

# Inspire(d)

## DRIFTLESS MAGAZINE

POSITIVE NEWS FROM THE DRIFTLESS REGION.

**MEDIA KIT**



## MEDIA KIT

**Thanks for your interest in Inspire(d) Magazine advertising!** We've worked hard over the past 10+ years to create a media company that educates, motivates, and inspires our readers.

We value ideas that make us think. Friends, family, neighbors who do good things. Optimism. **We believe that people are, as a whole, good.**

Aryn always says, **"Content is king!"** – and we make sure it's genuine and honest. This has created a loyal readership that truly loves our magazine and site, from the stories to the photos, and yes, even the ads!

**Our mission, ultimately, is to change the world, starting with our own community.** Folks featured in our stories are not pie-in-the-sky do-gooders. That's the key. Readers need to have an, "I could do that!" moment in order to take action. We believe that by reading something inspiring AND relatable, we will create a more engaged public and, eventually, a more engaged community (state, country, world). We like to call it an experiment in positive news.

**"The difference between what we do and what we are capable of doing would suffice to solve most of the world's problems."**

**– Henry David Thoreau**

# ♥ Adventure in the ♥ DRIFTLESS Region



## ABOUT US

Inspire(d) is based in Decorah, Iowa, and was founded by area natives **Aryn Henning Nichols** and **Benji Nichols**. We print Inspire(d) Magazine four times per year, and run the website [iloveinspired.com](http://iloveinspired.com). The first Inspire(d) Magazine rolled off the press October 4, 2007 – just over a month after Aryn and Benji got married!



## INSPIRE(D) GOALS:

1. Write great stories that appeal to a wide and varied audience.
2. Create fresh, innovative designs.
3. Make people feel good and inspired, so they might, in turn, inspire others.
4. Educate, enlighten, and generate communication.
5. Make the world at least a little better with each story.

"If I had to chose only ONE mode of advertising... I would, in a heartbeat, chose Inspire(d). The amount of customers that have walked through my door with the magazine in hand, or contact me to say, "they saw us in Inspire(d)," far out-numbers any other advertising I've done. Aryn's eye for capturing my store in print amazes me every time!"

– Tonya Sparrow, Sparrow's Candles and Gifts, Decorah, Iowa

## WHY ADVERTISE?

When you sign on with us, your marketing dollars go to work for the three entire months magazines are on racks, and even longer as Inspire(d) stays on coffee tables and gets shared with friends. **Nearly 60% of our readers said they keep Inspire(d) up to six months**, and some even said they have every issue we've ever produced, "Throw them away? You must be kidding." And "I save many favorite issues. I have some from at least 5 years ago!"

**Our ad rates are very competitive**, especially for a publication of this circulation and caliber.

**We include design fees in the rates** – and our designs are always well styled and professional. (But if you have a camera-ready ad, we offer a 10% discount.)

**Advertising with us actually brings consumers to your business!** Over **90% of our readers said they noticed advertisements** in Inspire(d), and **nearly 75% of readers said they have purchased, visited, or contacted an advertisers because of their Inspire(d) ad!** Tons of readers even said the ads were their favorite part of the magazine. Awesome!

We work with a wide variety of businesses, and have options for large and small budgets. Our advertisers understand that allocating a portion of their marketing budget for Inspire(d) is a great investment in their business. (And supports another local business – Inspire(d) – and the community as a whole too!)

## THE DETAILS

### IN PRINT:

**CIRCULATION:** 11,000-16,000

**FREQUENCY:** Quarterly (spring, summer, fall, winter)

### DISTRIBUTION:

We distribute to more than 125 locations within a 70-mile radius of Decorah – from Lanesboro to Rochester to La Crosse to Prairie du Chien to West Union and Cresco. See all the drop-off points at [iloveinspired.com/find-us-in-print/](http://iloveinspired.com/find-us-in-print/)



## ADVERTISER TESTIMONIALS

"I am thrilled by the people you are bringing to my store! Wisconsin, Minnesota and many areas in between! I am so excited to report that we have had instant results from our ad with you! We received the magazines in the mail and the same day we had people coming in saying, 'We are here because of the ad in Inspire(d) Magazine.' That is our goal and thanks to you and your publication, we are achieving. In fact, due to our first ad with Inspired Magazine, we have a very regular customer. And they are bringing friends and family."

– Molly Thomson, R.M. Granet & Co., Charles City, Iowa

# Local helps Local

**Figuring out how best to spend your marketing budget is a tough decision, and we get it. Here's why advertising with Inspire(d) Magazine is a great choice.**

## Targeted Demographics for People Here

### 1. Folks living here – i.e. repeat customers.

Inspire(d) creates community pride. Our readers are interested in doing good things in the region, and that means supporting local.

### 2. Tourists here – i.e. folks already on a Driftless trip, ready for fun.

The first thing we do when we visit a new place is pick up the local publication. Our tourists are the same - they don't want to check their phones the whole vacation; they want to check out your businesses! Make sure they know about you through Inspire(d).

### Bonus! There's an overlap: Staycation-ers!

Who doesn't love adventure right at home? Day trips, weekend trips, life-long trips – they're all a little easier to explore when you're just an hour – or five minutes – away. Inspire(d) gets these folks in your door.

*"Inspire(d) is a good way to learn what's here. I have lived here since 1978, but still had lots to learn. Inspire(d) has really helped, and I look forward to more!"*

## Print Holds Attention

We often go online to do a specific thing, and when we do, the advertisements annoy us. "Stop keeping me from doing my one thing," we think.

Alternatively, we're hanging out online multitasking – six tabs open, we're Googling things, checking/posting to social media, and filling our calendars, all while watching the latest episode of *This is Us*.

When people read a magazine, though, they're more likely to just sit and give their attention to that one activity. This makes an eye-catching ad – like those in Inspire(d) – pretty memorable.

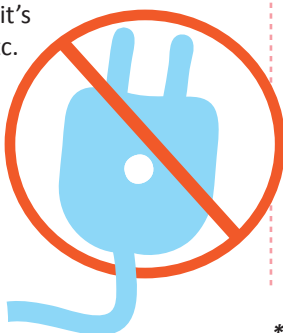


## Unplugging is IN

While we humans tend to love our tech, we've also begun to understand the value of "unplugging." Hey, it's good for our health – eyes, mentality, stress levels, etc.

When we do unplug, print is great entertainment. For three months or longer, Inspire(d) advertisers reach customers, over and over again.

Inspire(d) is stocked in doctors offices and waiting rooms, is often passed between friends and families, and kept on coffee tables...sometimes for years (or saved for visiting friends).



# 95%

of our readers said they notice the ads in Inspire(d) and find them interesting.



# 82%

said they've purchased, visited or contacted an advertiser in Inspire(d) Magazine because of their advertisement.



*"Inspire(d) is a great reminder to shop locally. It feels inspirational to do so, and support local businesses." \**

## Credibility – People Trust Us

We're a well-respected publication with 10 years under our belts, and we've got a **seriously loyal readership**.

Businesses that advertise with us get the same positive vibes from readers that are often associated with Inspire(d). **Fun fact:** This is known as the "halo effect" in the marketing world!



Plus, you can always trust that your ads will be sharing pages with positive, inspiring content.



*"I usually don't go for ads, but I feel like the ones in this magazine are more trustworthy for some reason. It makes me want to check them out."*

## Results are Tangible – literally

People love the feel / smell / look of print!

The more we are able to interact with something, the more likely we are to remember it. By physically turning the pages in a publication, more of our senses are engaged in the process, leaving a stronger impact on an audience.

*"Lovely to pick Inspire(d) up and smell that fresh ink! Inspire(d) provides great stories on paper to make you smile, try a new recipe, or plan a weekend roadtrip to explore the Driftless. Thank you!"*



**"You just make reading advertisements fun!"**

-Actual reader quote!

## WHO ARE OUR READERS?

Our readership spans the gamut from teens to retirees and the feedback we've gotten has been 100% positive: Our audience loves Inspire(d). (The feeling is mutual!).

Inspire(d) readers love to travel, cook, read, garden, exercise, and adventure around the Driftless. They value family and friends, creating (art and more), and checking out live music and events. They volunteer and believe shopping local is important. They are excited to learn about new things happening in their region and have pride in the beauty and commerce we've created in this area.

Most of our readers hail from Decorah and the surrounding Driftless Region, but we also have folks reading from Washington state all the way to Washington D.C.

## BY THE NUMBERS:

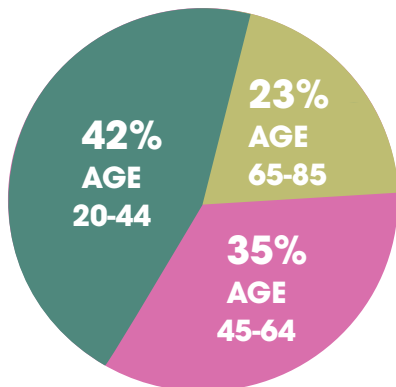


**"Inspired is not only a great read, but a testament and celebration of small businesses and community in the Driftless Area."**

**89%** .....  
89% have some college or a college degree

**28%** .....  
More than 28% have a masters degree or higher

**"The ads are actually one of my favorite things about the mag."**



**"Normally I don't look at ads in magazines but I look closely at these, probably because they are all about local events and businesses."**

**\* ALL STATS & QUOTES  
DRAWN FROM 2014 & 2017  
READERSHIP SURVEYS**

## WANT TO KNOW MORE? OUR CONTENT FEATURES:

### POSITIVE STORIES

**These are our cornerstones.** We write great stories about great people in the Driftless Region. And there is a seemingly endless stream of story ideas here, which is awesome!

### LOCAL / REGIONAL LOVE

**Sum of Your Business** features entrepreneurs in the region.

**Driftless Day Trips** highlight fun travel destinations in the tri-state area

**Calendars** are supremely popular with our readers. Event planners can also purchase **25 Words for \$25 Bucks** through our online submission form ([iloveinspired.com/25-words-25-bucks](http://iloveinspired.com/25-words-25-bucks))

**What We're Loving** shares some of our favorite things in the region. Totally editorial, we **do not** accept requests for this section.

### INTERESTING & FUN EXTRAS:

**Paper Project** is Aryn's way of getting people off of their electronics. Paper! Let's read it and craft with it!

**Food & Recipes** –  
Who doesn't love food?!

**Probituary** – This section spawned from Aryn's work at a local newspaper. She spent many hours editing and formatting the obituary page, and always wished she could ask these people more information about their lives. As a catalyst for conversations that will do just that, probituaries have readers interview people in their lives that have wisdom and stories to tell (aka everyone)!

## BUT DON'T LISTEN TO US; LISTEN TO OUR READERS!

**"The ads one of my favorite parts. I, too, am a Pun Nerd and love the many that I find not only in the stories but in the advertisements. You do an amazing job - your creativity is truly - ahem - Inspiring ..."**

**"I definitely noticed which ads were in Inspire(d) and I was more likely to go to those places because if they were interested in supporting a small local magazine. That meant we had similar values and I wanted to show my support for them."**

## WHAT FOLKS ARE SAYING ABOUT US (pinch us, we have the best readers ever!):

"You're great, and another one of the reasons why we wanted to move here. **A local magazine is an important link to the culture, people, food and issues of our home.**"

"The best testimonial is probably that you hear people say, 'Did you see the new Inspire(d) is out?' It's something people look forward to reading!"

**"This is a great magazine! After I get done reading, I am inspired!"**

"I eagerly await every new issue of Inspired. I love reading a magazine that highlights positive news. **By sharing positive news, the magazine inspires creativity, strengthens ties between people, supports new initiatives, and builds community.**"

"I love how Inspire(d) is so positive and is a fun way to learn about the area we live in. **I have met a number of people that have come to visit this area because of what they saw in the magazine. I look forward to every issue.**"

**"Inspire(d) rocks!"**

"There is something very uplifting about having a magazine that celebrates the place one lives. **Inspire(d) punctuates the unique and special character of NE Iowa and has made me appreciate living here even more.** Thank you and keep up the good work!"

"Inspire(d) is absolutely the best thing around -- and definitely the most worthy of my time to read. I like to think of myself as a positive person in Decorah and yet Inspire(d) is constantly sharing new things with me. It is the one true place that represents our area in all the ways that I love. **It is clearly evident that you two never "phone it in" and the magazine is beautiful, worthy, and well done because of it.** You are more committed to honest, true, real stories of real people than any of our other resources locally. Thank you for your dedication and your hard work."

**"Inspire(d) is my go-to publication in the Driftless region! I always learn something new in every edition."**

"Inspire(d) connects all of the wonderful events and opportunities in the Driftless region with fun and insightful articles that encourage every reader to get off their feet and explore. **It's the first thing I pick up when planning my weekend activities and consistently opens my eyes to new and exciting things that are right in my own backyard!"**

"I look for the new Inspire(d) each season and relish the time I get to sit quietly and read. I mail it to out of town friends to convince them to visit me. **Inspire(d) reminds me why I love living in the Driftless Region.**

Inspiration from my community keeps me inspired. Keep up the good work!"

"Inspire(d) Magazine is one of those things you look forward to arriving. **It's refreshing to see positive spins on what is happening in the area.** It also has a great shelf life so if I can't get to it in the first few days, it's ok to pick up later... and over and over again too!"

**"My ten-year-old daughter and I always get excited when we see a new inspired at the store. Such a great magazine!"**

"Inspire(d) is a great source of information and fun and shows the great pride we all have in this beautiful place -- the Driftless!"

"I definitely noticed which ads were in Inspire(d) and I was more likely to go to those places because if they were interested in supporting a small local magazine that meant we had similar values and I wanted to show my support for them."

**"Inspire(d) is always filled with high quality art, amazing graphic design and great writing. The whole thing is worth picking up and reading from cover to cover. It's top-notch acts like these guys that incrementally add to the great reputation of NE Iowa."**



# OKAY, LET'S GET TO THE POINT: **HOW MUCH?**



**Inspire(d)**  
MEDIA

Inspire(d) Magazine currently prints **11,000-16,000 magazines** 4 times/year and distributes to more than 125 locations in the Tri-State Driftless Region (Iowa, Minnesota, Wisconsin). Best of all, Inspire(d) doesn't head straight to the recycling bin - readers keep Inspire(d) on coffee tables to read again or show their friends. Some have the whole set! **Simply put:** this is a wise marketing investment that will really work!

## PRINT RATES

### BONUS:

Design fees  
are included  
in all ads!

### INSIDE ADS:

	1X	*4X (1 year)
1/8 page	\$250	\$205
1/4 page	\$460	\$380
1/3 page	\$600	\$505
1/2 page	\$745	\$620
Full page	\$1240	\$1050
2-page spread	\$2030	\$1780

### COVER ADS:

1/2 inside back	\$845	\$710
Full page inside back	\$1520	\$1250
1/2 inside front	\$915	\$750
Full page inside front	\$1675	\$1380
1/2 outside back	\$960	\$795
Full page outside back	\$1805	\$1495

**COMMIT  
& SAVE!**

**DON'T NEED AD CHANGES?  
CHECK OUT OUR  
"STEAL OF A DEAL"!**

**1/8 page color for \$425/year\*\***

Have a regular presence in the region's most popular magazine at a great, no-fuss rate! One ad design included! That's just over \$1 a day, more than 50% off our regular 1/8 page rates!

**\*\*Advertiser must commit for one year, absolutely no ad changes after approval, & must pay in-full after printing of first ad.**

**Discounts available!** Camera-ready ads: 10% off! Non-profits: 10% off!

**\*Price per issue.**

**SUBMISSION GUIDELINES:** Inspire(d) software is Mac-based. We accept pdf, tiff, and eps files. Any images must be 300 dpi at final printed size and all color elements must be in CMYK. Finished files may be submitted via email to [aryn@iloveinspired.com](mailto:aryn@iloveinspired.com) or arranged to be uploaded via dropbox or other ftp site. Any file changes required will not be considered camera-ready and will be billed as such. Please contact Aryn at: [aryn@iloveinspired.com](mailto:aryn@iloveinspired.com) or Benji at: [benji@iloveinspired.com](mailto:benji@iloveinspired.com) or **563-379-6315** for more information.

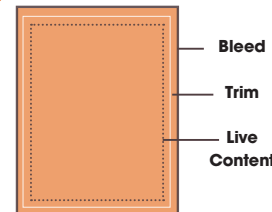
### AD SPECS IN INCHES (W x H):

(No trim or printer marks, please)

1/8 page horizontal	1/4 page traditional	1/4 page vertical	1/4 page horizontal	1/3 page square	1/3 page horizontal	1/3 page vertical
3.75 X 2.5	3.75 X 5	1.875 X 10	8 X 2.5	5 X 5	8 X 3.35	2.5 X 10

Plus 1/4 inch bleeds	Plus 1/4 inch bleeds	Plus 1/4 inch bleeds	Plus 1/4 inch bleeds
1/2 page horizontal	1/2 page vertical	full page	2-page spread
8.5 X 5.5	4.25 X 11	8.5 X 11	17 X 11

**Half page ads & larger include bleeds.**



**For example: A full page is 8.5 (w) by 11 (h)**  
 1. Live content needs to be within the 8 x 10 area  
 2. Printers trim at 8.5 x 11  
 3. Bleeds extend to 9 x 11.5

**COVER ADS** sell out quickly. Please contact us for availability.

**PLACEMENT:** We will do our best to honor placement requests, but cannot make guarantees.

## PRINT AD DEADLINES:

**Spring (March-May) – late Jan.**  
**Summer (June-Aug.) – late April**  
**Fall (Sept.-Nov.) – mid July**  
**Winter (Dec.-Feb.) – mid Oct**

**Inspire(d) Magazine is printed locally in the Driftless Region at Crescent Printing in Onalaska, Wisconsin, on a heat-set web press. This means your ad will always look sharp, with saturated colors and great quality!**



bring a smile to your family, friends, neighbors, and fellow community-members' faces. It's not so hard, and, happily, it makes both the giver and receiver feel all kinds of good.

"Kindness Week" is celebrated in February with compassion and general good-ness! So check out your days (it's gotta rhyme, right?). Read more...

## BIZ CARD SIZE



paper project



# ILOVEINSPIRED.COM

At [iloveinspired.com](http://iloveinspired.com), we feature our favorite stories, a printable version of our calendar (along with 25/25 ads), fun tidbits from the area, other upcoming events and activities, recipes, projects (including the current Inspire(d) paper project), and any other cool or good thing we think is worth sharing. Of course, we cross-promote on social media: Facebook, Twitter, Instagram, and Pinterest.

**iloveinspired.com schedule:** 2 to 4 posts/week



## QUARTER PG SIZE



## QUARTER BIZ

MONTHLY  
QUARTERLY\*  
YEARLY\*

\$195	\$150
\$175	\$125
\$150	\$100

\*Billed in one invoice, but price broken down per month

## WEB RATES

Design fees included in all ads!

**\*Commit & save!** If you sign on for multiple months (quarterly or yearly), and agree to **one ad design and payment upfront**, we grant you a pretty groovy discount (i.e. a business card ad billed on a quarterly basis would run you \$375 – saving you \$75/quarter –, or billed on a yearly basis the total would be \$1200 – saving you a whopping \$600 for the year!)

### Discounts available!

Camera-ready ads: 10% off!  
Non-profits: 10% off!

### Tall, quarter-pg ads

These guys are always at the top of each page, and there are a limited number each month. The size translates perfectly from our print quarter page.

453 PIXELS

QUARTER PAGE OF AWESOME

340 PIXELS

### Business card ads

The same size as our popular "Steal a Deal" ad in our print magazine, these ads shuffle along our content on each page.

227 PIXELS

BUSINESS CARD

340 PIXELS

We don't have any "print/web packages" just yet, but stay tuned for special deals (email [aryn@iloveinspired.com](mailto:aryn@iloveinspired.com) if you'd like to be on our advertiser mailing list).

**SUBMISSION FOR WEB:** Inspire(d) software is Mac-based. We accept jpeg or png files for web. Any images must be 72 dpi at final screen size and all color elements must be in RGB.

Learn more about Inspire(d) Magazine at [iloveinspired.com](http://iloveinspired.com) (Rates effective January 1, 2018)

## ADVERTISER TESTIMONIAL

"Aryn and Benji have truly cultivated something unique and special for the Drifless area with Inspire(d). We made the decision a couple years ago to advertise with them and have thoroughly enjoyed the experience! It's not just advertising, it's creating a relationship." – Josie Smith, Decorah Bicycles

## MORE ABOUT ARYN AND BENJI:

It's a two-person show at Inspire(d) Headquarters: Aryn is the editor and graphic designer and Benji heads up the ad sales department and distribution, but we'd be nothing without our fabulous contributors – writers, photographers, interns, artists, and idea-sharers – hailing from the Driftless Region and beyond.

**Aryn Henning Nichols** grew up in the woods. Not literally – she had a house and a bed and lots of books – but it was still pretty rural. The nearest town – Frankville, Iowa – had less than 100 people living in it and her high school graduating class – one town over in Postville – had only 52 students. She left Northeast Iowa in 1999 to join the world of anonymity... to be “just a number” at the University of Iowa. 30,000 students felt just right at the time. After graduating with a degree in English and journalism in 2003 and post-design magazine internship in Toronto (Applied Arts Magazine), she sought an even denser population: China. She lived there for just over a year, winging it as an English teacher to nearly 800 middle school students and traveling as much and as often as possible. She now believes international travel should be a prerequisite to college graduation. Aryn returned to Northeast Iowa late 2005 doing the typical liberal arts degree thing – living with her parents,



waitressing, and applying for jobs. Her parents had moved from the woods to Decorah so she began to re-explore (and adore) this corner of the world – finding that community and a slower pace of life had new appeal. She worked briefly at the local newspaper where she, in a very convoluted manner, met her now husband, Benji. He lived in California at the time but it was still love at first phone conversation. They met in person June of 2006, got married

August of 2007, and the first Inspire(d) Magazine rolled off the press that October, just one month after returning from their honeymoon. She might be a little crazy, but she's having loads of fun.

**Benji Nichols** was born and raised in Decorah, Iowa – home to a ridiculous amount of Norwegian American stuff, and a lot of great people. After graduating high school in 1996 he left for music school in Boston (Berklee), and promptly returned 10 years later – with a six-year hiatus in the San Francisco Bay Area. From playing music, to baking bread, traveling to 49 states, and working with some of the best in

the concert industry, it was a decade well spent. These days you'll find him in or working at Inspire(d) HQ, out making something noisy, or occasionally beating down the single-track just minutes from home.

Sweet little **Roxie** was born August 2012, and is making our lives even more exciting (crazy, wild, tiring) every day!

## AWARDS / CERTIFICATES / RECOGNITION

- **Great Plains Journalism Awards Magazine of the Year Finalist (Inspire(d) Media)** – 2014  
Eight-state competition honoring print, web & magazine journalists
- **Tourism Great Strides Award (Inspire(d) Media)** – 2014  
Excellence in regional tourism promotion throughout Driftless Region
- **Decorah Chamber of Commerce Business Professionals of the Year (Aryn & Benji)** – 2012
- **Decorah Chamber of Commerce Business Professional of the Year nominee (Aryn)** – 2011
- **Winneshiek County Pioneer Award (Inspire(d) Media)** – 2011  
Award for outstanding contributions to the economic well being of Winneshiek County
- **Winneshiek County Development, Inc. Biz Booster Challenge (business plan competition)** –  
First Place (Inspire(d) Media) – 2008

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**“Don’t be too timid and squeamish about your actions. All life is an experiment. The more experiments you make the better.”**

**– Ralph Waldo Emerson**