

# PEAK 2017 MAGAZINE CO-OP REGISTRATION FORM

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**YES!** I want to participate in the Peak 2017 Magazine Co-op Program. I have enclosed the \$2,000 payment, payable to **South Dakota Department of Tourism**. I have also sent one high-quality digital image (with **no** logo or map inserted into the photo) and 45 words of copy to Ashley Worth at Ashley.Worth@TravelSouthDakota.com.

## REMINDER

The Peak 2017 Magazine Co-op Program is limited to **24 partners** on a first-come, first-served basis: You are not fully registered until we receive your form, payment, photo and 45 words of copy. The deadline to receive all elements for the program is **December 7, 2016**. Space will be reserved according to the date we receive your payment and materials.

## RETURN

Form and payment: Department of Tourism, 711 E. Wells Ave., Pierre, SD 57501  
Photo and 45 words copy: Ashley.Worth@TravelSouthDakota.com

## PLEASE PRINT

### BUSINESS INFORMATION

As it will appear in this publication

Business Name

Business Address street/avenue/road

City/State/Zip

Business Phone

Web Address

Business Email

Ad Heading business name, six words or less

### CONTACT INFORMATION

To be contacted by the Department of Tourism

Contact Name

Contact Address street/avenue/road

City/State/Zip

Contact Phone

Contact Email

Signature Date

OVER ►

## THE MAGAZINES

Below are the magazines that will feature the South Dakota Department of Tourism's co-op ads for Peak 2017. We reviewed several data resources and determined these magazines to be the most effective at reaching our main target audiences of Young Families, Active Couples and Bucket Listers. All magazines will appear in the following markets: CO, IA, IL, KS, MN, NE, ND, SD, and WI.\*

**PLEASE NOTE:** All other magazines are sold individually and as a single placement.

Please number your top **FOUR** preferences in the order you wish to be placed. Remember, your magazine placement will not be reserved until you have completed payment or other arrangements have been made. There are four spots available in each publication.



### Parents

- Edition: May
- Value- Added Opportunity: Reader Service Leads
- Circulation: 297,200
- Impressions: 1,188,800



### Midwest Living

- Edition: May/June
- Value- Added Opportunity: Reader Service Leads
- Circulation: 338,600
- Impressions: 1,354,400



### Family Fun

- Edition: June/July
- Value- Added Opportunity: Reader Service Leads
- Circulation: 293,400
- Impressions: 1,173,600



### HGTV Magazine

- Edition: May
- Value- Added Opportunity: Dedicated email blast deployed to 20,000 names (20% open rate)
- Circulation: 205,000
- Impressions: 820,000



### Martha Stewart Living

- Edition: May
- Value- Added Opportunity: Reader Service Leads
- Circulation: 255,900
- Impressions: 1,023,600



### Real Simple

- Edition: June
- Value -Added Opportunity: Dedicated email blast to 50,000 names in our target marketing region
- Circulation: 587,280
- Impressions: 2,349,120