

# NEVADA COUNTRY MAGAZINE



Local  
Businesses  
& Events

NEVADA  
WILD  
HORSES

COUNTRY  
MUSICIANS

NevadaCountry.com



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Local  
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# Reno Tahoe magazine

The Best Local Businesses in the Northern Nevada Area



May 2023

renotahomag.com

# MDNEVADA MAGAZINE



We're  
HIGHLY  
RECOMMENDED  
by Locals  
on Alignable

Summer 2023

www.MDNEVADA.com

# NEVADA COUNTRY

## DEMOGRAPHICS

Nevada Country is published 6 times a year and includes: Reno Tahoe Magazine, MD Nevada, Discover, and RockOn magazine affiliates.

- Our audience is versatile and tends to attract locals and visitors.
- NC focuses on affluent households of \$100k.
- Median age is 38
- Working parents in professional areas, or high level service industries

Reach for NC, RTM, MD NV, and RockOn includes both print and digital markets.

## TOPICS

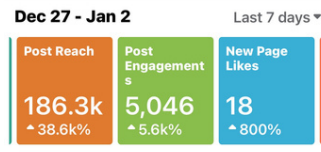
- Entertainment
- Dining
- Shopping
- Local Events
- Art & Self-Care

## SECTIONS

- Local Scene
- Faces of Nevada
- Stories
- Editorials
- Advertisements

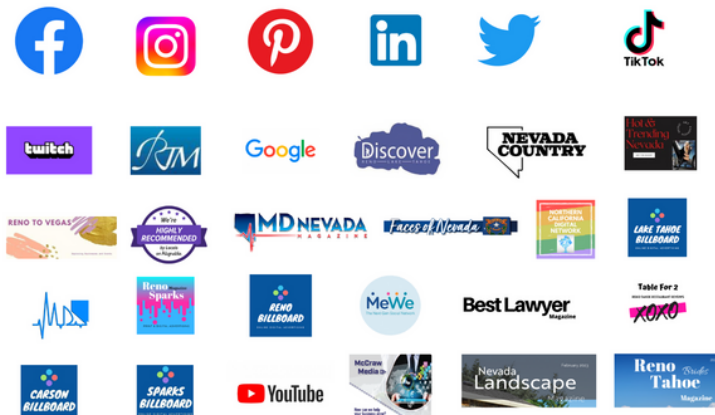
## AUDIENCE ENGAGEMENT

Nevada Country and its affiliate publications offers a dynamic and involved audience.



Print issues are located throughout Reno / Sparks / Carson / Tahoe areas.

## NETWORK REACH





# Editorial Calendar 2024

**January:** Winter In Full Swing-- Skiing, Entertainment & Holiday Recovery

**February:** Heartfelt Happiness--The Joy of Love and Chocolate

**March:** Spring Breaks Through--Daffodils and Dandelions in the Yard

**April:** Blow Wind Blow--Welcoming the Next Season of Outdoor Fun Plus Earth Day

**May:** Sun Filled Windows--Spring Cleaning the Crevices & Corners for Mother's Day

**June:** Short Sleeves and Capris Comeback--Life in the Sun & The Reno River Festival

**July:** Art on Fire--Passion Ignites, Turning Downtown into Art Town

**August: Hot, Hot, Hot--**Return of the Rumble with Hot August Nights & Shakespeare at the Lake

**September:** Up, Up in the Sky--The Balloon Races and Remember the Rib Cook-Off

**October:** Happy Halloween--The Ghouls Come Out to Decorate & Stomp the Grapes at the Italian Festival

**November:** Giving Thanks for Another Year--Fabulous Festivities

**December:** Santa Self-Care--Giving Back for the Holiday and Remember to Pub Crawl with Santa

## ADVERTISING--PRINT & DIGITAL PRICING & SPECS

### PRINT AD RATES: "INCLUDE ONLINE DIGITAL"

RATE ADVERTISING: HALF PAGE \$325 / FULL \$650

SIZES: WIDTH & HEIGHT

1/2 PAGE: 7.879" BY 5.1"

FULL PAGE: 7.975" BY 10.375" 300 DPI CMYK

INSIDE FRONT & BACK COVER FULL PAGE: 8.375" BY 10.875"

\*CALL FOR RATES

### DIGITAL MARKETING PACKAGES ON OUR COMPLETE NETWORK

MINIMALIST:

\$300.00 MONTHLY

300 DPI \* CMYK (2 ADS PROVIDED BY CLIENT)

STEPPING UP:

\$425.00 MONTHLY

(2 ADS: LAYOUT BY RTM, LOGO AND PICS PROVIDED BY BUSINESS)

FLOURISHING:

\$550.00 MONTHLY (3 ADS: DESIGN & LAYOUT BY RTM, LOGO AND COLORS BY BIZ)



DAVE MCCRAW:

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DAVE@NEVADACOUNTRY.COM

JOE RAY:

OFFICE: (775) 824-7882

CELL: (775) 378-5210

JOE@NEVADACOUNTRY.COM

# ADVERTISER'S AGREEMENT

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

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Contact for ad copy and artwork:

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Fax: \_\_\_\_\_

Ad size: \_\_\_\_\_

Rate per ad: \_\_\_\_\_

Misc. charges: \_\_\_\_\_

Discounts: \_\_\_\_\_

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Special billing instructions: \_\_\_\_\_

Advertiser's signature: \_\_\_\_\_

Account executive's signature: \_\_\_\_\_

Sponsorship? Yes - NO

Make checks payable to Reno Tahoe Magazine.

AMEX Visa MC

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## Right of Refusal

The publisher, in its sole discretion, reserves the right to refuse any advertising that violates any current or future written or unwritten policy of acceptability.

