

EDITORIAL CALENDAR

2024 DEADLINES

EDITORIAL THEMES



JANUARY

SPACE DEADLINE: Nov. 17, 2023
Material Deadline: Nov. 21, 2023
Mail Date: Dec. 15, 2023

East Idaho Weddings & Education—Featuring wedding stories along with tips and planning for upcoming nuptials. Get the scoop on what's new and find the perfect inspiration from local experts on all things bridal and wedding. Our Education section brings you profiles on local artisans, educators and schools along with trends in the education sector.



FEBRUARY

Space Deadline: Dec. 22, 2023
Material Deadline: Dec. 28, 2023
Mail Date: Jan. 22, 2024

East Idaho Wellness—Kick-off the new year with tips on preventing and managing health conditions, as well as advice from experts on taking care of your heart so you can stay on beat. Wellness isn't just about being physically well, in this issue you will also find tips from local experts about exercising, emotional wellness and self-care.



MARCH

Space Deadline: Jan. 23, 2024
Material Deadline: Jan. 25, 2024
Mail Date: Feb. 15, 2024

East Idaho Business & Women of Influence—This issue has everything you need to know about the latest successes in the community, including statistical trends, Idaho Falls Chamber's Business of Distinction and Distinguished Under 40, exclusive interviews and the full gamut of resource information for businesses large and small.



APRIL

Space Deadline: Feb. 20, 2024
Material Deadline: Feb. 22, 2024
Mail Date: Mar. 15, 2024

East Idaho Outdoor & Adventure—From rivers to ridges, this special section celebrates the best outdoor activities and adventures in and around eastern Idaho. Veteran journalist and outdoor enthusiast Kris Millgate and the IFM team of writers provide the perfect resource for adventuring in our region.



MAY

Space Deadline: Mar. 19, 2024
Material Deadline: Mar. 21, 2024
Mail Date: Apr. 12, 2024

East Idaho Real Estate / Home & Garden—First-time home buyers and veteran homeowners alike will find everything they need, from real-estate tips to reinvigorating their garden for Spring. Readers will also be enthralled with profiles on upcoming designers and builders of our community.



JUNE

Space Deadline: Apr. 23, 2024
Material Deadline: Apr. 25, 2024
Mail Date: May 17, 2024

East Idaho Family Fun and Road Trips—This guide has everything you need for family fun, including road trips to new and old destinations, what you can find during this year's baseball season, local family-friendly resources and opportunities to recreate throughout the region.



JULY

Space Deadline: May 21, 2024
Material Deadline: May 23, 2024
Mail Date: Jun. 17, 2024

East Idaho Dining—What's the most important part of summer? All of the food! Reader-selected establishments compete yearly within the 18 categories of our dining awards. Find award-winners, top chefs of Idaho Falls, recipes from local restaurants and more.



AUGUST

Space Deadline: Jun. 18, 2024
Material Deadline: Jun. 20, 2024
Mail Date: Jul. 15, 2024

Eastern Idaho State Fair Guide and Community Photo Contest Results—Pick up this special issue to learn about Eastern Idaho State Fair performers, visiting attractions, rodeo times and fair food. Additionally, enjoy a showcase of stunning images and profiles of award-winning photographers in our community.



SEPTEMBER

Space Deadline: Jul. 23, 2024
Material Deadline: Jul. 25, 2024
Mail Date: Aug. 16, 2024

East Idaho Health & Fitness—Expand your knowledge on medical topics in Eastern Idaho, including ground-breaking procedures, new specialty services, general health care information and more. You'll find tips from local nutrition gurus—like how to kick-start a new exercise plan or find the perfect gym.



OCTOBER

Space Deadline: Aug. 20, 2024
Material Deadline: Aug. 22, 2024
Mail Date: Sept. 16, 2024

East Idaho Senior Living—From talented seniors to finding the perfect living situation for family members, this issue has everything you need to know about senior living in East Idaho. Here you'll find stories and profiles on the people and businesses who serve seniors in our community.



NOVEMBER

Space Deadline: Sept. 24, 2024
Material Deadline: Sept. 26, 2024
Mail Date: Oct. 18, 2024

East Idaho Shopping / Giving & History—Get the scoop on what's new and find the perfect gifts through inspiration from local experts, profiles on new stores and a holiday gift guide. Learn about local nonprofits and ways to give within our community. Meet the men and women who made Idaho Falls. Adorned with historical images, this issue features tales of families and businesses who made their start in Idaho Falls.



DECEMBER

Space Deadline: Oct. 22, 2024
Material Deadline: Oct. 24, 2024
Mail Date: Nov. 15, 2023

East Idaho Holidays & Traditions—Settle into the holiday spirit with ideas and inspiration for the perfect holiday season. Read stories about traditions and upcoming winter events for a dazzling December. Enjoy our best tips for amplifying your festivities and find new ways to celebrate the winter season.

Annual Ancillary Publications

Idaho Falls Area Map

Space Deadline: Feb. 2, 2024
Material Deadline: Feb. 7, 2024
Mail Date: Feb. 23, 2024



This full-color map is published annually for the cities of Idaho Falls and Ammon, as well as rural Bonneville County. Annual updates include all new subdivisions, streets, hospitals and schools.

Circulation: 60,000

Distribution: Placed in hotels, visitors & travel centers, chambers in SE Idaho & across the state.

Rates:

4 Spot: \$1,275	2 Spot: \$750
3 Spot: \$1,050	1 Spot: \$400

Discover Idaho Falls

Space Deadline: Mar. 1, 2024
Material Deadline: Mar. 5, 2024
Mail Date: Mar. 27, 2024



Parks, sports teams, indoor facilities, clubs and other recreational activities in and around Idaho Falls can be found in this guide and used to plan fun activities for children and adults alike. Special distribution includes all children (K-6) in Bonneville County Schools.

Circulation: 40,000

Distribution: Special distribution in all enrolled I.F. elementary school children's backpacks.

Rates:

Full Page:	\$1,500
Half Page:	\$850
Quarter Page:	\$450

Idaho Falls Super Savings Coupon Booklet

Space Deadline: Mar. 1, 2024
Material Deadline: Mar. 5, 2024
Mail Date: Apr. 22, 2024



Idaho Falls Super Savings coupon Booklet will contain over 200 coupons from local vendors and will be distributed via area fundraising, direct sales and community donations.

Circulation: 5,000

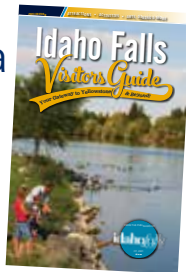
Distribution: High Schools, Middle Schools, and teams looking to create a fundraiser.

Rates:

Single Coupon	\$50
Three Coupons	\$100

Idaho Falls Area Visitors Guide

Space Deadline: Apr. 2, 2024
Material Deadline: Apr. 4, 2024
Mail Date: Apr. 26, 2024



Idaho Falls serves as the main hub to Eastern Idaho, southwestern Montana, northwestern Wyoming, Yellowstone National Park and Grand Teton National Park. This annual guide is distributed in hotels, visitor centers, chambers and rest stops.

Circulation: 80,000

Distribution: Placed in hotels, visitors & travel centers, chambers in SE Idaho & across the state.

Rates:

Full Page:	\$1,500
Half Page:	\$850
Quarter Page:	\$450

Independence Day Parade Program

Space Deadline: Jun. 4, 2024
Material Deadline: Jun. 6, 2024
Mail Date: Jun. 28, 2024



Close to 100,000 spectators line the streets for the city's parade, followed by Melaleuca's Freedom Celebration. This guide includes parade listings, details and special discounts from area businesses.

Circulation: 50,000+

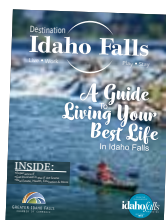
Distribution: Parade attendees

Rates:

Full Page:	\$600
Half Page:	\$300
Quarter Page:	\$150
Business Card:	\$50

Destination Idaho Falls Relocation Guide

Space Deadline: Sept. 10, 2024
Material Deadline: Sep. 12, 2024
Mail Date: Oct. 11, 2024



Suited for coffee tables and business lobbies alike, Destination Idaho Falls is also available as an interactive digital issue and marketed across the country to key online resources for business development and relocation to East Idaho with a focus in Idaho Falls.

Circulation: 40,000

Distribution: Special distribution

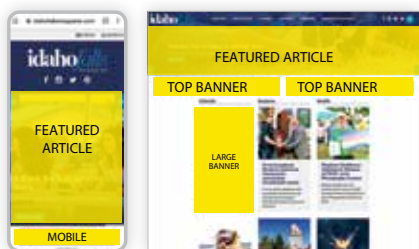
Rates:

3 Page gate:	\$9,000
2 Page gate:	\$6,500
Centerfold:	\$6,000
Spread:	\$5,200
Full Page:	\$3,300
2/3 vertical:	\$2,200
Half Page:	\$1,700
1/2 vertical:	\$1,100
Quarter Page:	\$850

IFM DIGITAL — Sharing the Good News of Eastern Idaho!

Website — www.idahofallsmagazine.com

The IFM website, www.idahofallsmagazine.com features material from print publications and a treasure trove of exclusive positive content, including behind-the-scenes interviews, photo galleries, and entertaining videos. It also harbors the most detailed and comprehensive events calendar.



Featured Article at Top of Homepage (Incl. mobile):	\$500
Web Banner Ads:	
Top Banner (Incl. mobile)—728x90 px:	\$300
Large Banner (Incl. mobile)—300x600 px:	\$200
Mobile Only—320x50 px:	\$200
Online Article:	
200-400 words (written by you)	\$150
200-400 words (written by IFM)	\$250

- Average Impressions: 25,000+
- No Negative Content
- Longer Visitor Sessions
- Uncluttered Website – Message Absorbed Better

File Specs:

- Send file as .JPG or .GIF • Send URL link to desired web page • Ad creative due 5 days prior to live date

Social Media — Facebook, Instagram

Sponsored Post: We'll post about your business and boost it out to our 15k+ followers PLUS the greater Idaho Falls/Ammon area. **Rate:** \$100–\$200

Ticket Tuesday Sponsor: We'll create a giveaway promotion with a gift card or product from you, generating traffic to your business and social media pages. **Rate:** \$100

Email Blasts

E-blasts content examples include: events, special offers, alerts, press releases, etc.

• Weekly Newsletter

Your message highlighted at the top of our weekly newsletter and delivered to over 11,200 actively engaged followers of IFM. **Rate:** \$200

• Custom Email Promotion For Your Business

A custom email dedicated to your message and delivered to over 11,200 actively engaged followers of IFM. Pick a date and time of your choosing. **Rate:** \$300

File Specs:

- Send file as .JPG or .PDF
- Max 800 px wide
- Send URL link to desired web page
- Ad creative due 5 days prior to live date

From our media partner Falls Printing ↪

FROM **FLAGS**
TO **FLYERS**
YES! WE CAN PRINT THAT!



FALLS PRINTING
PLAN • PRINT • PROMOTE

208.523.1500

190 1ST STREET, IDAHO FALLS • FALLSPRINTING.COM
PROMOTIONAL • PACKAGING • PRINTING • APPAREL

BUNDLE AND SAVE

IDAHO FALLS MAGAZINE AD BUNDLE PACKAGES

Prices Per Issue. Cancellations Require 30-Day Written Notice. Prepayment Required Without Credit Approval.

SIZE	PREMIUM POSITION	1X RUN	3X RUN	6X RUN	12X RUN	SPECS
Spread 2pg	\$4,320	\$3,800	\$3,230	\$3,040	\$2,660	16" x 10.75" + 1/8 Bleed
Full Page	\$2,500	\$1,900	\$1,615	\$1,520	\$1,330	8" x 10.75" + 1/8 Bleed
2/3 Page	---	\$1,475	\$1,250	\$1,175	\$1,030	4.667" x 10"
1/2 Page	---	\$1,155	\$985	\$925	\$810	7.083" x 4.833"
1/3 Page	---	\$765	\$655	\$612	\$540	4.667" x 4.833" (Square) 2.25" x 10" (Vertical)
1/4 Page	---	\$630	\$540	\$504	\$440	3.458" x 4.833"
1/8 Page	---	\$315	\$275	\$250	\$225	3.458" x 2.333"
Coupon	---	\$315	\$275	\$250	\$225	3.458" x 2.333"

Additional \$75 fee for custom ad design.

SPONSORED EDITORIAL CONTENT

Share your message to our 78,800+ readers in a custom article and receive a guaranteed spot in the Idaho Falls Magazine issue of your choice.

Rates:

2-Page Spread Article:	\$2,800
Full Page Article:	\$1,400
Half Page Article:	\$900

Additional \$199 fee to have your article written by our editorial staff.

Add your logo to sponsor a department for product placement: \$250 per issue

Departments: Medical, Real Estate, Business, Food for Thought, Tech, Road Trip, Back in the Day, Home & Garden and more!



CONTACT INFORMATION

Jason Harris

Publisher
208-542-2222
jasonharris@idahofallsmagazine.com

Kevin Malcom

Sr. Account Executive
208-542-2237
kevin@idahofallsmagazine.com

Leslie Watkins

Advertising Manager
208-542-2289
leslie@idahofallsmagazine.com

Cody Eames

Sales Associate
208-542-2227
cody@idahofallsmagazine.com

Maudie Heard

Editor
208-542-2206
maudie@idahofallsmagazine.com

Siera Trujillo

Graphic Designer
208-542-2221
siera@idahofallsmagazine.com

Web / Social Media

idahofallsmagazine.com
facebook.com/idahofallsmag
instagram.com/idahofallsmag
youtube.com: Idaho Falls Magazine

CORPORATE OFFICES

Harris Publishing, Inc.
520 Park Ave., Idaho Falls, ID 83402
208-524-7000
www.harrispublishing.com