Put your brand in the room where Southern Nevada's homeowners, leaders and businesses are already paying attention.

STANDARD TIMELINE

Reserve space

~6 weeks before issue month

Final artwork

~4 weeks before issue month

Sponsored materials

~5 weeks before issue month

Digital release + print distribution

First week of issue month

CREATIVE SPECS

- Full page: 8.5 x 11 in + 0.125 in bleed
- Two-page spread: 17 x 11 in + bleed
- Print-ready PDF preferred
- 300 DPI images • CMYK • fonts embedded
- Ad-design support available

KENDRICK KUMABE, M.ED.

Publisher | Vegas Equity Insider™

KendrickKumabe@gmail.com

KumabeMediaGroup.com

Instagram: @VegasEquityInsider

ADVERTISING • SPONSORSHIP • STRATEGIC PARTNERSHIPS

TURNING INSIGHT INTO EQUITY. TURNING EQUITY INTO FREEDOM.

Housing-related advertising must comply with applicable fair-housing and advertising requirements. Metrics snapshot updated September 2026.