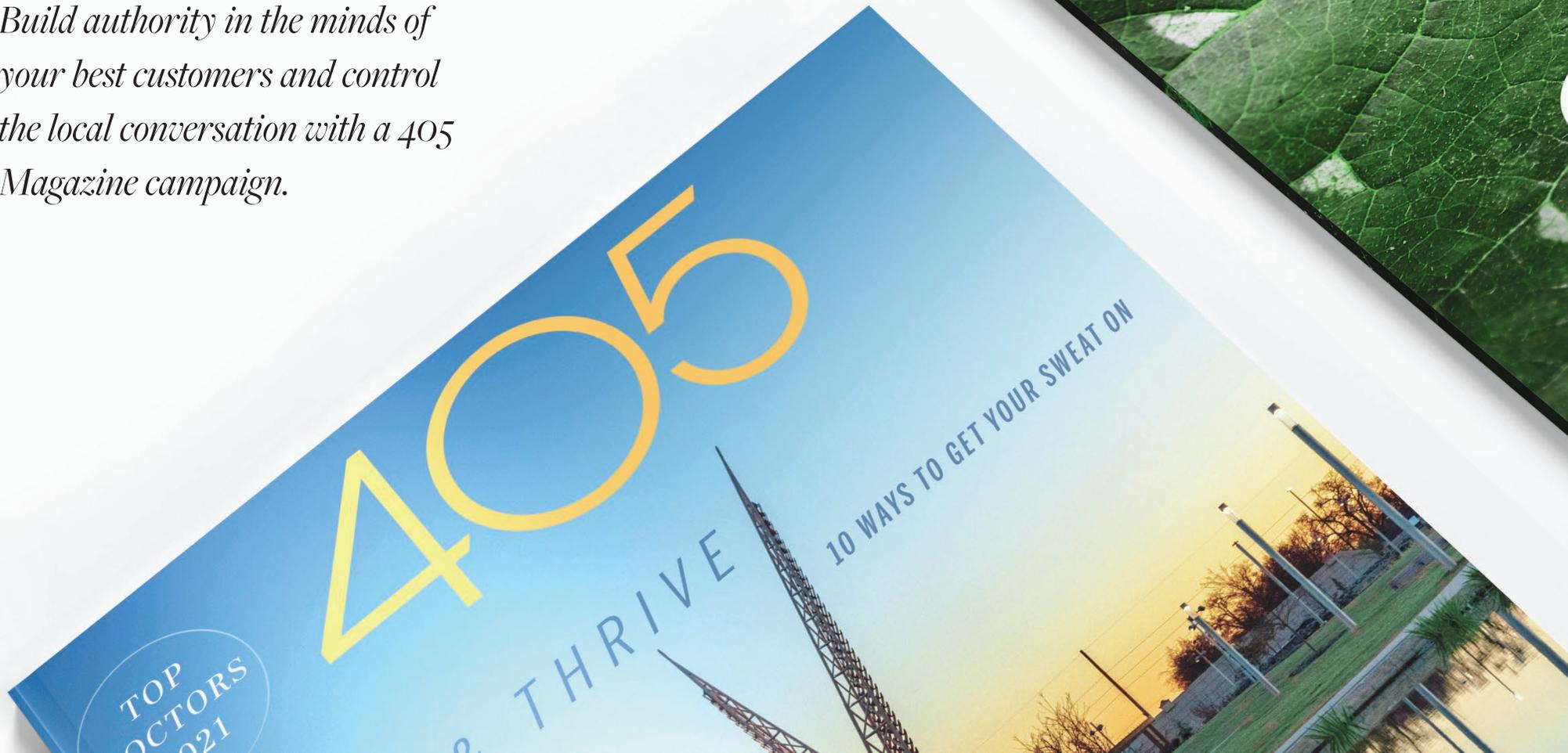


2 0 2 2
M E D I A
K I T



You Offer the Best Products & Services in the Metro. Let's Help You Spread the Word!

*Build authority in the minds of
your best customers and control
the local conversation with a 405
Magazine campaign.*



Word of Mouth Starts Here

Your most coveted customers are engaging with 405 across print, digital and social media every day and they are waiting to connect with you! We specialize in helping local companies like yours with targeted local marketing efforts designed to build a relationship with our audience and drive more business your way. How do we do it?



STRATEGY

Local marketing shouldn't be challenging. We've simplified things to offer you a proven process for driving quality leads your way.



TRUST

Your ideal customers look to 405 Magazine to help them make educated decisions. That trust is transferred to the brands they discover in the magazine.



CURIOSITY

Capture your customer's curiosity and enlighten them to drive purchase decisions.



ACTION

Whether it's visiting your website or calling for more information, our solutions drive action along your customers' buying journey.



ACCOUNTABILITY

We choose to audit ourselves by a third-party company, so you can trust our circulation and readership is valid. Also, we offer a suite of digital products with tracking so you know exactly how your campaign is doing.

Our readers are educated, affluent and engaged.



OUR AUDIENCE AT A GLANCE*

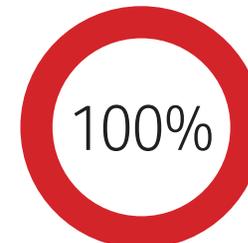
READERSHIP	120,000+
HHI	\$112,500
AVERAGE READER AGE	45 - 54
FEMALE	59%
MALE	41%



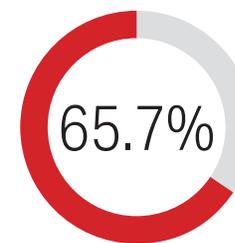
of readers have a household income about \$100,000 annually



of readers attended or graduated from college



of subscribers regularly read through the magazine



of readers frequently purchase products and services from ads seen in 405 Magazine.

*Source: CVC Media Audit 2019

Tap into 405 Magazine's Brand Footprint

One custom plan for you with many touch points.

405 Magazine connects its advertising partners to our readers through dynamic multimedia platforms. Whether you're interested in print, events, digital or special programs, 405 Magazine can customize a program to attract your desired audience and create an innovative campaign that aligns your brand with ours.



ONLINE
15,000+
 average unique website users per month
30,000+
 average monthly page views



PRINT
120,000+
 Readership
20,000+
 Circulation

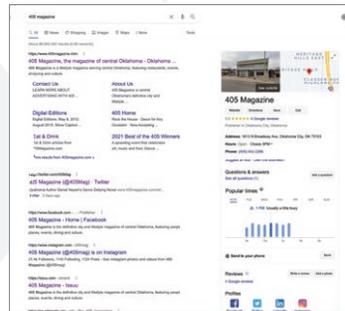
405

NEWSLETTERS
48,000+
 combined opt-in subscribers



DIGITAL MARKETING

Local SEO,
 Targeted Display,
 Sponsored Content,
 Listing Management

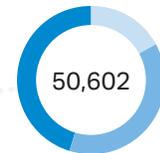


SOCIAL

50,000+
 likes/followers on Facebook, Twitter and Instagram



Total Followers across 405's social media channels



- Facebook - 22,072
- Instagram - 20,905
- Twitter - 7,625

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
CITY GUIDE					
MAR	JAN 14	JAN 20	FEB 1	Home - Home Trends Including Design, Architecture, and Landscape	Top Real Estate Producers Profiles
SPRING HOME - Landscaping & The Green Home Special Section					
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
SUMMER HOME - Outdoor Living Issue					
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
FALL HOME - Kitchens & Finer Things Special Section					
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
WINTER HOME - The Best of Home & Shopping Local					

*Editorial subject to change without notice.

Let's work together to grow your brand and make the OKC metro even better.

I just wanted to call you and confirm why I run with 405 Magazine and I pulled from others. I've gotten numerous calls this week about the locket we are advertising in the May issue and it's only been out a couple of days"



VALERIE NAIFEH, OWNER,
Naifeh Fine Jewelry

I've been pleased by the response I've gotten from running ads in 405 Magazine. Their combination of print ads, engaging editorial features and digital promotions has directly resulted in customers coming through the door, and an uptick in website traffic. I would highly recommend!"



AMBER KERN, OWNER,
rosegold

405 Magazine is the only publication we're advertising in now, due to the fact that we get a direct response almost daily from it – people are coming in to ask about the specific frames pictured in our 405 Magazine ads.

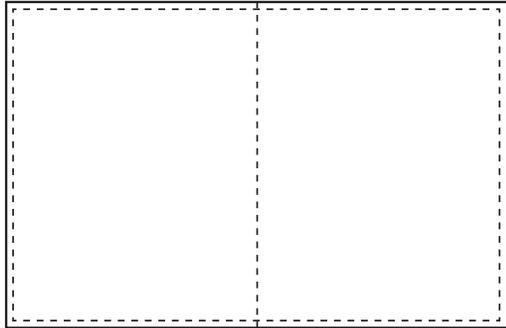


BEN BLASI, ABOC,
MANAGER, Physicians Optical

Mister Robert + 405 = greater sales! Mister Robert Furniture has been associated with 405 Magazine since its inception and we have always purchased premium space as a part of our advertising plan. As a destination store, we cater to high end customers seeking the best in fine furniture and design service. 405 has helped us reach those people and our repeated presence helps us turn one-time shoppers to long-term clients. We could not be more pleased with our relationship with 405. Their professional staff and quality product put our name in front of the type of customer we need to help our business expand and thrive.

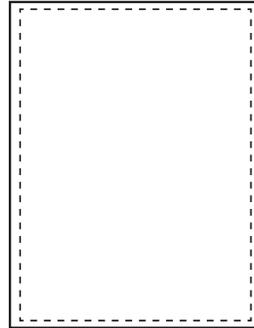


JOHN CARL VICE PRESIDENT,
MISTER ROBERT INC.



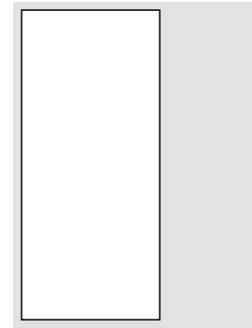
2 PAGE SPREAD

Page size/Trim: 16.75" x 10.875" + .25" bleed
Safe Area: 15.75" X 9.875"



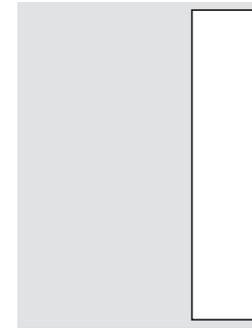
FULL PAGE

Page size/trim:
8.375" x 10.875"
+ .25" bleed
Safe Area: 7.375" x 9.875"



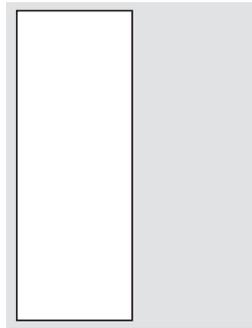
2/3 VERTICAL

4.75" X 9.875"



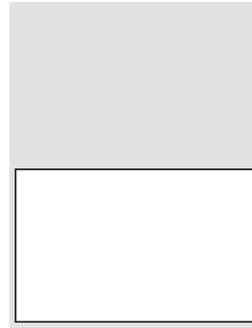
1/3 VERTICAL

2.25" X 9.875"



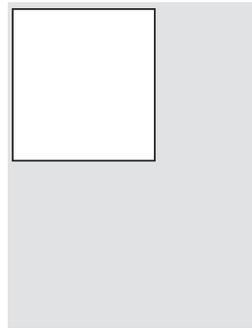
1/2 VERTICAL

3.5" X 9.875"



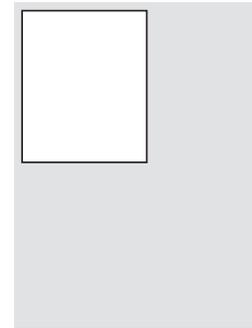
1/2 HORIZONTAL

7.375" X 4.75"



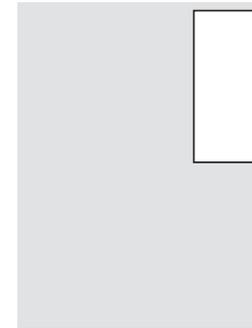
1/3 SQUARE

4.75" X 4.75"



1/4 SQUARE

3.5" X 4.75"



1/6 VERTICAL

4.75" X 2.25"

For more information about advertising and rates contact your sales representative.

OR CALL: (405) 842-2266 OR EMAIL: INFO@405MAGAZINE.COM

405

M A G A Z I N E

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

