

NEVADA

COUNTRY

MAGAZINE



Local
Businesses

NEVADA
WILD
HORSES



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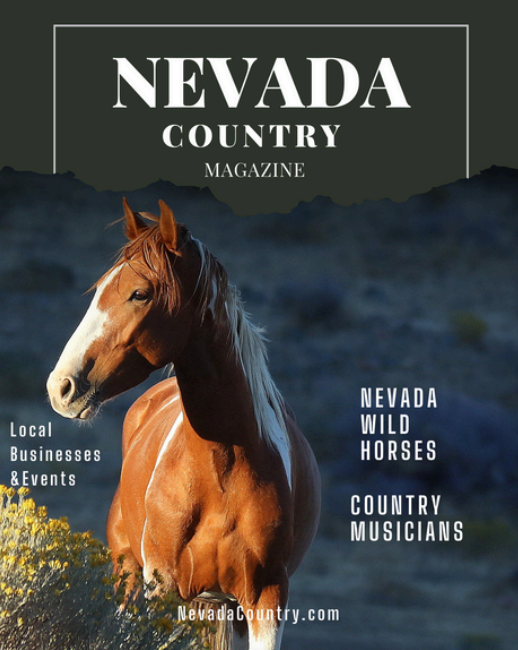


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DEMOGRAPHICS

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

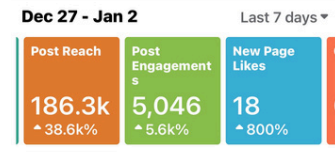
- Entertainment
- Dining
- Shopping
- Local Events
- Art & Self-Care

SECTIONS

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

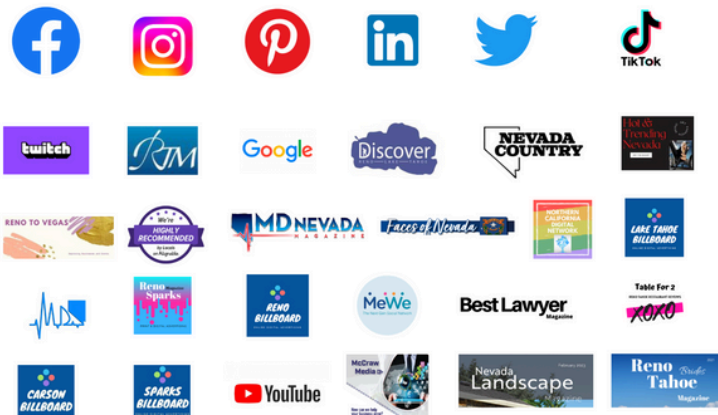
AUDIENCE ENGAGEMENT

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



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

NETWORK REACH 2.5 MIL



Editorial Calendar 2025

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: "INCLUDES ONLINE DIGITAL"

RATE ADVERTISING: HALF PAGE \$450 / FULL \$850
6 EDITIONS A YEAR PER EDITION PER EDITION

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**

ONLINE DIGITAL MARKETING PACKAGES ON OUR COMPLETE NETWORK

BASIC: 1 POST A DAY ON 20 PLATFORMS

\$200.00 MONTHLY

300 DPI * CMYK (2 ADS PROVIDED BY CLIENT)

:ATTENTION GRABBING 2 POST A DAY 30 PLATFORMS

\$350.00 MONTHLY

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

FLOURISHING: 3 POST A DAY ON 30 PLATFORMS

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

DAVE MCCRAW:

OFFICE: (775) 291-6595

CELL: (775) 291-6595

DAVE@NEVADACOUNTRY.COM



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or future written or unwritten policy
of acceptability.

