

NOCO STYLE

NORTHERN COLORADO'S LIFESTYLE MAGAZINE



Your Trusted
Media Partner
since 1984



11th Year Featuring
Readers' Choice Best of NOCO

MEDIA KIT



NOCO Style focuses on the people, places, events and trends that make Northern Colorado one of the top places to live and work. NOCO Style readers are powerful consumers, uniquely positioned with the desire and means to live their best lives—an audience worth investing in!

READERS' CHOICE BEST OF NOCO

Plan ahead for the annual Best of NOCO campaign!

ANNUAL SPONSORSHIPS: Platinum \$12K, Gold \$7K, Silver \$5K

Voting: July 1-September 15, 2024

Winners announced online and in our

Annual Resource Guide: December 1, 2024

Winner Spotlights: January 2025

Best of NOCO Faces: February 2025



1.22 Million impressions on nocostyle.com during the voting phase of the BEST OF NOCO campaign.



Top Leaderboard Ad

Top Sponsor

Individual Event Box

79,000
EMAIL
SUBSCRIBERS

32.7%
AVG.
OPEN RATE

2.3%
AVG.
CLICK RATE

ASK US ABOUT PROGRAMMATIC MARKETING:

Geo Fencing, Geo Targeting, Keyword Retargeting, Site Retargeting, Conversion Zone **\$10 CPM**

HAPPY HOUR AND CONTEST SPONSORS

Sponsor NOCO Style's online contests and monthly happy hours! Every package includes logo on all marketing materials and generous digital exposure. Must provide giveaway.

GOLD - \$999

- 1 Social media takeover (\$250 value)
- 1 Targeted social media post (\$99 value)
- ¼ page ad in NOCO Style (\$899 value)
- 1 Tile ad on website for 30 days (\$550 value)

SILVER - \$500

- 1 Social media takeover (\$250 value)
- 1 Tile ad on website for 30 days (\$550 value)

BRONZE - \$250

- Logo on all marketing materials

2024 CONTESTS **Subject to change*

| FEB | MARCH | APRIL | MAY | JUNE | OCT |
|------------------------|--------------------------|----------------------------|------------------------|--------------------------|-------------------------|
| Sweetheart Sweepstakes | Cutest Pet Photo Contest | Plant Lovers Photo Contest | Oh Baby! Photo Contest | Father's Day Sweepstakes | Pumpkin Carving Contest |

E-NEWSLETTERS

WEEKLY EVENTS NEWSLETTER

Stay informed of all events happening in NOCO. Sent every Thursday morning.

| | |
|----------------------|-------|
| Top Sponsor | \$499 |
| Top Leaderboard Ad | \$399 |
| Individual Event Box | \$125 |

MONTHLY NEWSLETTER

A sneak-peek at what is in the upcoming issue, emailed the first of every month.

| | |
|--------------------|---------|
| Top Leaderboard Ad | \$1,500 |
| Banner Ad | \$750 |

DEDICATED NEWSLETTER \$2,500

Your photos and text, sent to our NOCO audience.

WEBSITE

DIGITAL FLIP BOOK EVENTS CALENDAR CONTESTS

Website ads will be posted for 30 days.

| | |
|-----------------|-------|
| Top Leaderboard | \$800 |
| Skyscraper | \$750 |
| Tile Ad* | \$550 |

*Free with regular priced, paid print ad

SOCIAL

Social Media Takeover \$250

6,860
FOLLOWERS

6,600
FOLLOWERS

35,994
AVG. ENGAGEMENTS

PRINT DISPLAY ADS

| SIZE | 1X | 12X |
|-----------------------------------|---------|---------------------|
| 2-PAGE SPREAD | \$3,999 | \$3,699 |
| FULL PAGE | \$2,899 | \$2,599 |
| 1/2 PAGE | \$2,169 | \$1,799 |
| 1/4 PAGE | \$1,099 | \$899 |
| CALENDAR LISTING (print & online) | \$30 | |
| GIFT GUIDE/DIRECTORY | \$325 | -select months only |

PREMIUM PLACEMENT

Back cover, inside front cover, inside back cover, page 3, opposite table of contents

| | |
|------------------------|---------|
| BACK COVER | \$2,999 |
| IFC / IBC / PG 3 / TOC | \$2,799 |

HOME FEATURE

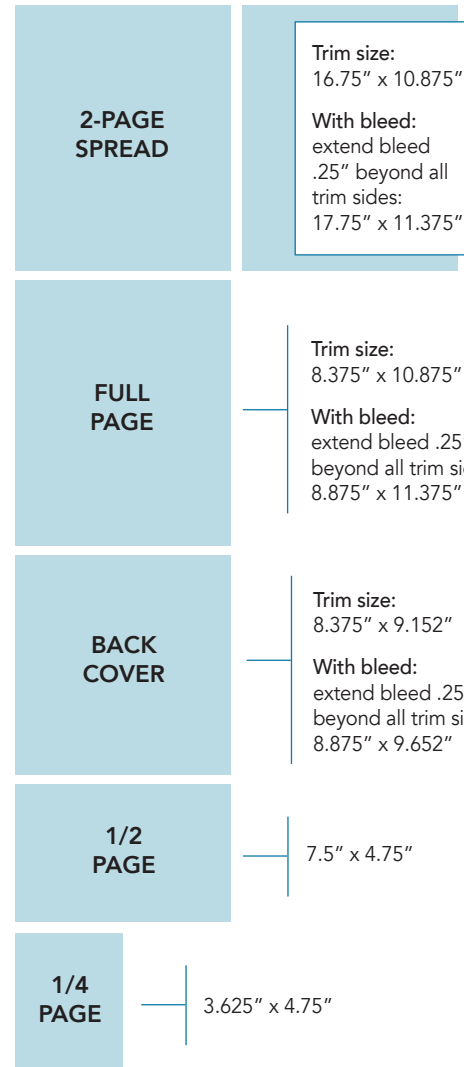
| | | |
|---|---|---|
| 4 PAGE: \$3,999 <i>Includes 3 pages of editorial plus 1 full-page ad</i> | 3 PAGE: \$2,799 <i>Includes 2 pages of editorial plus 1 full-page ad</i> | <ul style="list-style-type: none"> - Must provide list of subcontractors - Must provide photos - We provide writer |
|---|---|---|

AD PACKAGES INCLUDE:

- 4-color ad in magazine print edition
- 4-color ad in digital flip book
- 30-day rotating tile ad* on nocostyle.com
*upgrade to leaderboard for \$300
- Design services offered. Add 15% to price of ad, includes two proofs.

To partner with us in marketing to NOCO, call **970.226.6400**, email **info@nocostyle.com** or visit **nocostyle.com**.

PRINT AD SIZES (in inches)



FILE SPECIFICATIONS:

PDF, TIFF, JPG files are accepted.

Convert any spot colors into CMYK. RGB elements must be converted to CMYK.

Include/embed all fonts and artwork.

Keep live matter at least .25" within trim.

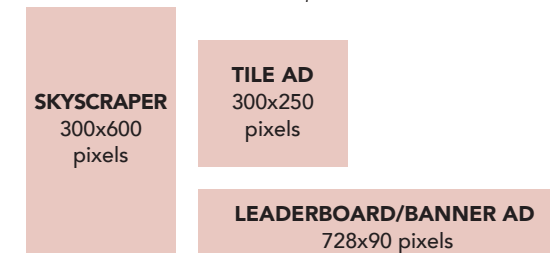
DO NOT include crop marks.

STOCK PHOTOGRAPHS: Use of our photo library in the design and production of your ad is complimentary.

PHOTOGRAPHY CHARGE: \$250 for one-hour session on location or in studio. Photos may be retouched at no charge.

We reserve the right to refuse advertising copy if it does not meet the overall objectives of Mountain Media Group, LLC.

DIGITAL AD SIZES (in pixels)



FILE SPECIFICATIONS:

JPG & PNG files are accepted.

Images should be RGB.

Images should be 72 dpi.

2024 EDITORIAL CALENDAR

**Subject to change*

JANUARY

FEATURING:
New Year, New You

Special Section:
- 2023 Readers' Choice Best of NOCO Winner Spotlights

SPACE DEADLINE:
December 2

FEBRUARY

FEATURING:
Financial Forecast/
Real Estate

Special Sections:
- 2023 Faces of NOCO
- Valentine's Day Gift Guide

SPACE DEADLINE:
January 12

MARCH

FEATURING:
NOCO Weddings/
Beauty

Special Section:
- Wedding Directory

SPACE DEADLINE:
February 9

APRIL

FEATURING:
Landscaping/
Sustainability

Special Section:
- Home & Garden Directory

SPACE DEADLINE:
March 8

MAY

FEATURING:
Mother's Day/ Family

Special Sections:
- Mother's Day Gift Guide
- Home & Garden Directory

SPACE DEADLINE:
April 5

JUNE

FEATURING:
Summer Fun/Getting Back to CO Roots

Special Section:
- Father's Day Gift Guide
- Home & Garden Directory

SPACE DEADLINE:
May 10

JULY

FEATURING:
Relax in NOCO/ Real Estate News

Special Section:
- Summer Fun Directory

SPACE DEADLINE:
June 7

AUGUST

FEATURING:
NOCO's 30 Under 30

Special Section:
- Back to School Directory
- Teacher Wish Lists

SPACE DEADLINE:
July 12

SEPTEMBER

FEATURING:
Annual Women's Issue/
Back to Business

Special Section:
- Professional Women Profiles

SPACE DEADLINE:
August 9

OCTOBER

FEATURING:
Wellness & Good Health

Special Section:
- Medical Professional Profiles

AD MATERIALS DUE:
September 6

NOVEMBER

FEATURING:
Holiday Celebrations

Special Section:
- Holiday Gift Guide

SPACE DEADLINE:
October 11

DECEMBER

BEST OF NOCO
Annual Resource Guide

FEATURING:
2024 Best of NOCO Results and Editorial

SPACE DEADLINE:
November 1

DEMOGRAPHICS

69% ages 25-64

75% household incomes \$150,000+

60% women men

85% have a degree

CIRCULATION

12x
PER YEAR

112,000
MONTHLY PRINT READERS

32,000
MONTHLY PRINT COPIES

20,400
DIRECT MAILED COPIES

710
DISTRIBUTION LOCATIONS + RACKS

THE POWER OF PRINT

Magazines offer the highest return on advertising spend. Types of ads U.S. internet users trust most when making a purchase:

| | |
|---------------------------|---------------------|
| PRINT ADS 82% | outdoor..... 69% |
| TV 80% | search engine.. 61% |
| catalogues..... 76% | pop-up ads..... 25% |
| radio 71% | |

Source: MarketingSherpa

READERSHIP REACH

