

# VISIT McCall

SUMMER 2025 MEDIA KIT

MAGAZINE™



# McCall

AREA CHAMBER OF COMMERCE & VISITORS BUREAU



Your Local  
Visitor's Guide  
Since 2015

# VISIT McCALL

SUMMER 2025 MEDIA KIT

MAGAZINE



The McCall Area Chamber of Commerce and Visitor's Bureau is proud to publish Visit McCall Magazine. We take pride in developing high quality content that showcases our amazing local businesses and shares the places, activities and lifestyle that make the McCall area so special.

## INSIGHTFUL, QUALITY CONTENT

Our carefully curated content aims to cover a wide range of features that provide valuable information and tips for making the most of any adventure in the McCall area. Our 100% local writers are experts at finding new ways to explore and uncovering new tips and tricks that add a fun, local angle to the activities they cover.

## WORLD-CLASS PHOTOGRAPHY

A picture is worth a thousand words...and we work hard to ensure that this publication is visually stunning. We are very lucky to have talented, local photographers who capture the beautiful imagery that brings Visit McCall Magazine to life and we take full advantage with a photography investment of \$5,000+ annually.

## QUICK FACTS

- 8.5" x 11" full color, glossy publication.
- 12,500 printed copies + digital version with your ad linked to the url of your choice.
- Published May 2025 and on shelves through November 2025.
- Featuring in-depth stories on local events, history, businesses and area features.
- Available FREE to visitors and locals at area businesses. Visit McCall Magazine goes directly into the hands of visitors to our area via distribution at more than 50 locations across the valley.
- The magazine is also distributed regionally through Chamber partners targeting Southwest Idaho and select areas in Washington and Oregon.



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## YOUR AD PLACEMENT INCLUDES:

- Complimentary ad design.
- Promotion of your business to thousands of McCall area visitors.
- Inclusion in the Digital Magazine with your ad linked to your website.
- First right of renewal in future Visit McCall Magazine issues.

## IMPORTANT DATES:

**AD SALES OPEN:** March 3, 2025

**MATERIAL DEADLINE:** April 4, 2025

**AD PAYMENT DUE:** April 22, 2025\*

**PUBLISHED:** May 2025

**CIRCULATION:** 12.5k copies + digital issue

\*Payment for your ad is due by April 22, 2025. Late payments may be assessed a late fee. If you need to set up payment arrangements, please contact us at (208) 634-7631.

## SUMMER 2025 FEATURES

**On the Mountain:** How the mountain bike scene is evolving and putting McCall on the map.

**Summer Bucket List:** What is your go-to McCall area activity in the summer? We are rounding up our top picks for making the most of summer days in the mountains.

**Slice of Life: The McCall Fish Hatchery:** A look behind the scenes of our local hatchery and the impact it has on our ecosystem.

Plus an annual **Event Calendar**, **Feature Trail**, **Sip & Savor** recipes, **Business Directory** and much more.



## TO SECURE YOUR PLACEMENT:

McKenzie Kraemer

208.271.6158

mckenzie@meadowlark.marketing

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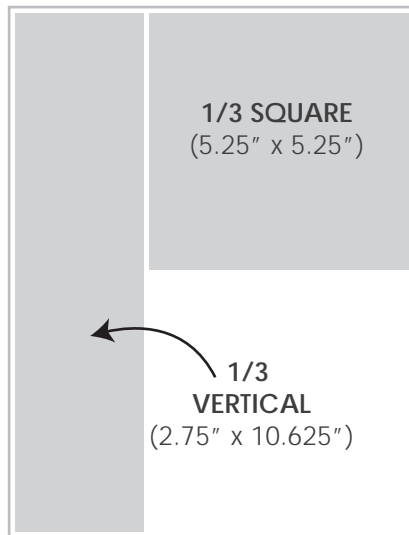
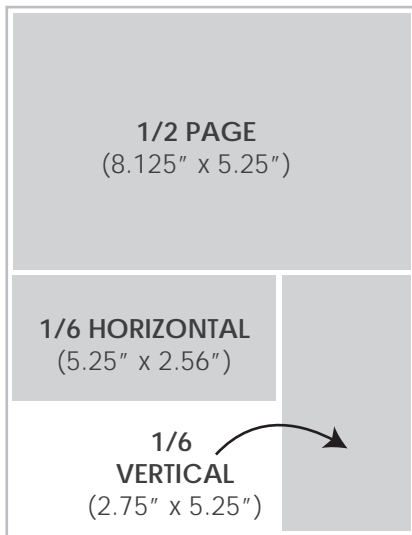
MAGAZINE

	Member 2x Issue Rate	Member 1x Issue Rate	Non-Member Issue Rate*	Ad Sizes
Back Cover	\$2,550	\$2,600	\$3,250	8.625" wide x 11.125" tall (see notes)
Inside Front Cover	\$1,550	\$1,600	\$1,925	8.625" wide x 11.125" tall (see notes)
Inside Back Cover	\$1,550	\$1,600	\$1,925	8.625" wide x 11.125" tall (see notes)
Full Page	\$875	\$900	\$1,125	8.625" wide x 11.125" tall (see notes)
1/2 Page	\$575	\$600	\$690	8.125" wide x 5.25" tall
1/3 Page Square	\$450	\$475	\$530	5.25" wide x 5.25" tall
1/3 Page Vertical	\$450	\$475	\$530	2.75" wide x 10.625" tall
1/6 Page Horizontal	\$300	\$325	\$400	5.25" wide x 2.56" tall
1/6 Page Vertical	\$300	\$325	\$400	2.75" wide x 5.25" tall
3-Page Adverorial	\$3,000	Includes 1 full-page ad + 2-page article written by Visit McCall		

**NEW!**

\*Open starting April 1st, only if ad space is still available.

**PAYMENT FOR 2x ISSUE RATE DUE UPFRONT.**



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