

VALLEY 2021 — MEDIA KIT OUTLINE

ALL THINGS VALLEY 2021

# VALLEY 2021 MEDIA KIT

PUBLIC RELATIONS AND ADVERTISING

## WELCOME TO THE TEAM

**WELCOME TO VALLEY MAGAZINE,**  
Everything you see — from the words you read on the paper to the high-quality photographs and eye-catching designs on every page — has been entirely crafted by the creativity and skill of students at Pennsylvania State University.

The 63-page publication would be nothing without each article carefully chosen, each photograph meticulously shot, and each model styled from head to toe — every last detail, courtesy of a full-time college student.

Apart from what you're holding in your hands, you will also find that students contribute far beyond that, namely to our online presence in the form of a website that is updated daily with articles, web design, editing, photography, videos and graphics.

Working more behind the scenes, the Business staff is just as important to the success of VALLEY as the Editorial staff. The finances are precisely budgeted and allocated, the PR is interactive and

engaging, the events are highly attended and provide an elevated experience, the advertisements are strategic and compelling — each sector managed by students.

Communication is so important, particularly in this day and age, and it is important for all voices to be heard, especially from students in college — they are the voices of the rising generation. VALLEY Magazine is more than a trendy magazine ... VALLEY Magazine is a community of students with a diverse set of interests and similar values uniting on one common platform.

It is through our love for this school and its students that we strive to deliver our interpretation of what needs to be heard by our readers. We hope you enjoy.

With Love,

**VALLEY**

## WHAT WE COVER



**FOUNDED IN 2007**, VALLEY Magazine is Penn State's premier student-run life and style publication. Our mission is to recognize other students for their academic and extracurricular accomplishments, and to feature local style, entertainment and lifestyle trends.

**FASHION** - This section focuses on fashion as a form of expression for both men and women, aiming to showcase recent trends and styles in our community and around the world.

**SELF-IMPROVEMENT** - This section focuses on the readers as individuals and areas in which they can better themselves as people, tackling topics such as mental health awareness, personal growth, and social issues.

**CAMPUS CULTURE** - This section focuses on the Penn State community as a whole - in terms of diversity, resources and commentaries on the culture that comes with the territory of being a student at Penn State.

**ENTERTAINMENT** - This section focuses on local entertainers and draws inspiration from the most relevant topics within music, movies, television, celebrities, and digital media, aiming to keep readers informed about the latest and greatest in pop culture.

**BEAUTY & HEALTH** - This section focuses on overall maintenance and well-being of oneself to promote a healthier lifestyle and positive body image.

## MAGAZINE METRICS



### PRINT

MAGAZINES DISTRIBUTED - 4250

IMPRESSIONS/YEAR - 34,496

### WEBSITE -

VALLEYMagazinePSU.com

IMPRESSIONS/DAY - 208

IMPRESSIONS/WEEK - 2353

IMPRESSIONS/YEAR - 122,358

### DIGITAL MARKETING

SUBSCRIBERS - 436

*\*Numbers are based on averages taken from web analytics  
\*Other metrics available upon request*

## SOCIAL METRICS



### INSTAGRAM

FOLLOWERS - 2875

IMPRESSIONS/WEEK - 11,928



### FACEBOOK

FOLLOWERS - 2862

IMPRESSIONS/WEEK - 1322



### TWITTER

FOLLOWERS - 1784

IMPRESSIONS/WEEK - 2886

*\*Numbers are based on averages taken from web analytics  
\*Other metrics available upon request*

## ADVERTISING PRICING

### PRINT ADVERTISING

FULL PAGE - \$190

HALF PAGE - \$100

STUDENT RUN BUSINESS - \$50

PREVIOUS BUSINESS - 15% OFF

*(not including student businesses)*

### SIDEBAR ADVERTISING

1 WEEK - \$15

2 WEEKS - \$20

1 MONTH - \$35

### EDITOR'S PICK ADVERTISING

1 WEEK - \$30

2 WEEKS - \$35

1 MONTH - \$45

### OPENING SLIDER ADVERTISING

1 WEEK - \$30

2 WEEKS - \$55

1 MONTH - \$75

### ADDITIONAL OPTIONS

LINK TO WEBSITE IN ADVERTISEMENT - \$5

BRANDED CONTENT ARTICLE  
ACCOMPANYING ADVERTISEMENT - \$15

PERSONALIZED ADVERTISEMENT CREATED  
BY VALLEY CREATIVE TEAM - \$40

*\*If the client would like to do online advertising for more than a month then they would be supplied with a discount  
\*All advertisements must be approved by VALLEY Magazine.  
We reserve the right to reject any advertisements that do not coincide with VALLEY's brand, core values, and/or mission.  
\* All branded content must be written by staff members and clearly state: "This post is sponsored by X." Any post on social media must be accompanied with the hashtag, #ad.*

# PRINT ADVERTISING EXAMPLES



Full Page Advertising -- \$190



Half Page Advertising -- \$100

# WEB ADVERTISING EXAMPLES



Sidebar Advertising -- \$15, \$20, \$35



Editor's Pick Advertising -- \$30, \$35, \$45



Opening Slider Advertising -- \$30, \$55, \$75



## THANK YOU FOR YOUR SUPPORT

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VALLEY

WE APPRECIATE YOU - showing interest in becoming a part of the VALLEY Magazine family. For further questions regarding VALLEY Magazine's media kit and other advertising opportunities, you may contact the advertising directors, Suhani Shah and Priyanka Kumar, at the emails listed below:

**[suhanisshah098@gmail.com](mailto:suhanisshah098@gmail.com)**

**[prikumar77@gmail.com](mailto:prikumar77@gmail.com)**

**[valleymagadvertising@gmail.com](mailto:valleymagadvertising@gmail.com)**

For further information regarding VALLEY Magazine, you may contact the business director at [valleymagbusiness@gmail.com](mailto:valleymagbusiness@gmail.com) or the editor-in-chief at [editor@valleymagazinepsu.com](mailto:editor@valleymagazinepsu.com)

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THANK YOU!

SEE YOU NEXT ISSUE