



Desert Companion is the premier city magazine that celebrates the pursuits, passions and aspirations of Southern Nevadans. With award-winning lifestyle journalism and design, Desert Companion does more than inform and entertain. We spark dialogue, engage people and define the spirit of the Las Vegas Valley.

Lifestyle. People. News. Arts.

CIRCULATION PER ISSUE:
50,000

READERSHIP PER ISSUE:
127,500

DISTRIBUTION:

19,100 copies are mailed directly to Nevada Public Radio members and magazine subscribers, Las Vegas, Henderson, Urban & Latin Chambers of Commerce members.

15,250 copies are distributed via an exclusive distribution partnership at 13 area Coffee Bean & Tea Leaf locations and 7 Jamba Juice locations, supported by a robust on-air campaign.

10,050 copies are distributed to 1,711 area hospitals, medical facilities & offices.

4,700 copies are distributed for pick-up at Henderson/Boulder City/Clark County Libraries, UNLV/CSN campuses, high-rise condominium concierge desks, car dealerships & select miscellaneous locations.

1,000 copies are distributed in the lobby of Nevada Public Radio and advertiser locations.

Bonus 6,000+ online readers
www.desertcompanion.com

For more information call 702.259.7813 or visit desertcompanion.com

desert
COMPANION

DEPARTMENTS

These departments frequently appear in *Desert Companion*.

All Things to All People — A lively, newsy look at what's on the horizon in Southern Nevada culture, community and politics.

Books — Coverage of local literary life, featuring authors who live in Southern Nevada or whose work addresses topics relevant to the Southwest.

Business — Trends and topics in retail, industry and business.

Culture — Profiles of Vegas' culture-makers, art criticism and think pieces exploring the cultural life of Las Vegas.

Dining — Features on food trends, chef profiles and recipes.

Drinks — Stories that drink in the cocktail scene of Sin City, from specialty drinks to mixologist profiles.

Essay — Thoughtful pieces on life in Las Vegas and the West.

Environment — Articles on making Southern Nevada a greener place to live.

Garden — How does your garden grow? Excellently with our expert gardening tips.

Guide — Our extensive listings to the valley's cultural events.

Film — Coverage of Las Vegas film, local filmmakers and Vegas themes in Hollywood.

Health — Features on fitness, nutrition and medicine.

History — Learn about the colorful history of Southern Nevada in long features that probe our fascinating past.

Home — Interior design, architecture and real estate topics.

Humor — Vegas is a funny place. We know it — and celebrate it with sharp satire and humorous commentary.

Issues — The environment. Poverty. Education. Immigration. Fair and thorough stories on the headline topics.

Leisure — Sports, games and recreation stories.

Music — From rock to classical, profiles of the people creating beautiful music in Southern Nevada.

People — In-depth stories on the people who make Las Vegas tick — and who are making it a better place to live.

Politics — Analysis, insight and commentary on our elected officials.

Q&A — We put interesting, engaging and sometimes tough questions to newsmakers in Southern Nevada.

Shop — Coverage of the retail scene, from big mall openings to new boutiques.

Style — Gorgeous photo spreads and expert insight offer fashion advice tailored to the Vegas environment and aesthetic.

Travel — Travel stories that embrace the region, but also venture further out.

EDITORIAL CALENDAR*

ISSUE DATE	ISSUE THEME/ COVER STORY	OTHER PLANNED EDITORIAL STORIES	SPECIAL ADVERTISING SECTION	SPACE DEADLINE	MATERIALS DEADLINE
JANUARY 2012	The Answers Issue	Educate Yourself	Education	12/07/2011	12/14/2011
FEBRUARY 2012	Best of the City	Where to Get Stuff Fixed		01/06/2012	01/13/2012
MARCH 2012	Sports, Leisure and Outdoors	Best parks		02/07/2012	02/14/2012
APRIL 2012	Spring Fashion and Home Design	Green Businesses		03/06/2012	03/13/2012
MAY 2012	Travel Issue: Make a Splash! (Water-Oriented Trips)	More One-Tank Trips		04/06/2012	04/13/2012
JUNE 2012	The Pet Issue (Highlights of Local Vets, Pet Services, Trends in Pet Care)	Pet activist profiles	Vet Profiles/Famous Pets	05/07/2012	05/14/2012
JULY 2012	DEALicious Meals: Adventures Edition	Best Happy Hours/ DEALicious Drinks	Chef Profiles	06/05/2012	06/12/2012
AUGUST 2012	Health and Medicine Issue/ Top Doctors	Top Dentists		07/09/2012	07/16/2012
SEPTEMBER 2012	Fall Culture & Fall Fashion	Ones 2 Watch		08/06/2012	08/13/2012
OCTOBER 2012	Shop Locally: The Coolest Locally Owned and Inde- pendent Stores in Vegas	Super Lawyers	Legal Profiles	09/06/2012	09/13/2012
NOVEMBER 2012	Local Heroes: Good People Doing Great Things	Gift Guide/Holiday Guide	Must-Have Gifts	10/05/2012	10/12/2012
DECEMBER 2012	The Restaurant Awards	Food forecast and culinary trends		11/05/2012	11/12/2012

* subject to change

DEMOGRAPHICS

Female	58%
Male	41%
Married	55.9%
Single	17.2%
Divorced	11.5%
Domestic Partnership	7.9%

AGE GROUP

18-24	1.9%
25-34	12.4%
35-44	17.2%
45-49	10.6%
50-54	10.9%
55-64	25.3%
65+	19.9%

NUMBER OF CHILDREN IN THE HOME

1-2	40.9%
3-5	17.1%
6 or more	1.5%

AGE OF CHILDREN

38.5% are 17 and under

PET OWNERSHIP

63.7% of readers own at least one pet

TOP 5 OCCUPATIONAL ROLES

Trained Professional	26.6%
Upper Management	16.2%
Middle Management	15.3%
Support/Administrative Staff	14.5%
Self-Employed	10.5%

HOME OWNERSHIP

Own	79.5%
Rent	18.4%
Other	2.1%

TYPE OF PROPERTY OWNED

Single Family House	88.2%
Apartment or Condo	8.3%

HOUSEHOLD INCOME

\$15,000 - \$24,999	3.8%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	9.2%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	17.2%
\$100,000 - \$149,999	23.5%
\$150,000 - \$249,999	10.8%
\$250,000 or more	7.5%



OUR READERSHIP

- Aggregate buying power of our readership is over **8.4 billion**
- **76.4%** of readers are prime purchasing age of 25-65
- **86.8%** of our readers would recommend or pass along Desert Companion to others
- **66.2%** of our readers keep each issue for 1-2 months or more

INCOME

\$97,653: Average household income

\$73,059¹: Average household income of a Clark County resident

\$100,000: 41.8% Desert Companion Readers have a household income of \$100,000 or more

PURCHASE PATTERNS*

Our readers spend, on average, more than the typical American consumer in every category:

- \$2.7 Billion annually on **Housing**
- \$1.4 Billion annually on **Transportation**
- \$1 Billion annually on **Food**
- \$485 Million annually on **Entertainment**
- \$447 Million annually on **Healthcare**
- \$316 Million annually on **Philanthropy & Cash Contributions**
- \$302 Million annually on **Apparel**
- \$199 Million annually on **Education**
- \$102 Million annually on **Personal Care Products/Services**
- \$76 Million annually on **Alcoholic Beverages**
- \$59 Million annually on **Life & Personal Insurance**

SPORTS & LEISURE ACTIVITIES

SPORTS

80.4% of our readers report that they value exercise as a part of their daily lives:

- Hiking is the physical activity that most of our readers prefer at 60.4%
- Cycling is also reported as a frequent, regular or occasional activity by 34.5%
- Water activities are reported as a frequent, regular or occasional activity by 29%

LEISURE

- Attending concerts is reported as a frequent, regular or occasional activity by 74.5%
- Movie attendance is reported as a frequent, regular or occasional activity by 70.4%
- Attending theater productions is reported as a frequent, regular or occasional activity by 61.9%
- Casino gaming is reported as a frequent, often or occasional activity by 24.8%
- Percentage of readers who visited a theme park in the past 12 months 24.8%
- Percentage of Desert Companion Readers who attended a movie in the past 6 months

73.2%	1-5 times
17.3%	6-10 times
9.5%	11+ times

¹2011 Las Vegas Perspective

*Data analysis provided by Applied Analysis 2010

AD SIZES & SPECIFICATIONS



FILE FORMATS

High Resolution Adobe Acrobat PDF

- Images must be converted to .tiff or .eps
- NO .jpps
- All color files converted to CMYK before conversion to pdf. *We cannot be responsible for converting files into CMYK due to a dramatic color shift.*
- DO NOT include registration marks
- DO NOT include crop marks
- DO NOT include color bar
- FONTS: InDesign and Illustrator files must include all fonts
- If fonts are not included they must be converted to outlines.
- DO NOT embed other .eps files in an illustrator document

PRODUCTION CHARGES

AD Design & Layout:

FP: \$300
 2/3 or 1/2: \$250
 1/3 or less: \$200

STOCK IMAGES: Minimum \$50 each

Custom Photography:

\$75 Per Hour
 (2 hour minimum on location)

Revision, updates & photo manipulation

\$65 per hour

FILES CAN BE MAILED OR DELIVERED TO:

Desert Companion
Attn: Art Director
 1289 S. Torrey Pines Dr.
 Las Vegas, NV 89146

E-MAIL FILES TO:

printpub@desertcompanion.com
 and cc: your account executive

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ABOUT THE PUBLISHER

Nevada Public Radio has more than three decades of proven success at providing independent media to a growing audience in Southern Nevada and the surrounding region. Our reputation as a trusted curator of reliable news, information and cultural programming, and our business and operational integrity, have made us one of the most significant civic and cultural organizations in Southern Nevada. *Desert Companion* has won Maggie Awards from the Western Publishing Association for Best Consumer Quarterly and Best News Feature, and has also been honored by the Nevada Press Association for its design, photography and feature journalism. We are proud to provide local, regional and national advertisers with an effective venue in which to reach one of the most educated, influential and affluent demographics in the markets we serve. *Desert Companion* benefits from the editorial and marketing synergies of both our broadcast and online content.