



**VALLEY**

*media kit fall 2010*

*“In an official Onward State poll given to Penn State males, 87% admit that they are jealous of Valley magazine.”*

OnwardState.com

*Valley's mission is primarily for students to recognize other students for their academic and extra-curricular accomplishments while also covering trends in beauty, culture, entertainment, and style, both on the University Park campus and around the State College area.*

# ***Editorial Sections***

***Entertaining*** In this section, we feature local entertainment, from student bands to theatrical performers. To gear students away from the typical college drinking scene, in “Throw a Party!” we feature one sophisticated way to throw a themed party in each issue. Additionally, celebrities who perform at Penn State, notably John Legend and Taylor Swift, have been interviewed for the magazine.

***Fashion*** In this section, we feature seasonal clothing trends, all of which can be purchased from stores in the State College area or online. This section is also an outlet for us to feature Penn State’s most stylish students, with annual articles such as “Woman of Style,” “Outfits They Wore” and a 6-page fashion spread.

***Self-improvement*** This is the section that focuses on readers as individuals. It is a balance between personal growth, such as mental health news and career advice, and social issues, including cultural awareness and relationship topics. The objective is to touch on the vast amount of interests and perspectives of Penn State students. This section is also where we feature smaller stories, such as “Welcome to My Life,” about the academic and extra-curricular achievements of female undergraduates.

***Culture & Diversity*** This section of the magazine focuses on the diversity among Penn State students and here in State College. Students from different countries, as well as those who have studied or traveled abroad are featured in this section. This section centers on getting our readers to thinking outside of the borders of State College.

***Beauty & Health*** This section covers local makeup, skin and hair trends both on campus and around the State College area. There is also a large focus on local diet and health news. The section ends with a 3-page beauty spread, which is a more conceptual depiction of styles in hair and makeup.

***The Valley Cover Story*** is a very lengthy process, and although it is not part of any specific section in the magazine, it should also be included in this breakdown of the publication. We choose our cover girl first by holding a university-wide application process, where any female undergraduate can apply to be on the cover. From there, we narrow down the applicants to four semi-finalists based on the strength of their application. We look for significant academic and extra-curricular achievements, a strong dedication to Penn State and a diverse background. The semi-finalists are interviewed in person by the editor in chief and the managing editor and are narrowed down to two finalists. These two finalists are then presented to all staff members, who are allowed to vote for their choice. After a cover girl has been selected, she is then interviewed and photographed for the magazine, becoming a permanent fixture in Valley's history.

# *Valley Magazine Circulation, and Demographics*

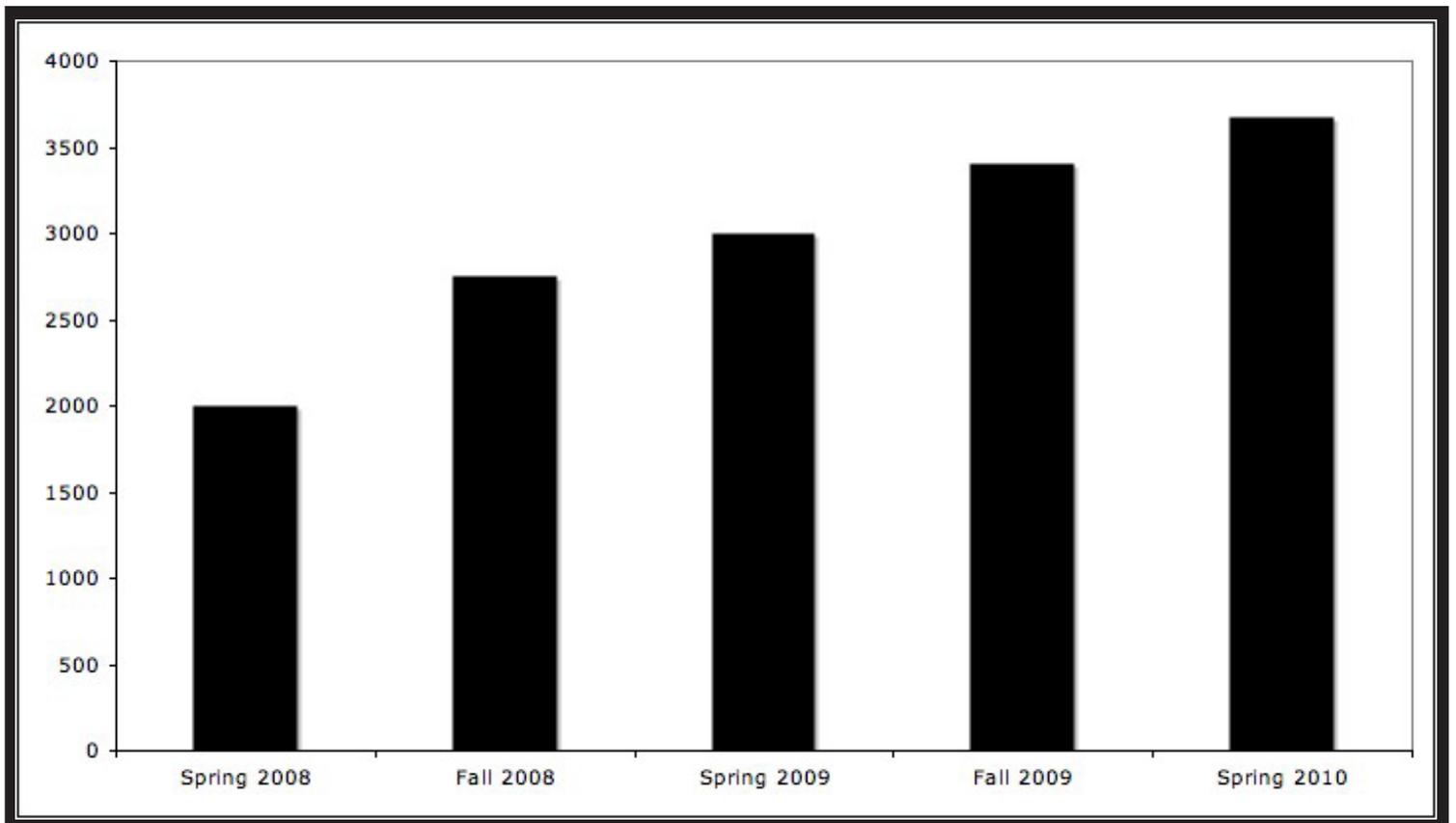
Circulation : 4,000

Age Range : 18-22

Total Readership : 7,707

Median Age : 20

Price : Free



Valley Distribution Growth

# ***The Valley Reader***

The Valley reader is an educated and open-minded student. She is young, creative personal with a distinct taste, independent sense and a passion for beauty, cultural awareness, entertainment, fashion, personal values, Penn State and the Penn State area, ultimately adding to the character of Penn State.

## ***Distribution***

Valley is distributed in the HUB-Robeson Center for two weeks after the magazine is released each semester. On the release date, the magazine can also be found around various campus commons, including East, Pollock, Redifer and West commons. Valley can also be found at various retailers downtown and in the State College area.

Valley magazine's continuous growth is a prime example of how our publication continues to develop in the Penn State community. For our first issue, the Spring 2008 issue, we printed 4,000 launch copies in one week, and we managed to distribute approximately 50 percent of the copies. By the end of our Spring 2010 issue, we distributed 91 percent of 4,000 copies, reaching about 17 percent of Penn State's University Park campus. Because of our success, we have continued to print 4,000 copies of our upcoming Fall/Winter 2010 issue, as the demand for Valley has risen and is continuing to grow.

# ***Creative solutions***

There are several ways to get involved with Valley and make Valley an asset to your business.

## ***Advertorials***

The term “advertorial” is a portmanteau of “advertisement” and “editorial.” An advertorial is an advertisement in the style of an editorial piece; Valley designs it to look like any other article. The benefit of doing an advertorial with Valley is that your company is able to incorporate more information and benefits, as opposed to a normal advertisement. Its editorial style does not interrupt the flow the magazine; therefore, the readers do not ignore it.

The secret to a great advertorial is said to be its ‘soft sell’ approach with its subtle branding. Valley will be able to draw out our brand values and relate it to you, our clients.

## ***Valley Promotions and Sponsorship***

At Valley, our dedicated Promotions and Marketing team knows just what appeals to our readers. Our past promotions include 800 free Starbucks Ice Teas and 700 free Insomnia cookies, which were handed out at the HUB-Robeson Center on the University Park campus. Because of these promotions, Valley was able to establish more exposure while also strengthening involvement with the State College community.

## ***Web Promotions and online programs***

“As Seen In Valley”: Showcase of products and items that have been featured in the magazine, with detailed stock list information.

# Valley Rates

Page Size	Cost (With own ad)	Cost (Valley Create ad)
Single Page (8.5"x11")	\$200	\$225
Double Page (17"x11")	\$350	\$375
Inside Cover (8.5"x11") *Subject to Availability	\$300	\$325
Inside Double Cover (17"x11") *Subject to Availability	\$375	\$400
Outside Back Cover (8.5"x11") *Subject to Availability	\$375	\$400
Single Page Advertorial (8.5"x11")	---	\$250
Double Page Advertorial (17"x11")	---	\$400

Valley Package Deals (two semester contract)	Includes (Free Creation Cost)	Cost
Platinum	Double Page, online, magazine insert and single page advertorial for next issue	\$500
Gold	Double Page, online and magazine insert	\$375
Silver	Single page, online and magazine insert	\$225
Bronze	Single Page and online	\$200

Online Advertising	Per Semester	Cost (Valley Create ad)
Home Page (8.5"x11") *Subject to Availability	\$20	\$25
Run of Pages (8.5"x11")	\$15	\$20

Magazine Insert	Per Show	Cost (Create ad)
Insert (5.5"x4.25")	\$30	\$35

- Ads may be in TIF, PDF or GIF format. Ads may be sent via email to:  
Megan Huef at [mrh5163@psu.edu](mailto:mrh5163@psu.edu)
- Feel free to include coupons in ads, this can gauge results for your business

\*\*Confirmation of advertisement must be done by **October 1st, 2010\*\***

\*\*Final artwork must be received by **October 8th, 2010\*\***

# ***Valley Production Calendar***

Fall 2010

October 1: Confirm Advertisements Contract

October 8: Art Work due/ Authorize Advertisement Copy

*\*Advertisement Fees are due within 3 days after the finalization of the art work*

October 15: Magazine Copy Due to Printers

November 15-17: VALLEY WEEK

## ***Contacts***

### ***Valley Office***

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### ***Valley Web site***

[www.clubs.psu.edu/up/valley](http://www.clubs.psu.edu/up/valley)

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