

PEAK 2018 MAGAZINE CO-OP REGISTRATION FORM

YES! I want to participate in the Peak 2018 Magazine Co-op Program. I have enclosed the \$2,250 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 100 words of copy to Ashley Worth at Ashley.Worth@TravelSouthDakota.com.

REMINDER

The Peak 2018 Magazine Co-op Program is limited to **30 partners** on a first-come, first-served basis: You are not fully registered until we receive your form, payment, photo and 100 words of copy. The deadline to receive all elements for the program is **December 14, 2017**. 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 100 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 2018. 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. The markets these magazines will appear in are located below.

***PLEASE NOTE:** All magazines are sold individually and as a single placement. Your magazine placement will not be reserved until you have completed payment or other arrangements have been made.

Please number your top THREE preferences in the order you wish to be placed.

There are six spots available in each publication. The cost of each magazine placement is **\$2,250**. Each partner will receive 100 words along with a 4.5"x 3" color image and contact information.



Parents

- Edition: May
- Markets: CO, IA, IL, KS, MN, ND, NE, SD, WI
- Value-Added Opportunity: Reader Service Leads
- Circulation: 248,000
- Impressions/Readership: 744,000



HGTV Magazine

- Edition: May
- Markets: CO, IA, IL, KS, MN, ND, NE, SD, WI
- Value-Added Opportunity: Reader Service Leads
- Circulation: 205,000
- Impressions/Readership: 615,000



Family Fun

- Edition: April/May
- Markets: CO, IA, IL, KS, MN, ND, NE, SD, WI
- Value-Added Opportunity: Reader Service Leads
- Circulation: 232,900
- Impressions/Readership: 698,700



Real Simple

- Edition: May
- Markets: CO, IA, IL, KS, MN, MO, MT, NE, ND, OR, SD, UT, WI, WY, Canada
- Value-Added Opportunity: Reader Service Leads
- Circulation: 250,000
- Impressions/Readership: 750,000



Midwest Living

- Edition: May/June
- Markets: CO, IA, IL, KS, MN, ND, NE, SD, WI
- Value-Added Opportunity: Reader Service Leads
- Circulation: 342,600
- Impressions/Readership: 1,027,800