



2022 Digital Media Kit

405
MAGAZINE

405 Digital

With **16,000+** monthly unique visitors to 405magazine.com, **48,000+** newsletter subscribers, and a rapidly growing social media following of **43,000+**, 405 offers many local, digital solutions to incorporate into your marketing strategy.

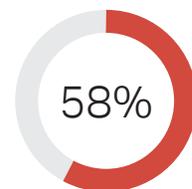
65.7% *of readers frequently purchase products or services from ads seen in 405 Magazine*



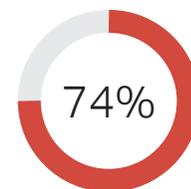


Who visits 405's digital platforms?

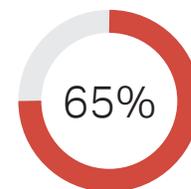
ENGAGED + ACTIVE + INFLUENTIAL



of our audience is between ages 20-54 years old.

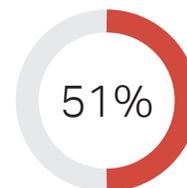


of our audience is female



of our audience has a household income of over \$100,000/year.

Better yet, they are ready to engage with your brand.



of our audience is likely to click on sponsored content.



of our audience trusts sponsored content.

405 Digital is built on trust and loyalty.

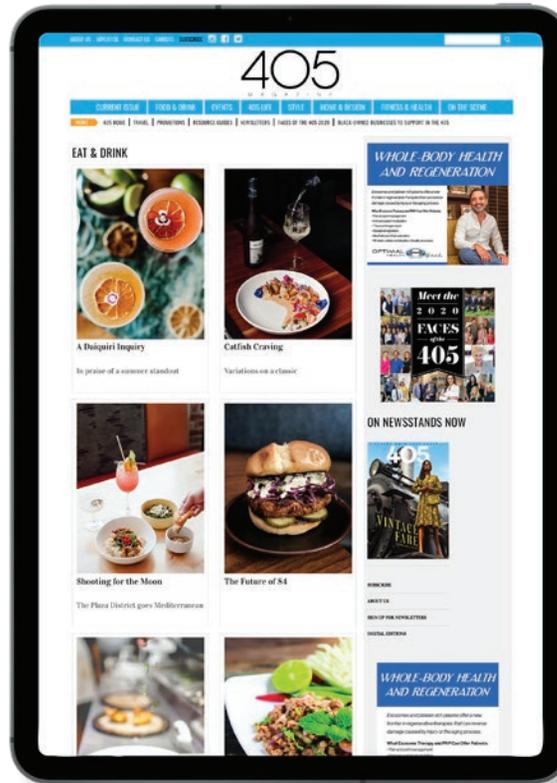
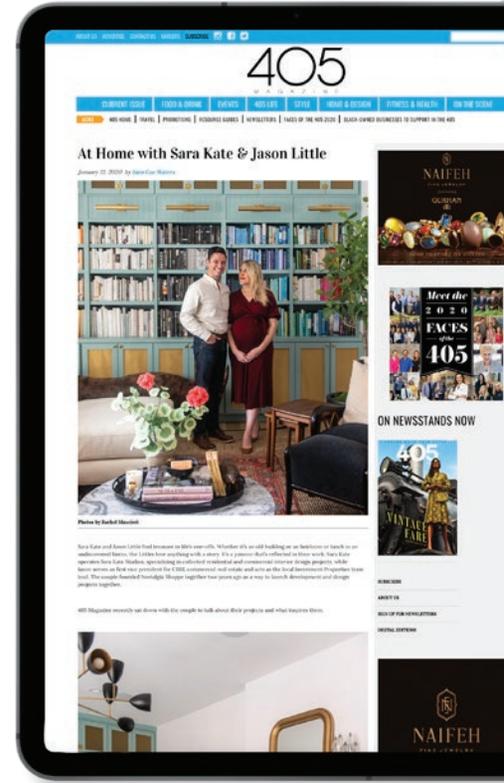
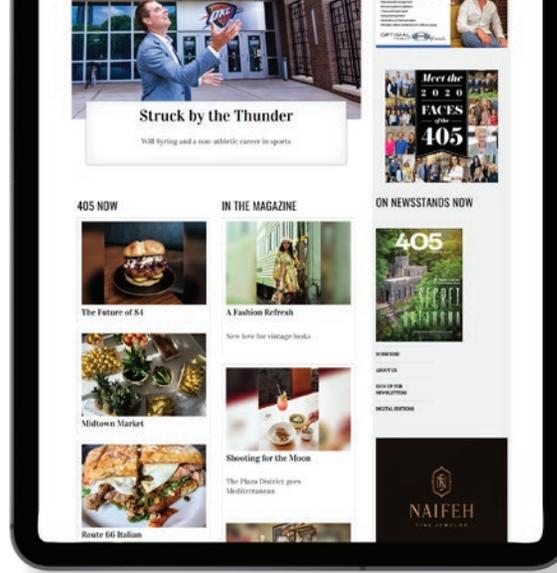
405magazine.com is built for locals. Engage our audience with custom content. Gain leads with contests or sweepstakes or appear in their newsfeeds through a trusted source.

THE NUMBERS

30,000+
average monthly pageviews

47,000+
e-mail subscribers in our database

16,000+
average monthly users



Local Social Influence

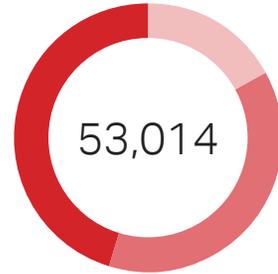
CREATE SOCIAL BUZZ AROUND YOUR BRAND AND TURN OUR FOLLOWERS INTO YOURS.

Did You Know:

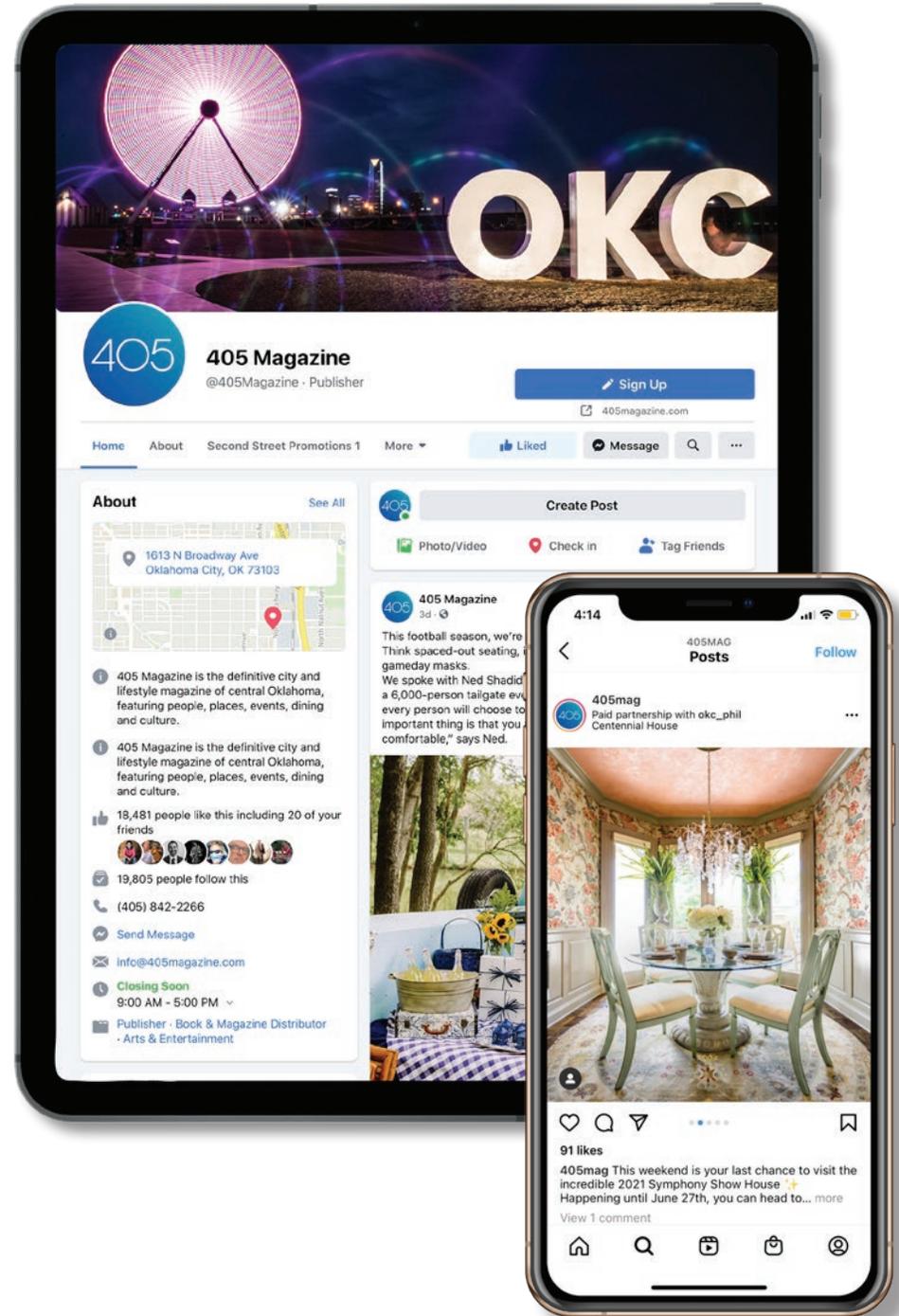
Instagram content from magazines yields 37% more engagement compared to non-magazine brands.

Source: MPA The Association of Magazine Media

TOTAL FOLLOWERS ACROSS 405'S SOCIAL MEDIA CHANNELS



- Facebook - 22,983
- Instagram - 22,137
- Twitter - 7,894



Newsletters & Targeted Emails

Align your brand with the premium content in 405 Magazine's high-engagement digital newsletters. Each newsletter is specially curated for a unique audience.

405 NOW

A weekly guide to all things local, including arts, entertainment, and news.

Audience: 37,000+ Opt-ins
Every Thursday

AT HOME

Reach the metro's most desired home enthusiasts and industry experts surrounded by beautiful homes and decor trends.

Audience: 8,401+ Opt-ins
Third Wednesday of month

LOCAL FLAVOR

The best of food, dining, and cocktails in the 405.

Audience: 37,000+ Opt-ins
Every Wednesday

SHOP LOCAL

Promotions, deals, and announcements from local businesses looking to sell products or services via online or brick and mortar.

Audience: 8,401+ Opt-ins
Last Friday of the Month

INSIDER E-BLAST

A dedicated e-blast to our entire database of opt-in email subscribers.

Audience: 37,000+ Opt-ins
Date of choice (*Limited to one per week)

405NOW



GRINMORE BRINGS STREETWEAR TO PLAZA

Fred and Danielle Preston's new boutique makes hard-to-find fashion more accessible.

405
Local Flavor
EATING AND DRINKING IN THE 405



THE MIDTOWN COOL DOWN

Happy hours to chill out this summer

405

At Home
DECOR + INSPIRATION + DESIGN
Ideas for filling your house with fresh life



MAKING QUITE THE SPLASH

The Adiers' courtyard pool reflects the family's lifestyle

405

Shop Local

We've put together a short list of local businesses with information on how you can support them this weekend!

405MAGAZINE.COM SUBSCRIBE ARCHIVED



Mister Robert Fine Furniture & Design

Mister Robert Fine Furniture & Design has been a standout on the Oklahoma design scene for over 50 years. Located on Norman's historic main street, interior design experts are ready to spruce up any area with the latest trends and furniture. To learn how they're making Oklahoma beautiful one room at a time, click [HERE](#).



Omni Luxe Med Spa
Omni Luxe Med Spa is OKC's newest

NEWSLETTER AD SPECS

Insider E-Blast: 1080x1900, 72 dpi, RGB, JPG, click-through URL - \$800

Rectangle: 480 x 150, 72 dpi, RGB, JPG or PNG, click-through URL - \$250

Sponsored Listing: 250 x 250, 72 dpi, RGB, JPG, company name, 50 words of copy, click-through URL- \$250

Top Banner Ad: 600 x 188, 72 dpi, RGB, JPG or PNG, click-through URL - \$350

Local Flavor

EATING AND DRINKING IN THE 405

DELIVERED EVERY WEDNESDAY



ICE CREAM TREATS AROUND THE 405

Presenting Sponsor

- Presenting Sponsor Logo
- Premium Sponsored Content Post

Your Investment:

\$695 2 Weeks / \$1,050 4 Weeks

Standard Sponsored Post

2X: \$395

4X: \$595

Island Square Banner

2X: \$495

4X: \$750

AUDIENCE

36,958

OPEN RATE

13.67%

CTR

11%

At Home

DECOR + INSPIRATION + DESIGN

DELIVERED 3RD TUESDAY OF THE MONTH



MAKING QUITE THE SPLASH

Presenting Sponsor

- Presenting Sponsor Logo
- Premium Sponsored Content Post

Your Investment:

\$495 2 Weeks / \$950 4 Weeks

Standard Sponsored Post

2X: \$195

4X: \$295

Island Square Banner

2X: \$395

4X: \$595

AUDIENCE

8,401

OPEN RATE

20.6%

CTR

13.7%

405NOW

DELIVERED EVERY THURSDAY



OKC MUSEUM OF ART WELCOMES THE PAINTERS OF POMPEII

Presenting Sponsor

- Presenting Sponsor Logo
- Premium Sponsored Content Post

Your Investment:

\$695 2 Weeks / \$1,050 4 Weeks

Standard Sponsored Post

2X: \$395

4X: \$595

Island Square Banner

2X: \$495

4X: \$750

AUDIENCE

36,900

OPEN RATE

20.9%

CTR

6.5%

Shop Local

DELIVERED LAST FRIDAY OF THE MONTH



RefineU Med Spa

The experienced RefineU Team strives to ensure that every patient receives a personalized treatment plan geared toward optimal aesthetic results. In the month of July, RefineU is offering Juvveau for \$9.50 a unit. Click [HERE](#) for more information!

Standard Sponsored Post

2X: \$395

4X: \$595

AUDIENCE: 8,401

AUDIENCE

8,382

OPEN RATE

15.7%

CTR

4.5%

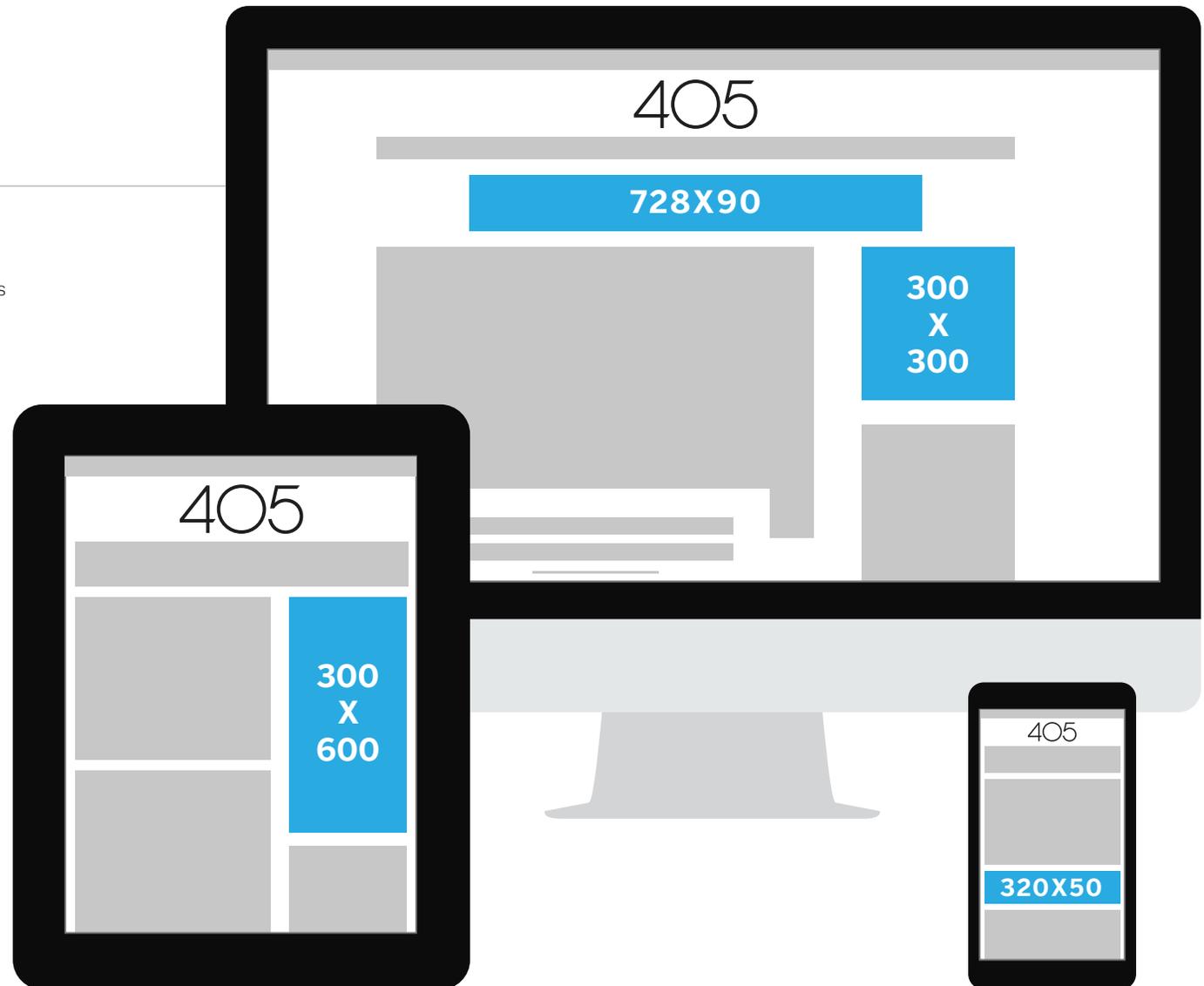
Run of Site Ads

Appeal to our broad 405magazine.com audience by threading ads throughout the entire site. Also, take advantage of our audience extension programs through targeted ads to our audience and beyond with Google and Facebook display.

AD SPECS & SIZES

728x90 Leaderboard
300x600 Half Page
300x300 Square
320x50 Mobile

ROS: All Positions - \$659 monthly



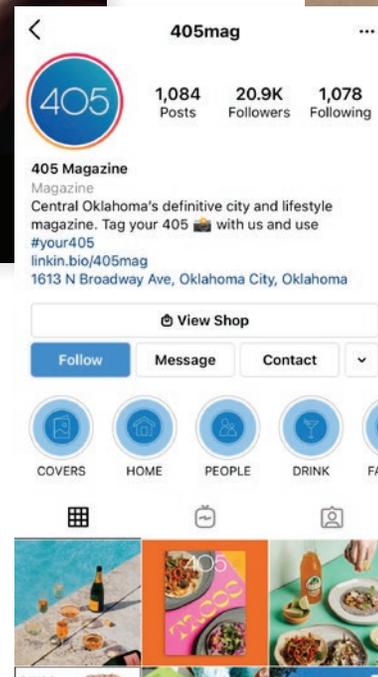
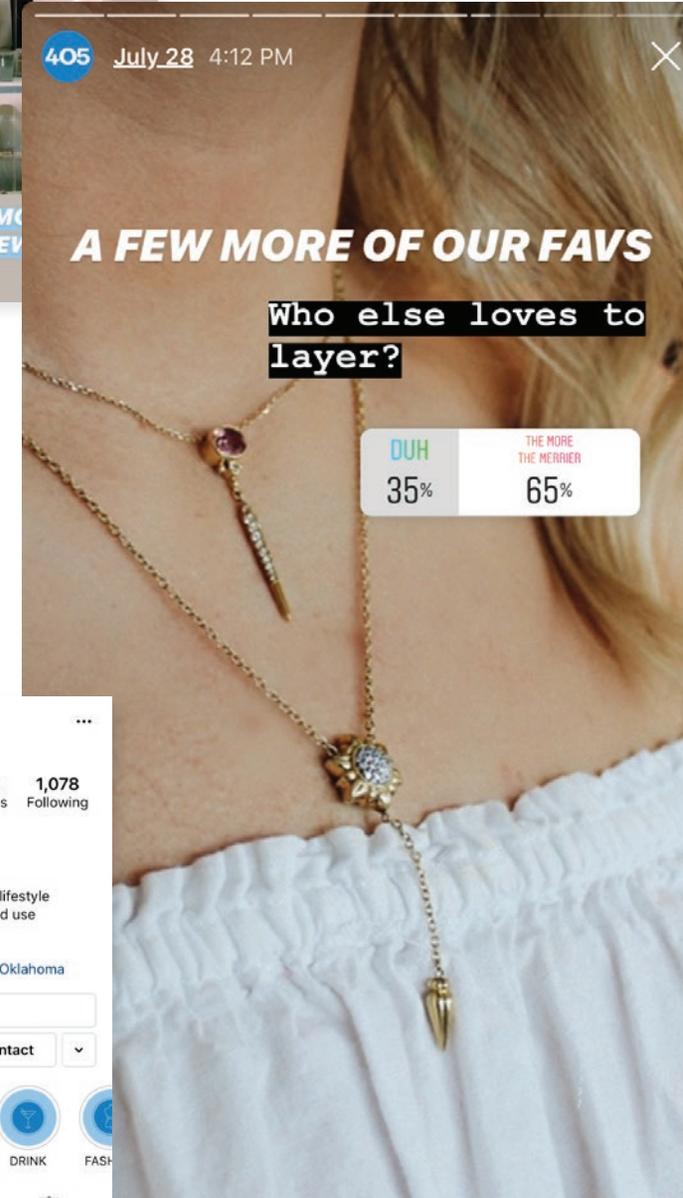
Influencer Marketing on the Local Level

With a reach of over highly engaged users across Instagram, Facebook and Twitter, partner with us to share your announcement, special event or seasonal giveaway and turn our followers into yours.

DELIVERABLES

- Influencer Bundle IG Still Image + Story post w/ IGTV (3 frames + swipe up):** \$795
- IG Still Image/Facebook Post:** \$395
- IG Story Takeover:** \$350
- IG Story Post (3-5 frames + link):** \$295

* 405 Brand Manager to oversee creative



Target 405 Magazine readers and your ideal customers on social media

Your ads will appear on Facebook and Instagram. They will be seen by potential customers who have shown the following online behavior:

- Within your targeted geography
- Past purchase behavior, relationship status, interests
- Exclusive 405 Magazine readers and look-alike audiences
- Age and Gender

SOCIAL RETARGETING

Website retargeting will take place after the targeted customer visits your website and is included in all campaigns, if a Facebook Pixel can be placed on your website.

Ad activity (user likes, comments and shares) made on active ad campaigns are sent via page notifications. Client is responsible for monitoring ad activity and responding as necessary.

405mag
Wilshire Cabinet + Co



View Insights Promote

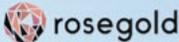
Liked by jjregas and 82 others

405mag What's your cabinet design style? Is it traditional or transitional? Modern farmhouse or maybe contemporary?

LAST CHANCE to take the easy quiz from Wilshire Cabinet + Co now to find your style, and get a chance to win a \$100 VISA Gift Card AND 25% off with your cabinet or vanity order of \$2,500 or more. (👉 link in bio!)

Rosegold
Sponsored

Responsibly Made Womenswear + Designer Consignment. Nichols Hills Plaza @ 6423 Avondale Dr.




move MoveGB
Sponsored

It's that time again. Give your friends 14 days of MoveGB for FREE! Be quick though, this offer ends soon so just tag 3 friends or share this post and click the 'Learn More' button... Easy!



14 Days
moveGB
For FREE

1000s OF GYMS, STUDIOS, POOLS & CLASSES!
Already used by over 150,000 people, MoveGB offers flexible access to the very best fitness venues in your area, keeping you moving with greater variety.

MOVEGB.COM Learn More

183 Reactions 144 Comments 114 Shares

Like Comment Share

405mag
Chisholm Creek



View Insights Promote

Liked by christine.eddington and 56 others

405mag Chisholm Creek is the place to be in the holiday spirit! 🎉 Spend a day of festive fun at their incredible shops, restaurants and attractions, and don't forget to snap a photo at their Picture-Perfect Pop-Ups happening December 14th and 21st. 🎄

December 12, 2019

405mag
Oklahoma City, Oklahoma



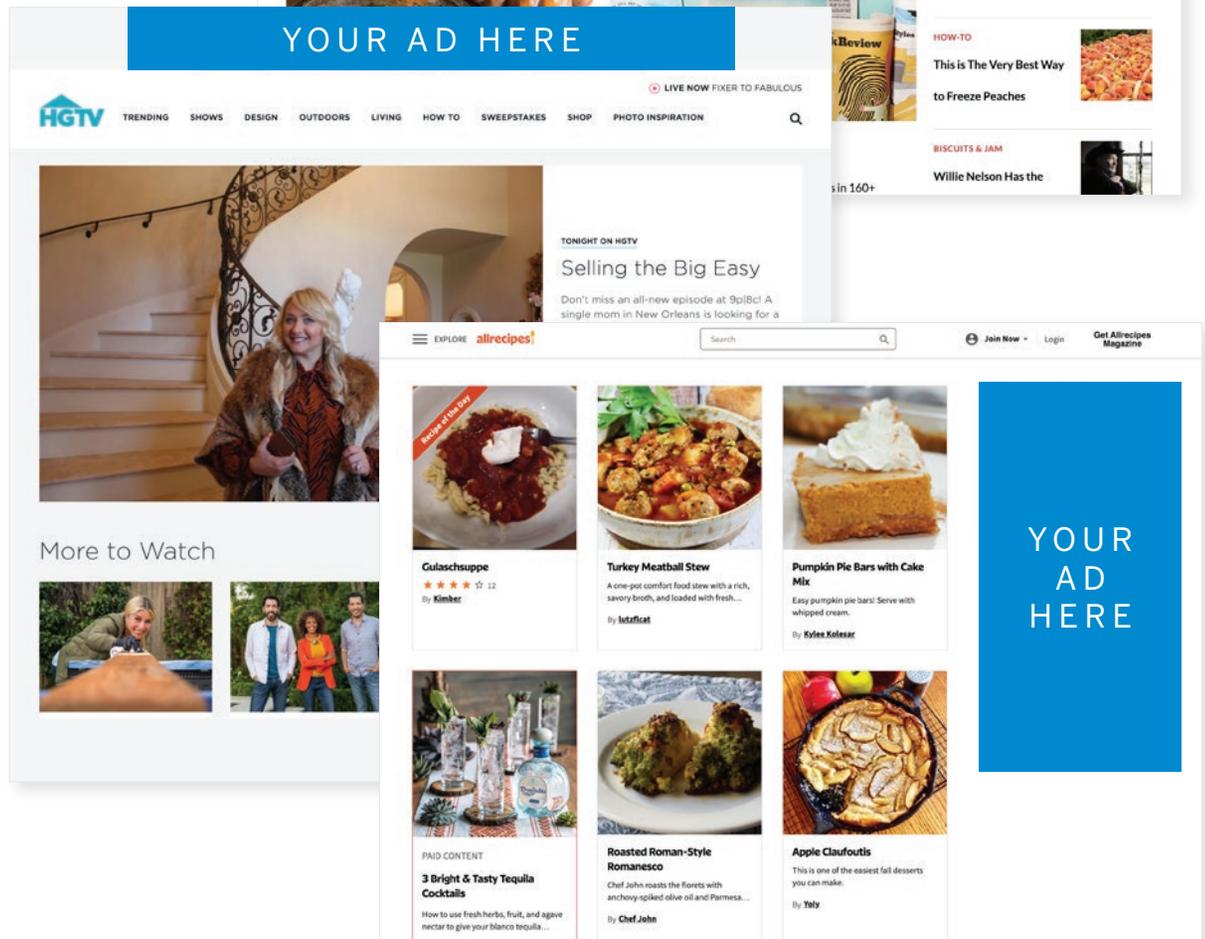
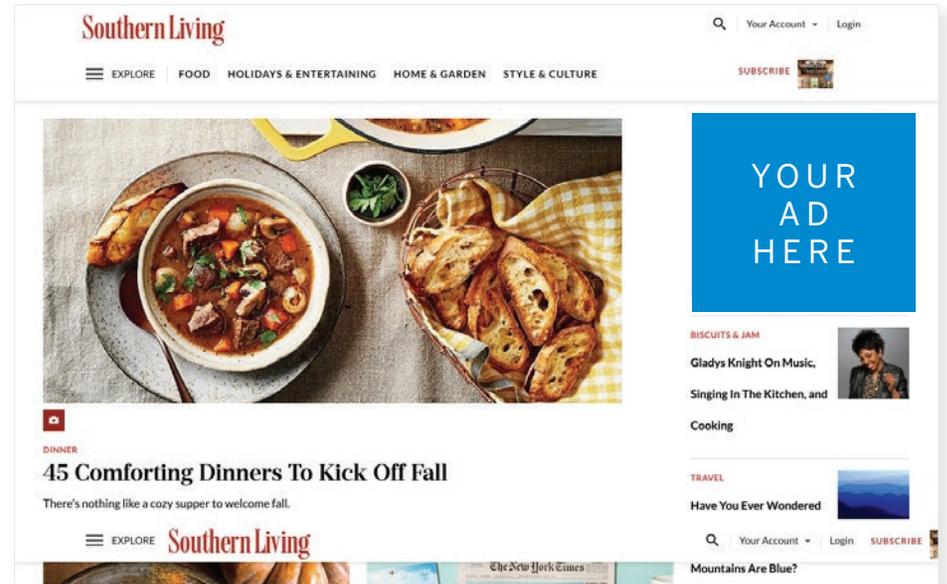
Extend your reach beyond 405magazine.com

Your ads will appear on 3 million “white-listed” websites and mobile applications within the Google Display Network and be seen by potential customers who have shown the following online behavior:

- Within your targeted geography
- “In-Market” for your products or services
- Match the affinities identified with your products
- Exclusive 405 Magazine readers and look-alike audiences

DISPLAY RETARGETING

Website retargeting will take place after the targeted customer visits your website and is included in all campaigns, if a Retargeting Pixel can be placed on your website.



Engage with your community while gaining valuable leads for your business!

EMAIL ACQUISITION

Participants can opt in to receive promotions from your company, giving a boost to your email database

CONSUMER DATA

We'll include up to three survey questions of your choice on the entry form. You'll be provided with meaningful data that you can apply toward your business strategy.

LEAD GENERATION

Compel consumers to take immediate action by including a special offer on the thank-you email sent to each participant

The collage features three distinct digital marketing elements:

- RefineU Med Spa Contest:** A banner with a pink lip print background. It offers a "WIN \$1850 PACKAGE" which includes Botox, Filler, BBL, and Diamond Club treatments. A form on the right asks for an email address (marked as required) and includes a "CONTINUE >" button. The RefineU Med Spa logo is visible in the center.
- Wilshire Cabinet + Co. Article Snippet:** A snippet from a 405 Magazine article titled "What's your Cambria Quartz™ style? Take the quiz now!". It is presented by Wilshire Cabinet + Co. and dated July 29, 2020. The image shows a modern kitchen with grey cabinets and a marble countertop.
- Quiz Interface:** A screenshot of a quiz titled "What's your Cambria Quartz™ Style?". It is labeled as "Question 1 of 5" and asks the user to "Choose a Cocktail". Four options are shown: A (a margarita), B (a martini), C (a whiskey drink), and D (a wine glass).

405

M A G A Z I N E

405.842.2266 | 405MAGAZINE.COM | 1613 N. BROADWAY | OKLAHOMA CITY, OK 73103

2022 EDITORIAL CALENDAR

405 MAGAZINE

	AD CLOSE	AD MATERIALS DUE	PRESS READY	EDITORIAL HIGHLIGHTS	SPECIAL SECTIONS
JAN	NOV 16	NOV 22	DEC 4	Wellness Birding	How Hobbies Benefit Health Doctor Profiles
FEB	DEC 17	DEC 23	JAN 4	Desserts - Exploring the 405's Dessert Landscape	Private Schools
MAR	JAN 14	JAN 20	FEB 1	Home - Home Trends Including Design, Architecture, and Landscape	Top Real Estate Producers Profiles
SPECIAL HOME ISSUE 405 Home Spring Edition (Special Section: Residential Pros to Know)					
APR	FEB 14	FEB 20	MAR 4	Artists Issue - From Fine Arts to Hip Hop, OKC's Artistic Renaissance	Best Escapes Museum & Gallery Guide Edmond Insider
MAY	MAR 16	MAR 22	APR 3	Best of the 405 - Tributes to the Best OKC Has to Offer	Oral Healthcare Profiles Best of the 405 Winners Health Guide: Dermatology & Skincare
JUN	APR 16	APR 22	MAY 4	Getaways - Feed Your Wanderlust	Top Attorneys Profiles Local Getaway Profiles
SPECIAL HOME ISSUE 405 Home Summer Edition (Special Section: Top Builders)					
JUL	MAY 16	MAY 22	JUN 3	Cocktails - Best of the Cities Bars and Cocktails	Health Guide: Oral Health 101 Ask the Experts: Home Improvement Q&A
AUG	JUN 16	JUN 20	JUL 4	Sports - Your Guide to Game Day	Faces of the 405 Profiles
SEPT	JUL 16	JUL 22	AUG 3	Fall Guide - Fall Fun Activities for All	Private School Guide Health Guide: Orthopaedics & Sports Medicine Noman Insider
SPECIAL HOME ISSUE 405 Home Fall Edition (Special Section: Top Architects)					
OCT	AUG 16	AUG 22	SEPT 3	HER - Celebrating Trailblazing Women Women's Health	Women Who Move the City Profiles
NOV	SEPT 17	SEPT 23	OCT 5	Best New Restaurants - The City's Best from Tucks to Fine Dining	Holiday Wishes Restaurant Profiles Guide
DEC	OCT 17	OCT 23	NOV 4	Transformation Issue - A New City, A New You	Holiday Wishes Ask the Experts: Attorney Q&A
SPECIAL HOME ISSUE 405 Home Winter Edition (Special Section: Shop Local)					

*Editorial subject to change without notice.