

VALLEY 2025 \_\_\_\_\_ MEDIA KIT

**ALL THINGS VALLEY 2025**

***VALLEY FALL 2025***

***ADVERTISING MEDIA KIT***

## ***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.

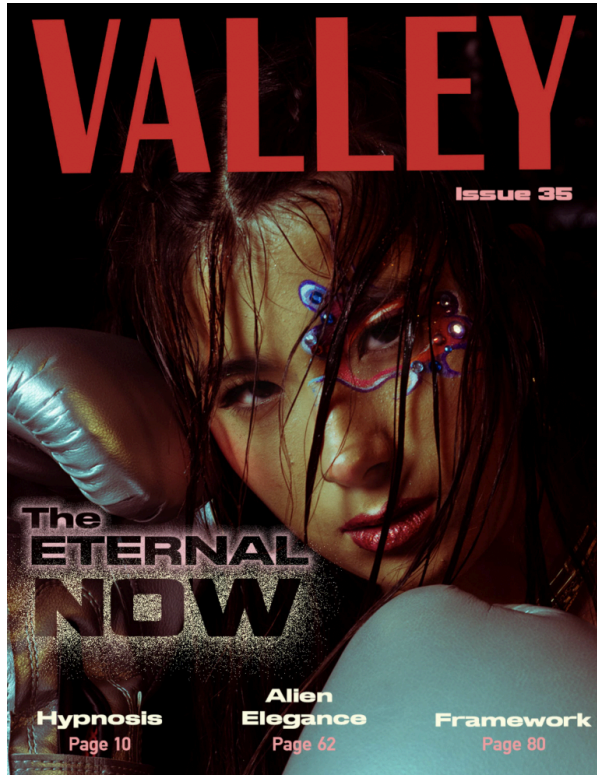
The finances are precisely budgeted and allocated, the PR is interactive and engaging, the events are highly attended and provide an elevated experience, the advertisements are strategic and compelling - each sector managed by students.

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 reading the magazine as much as we've loved creating it.

Thank You,  
VALLEY STAFF 2025

## ***WHAT WE COVER***



**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.

**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.

VALLEY 2025 \_\_\_\_\_ MAGAZINE METRICS

## ***MAGAZINE METRICS***



### **PRINT**

Magazine Distributed - 4750

Impressions/Year - 34,496

### **WEBSITE**

VALLEYMagazinePSU.com

Impressions/Day - 208

Impressions/Week - 2353

Impressions/Year - 122,358

\*Numbers are based on averages taken from web analytics

\*Other metrics available upon request

VALLEY 2025 \_\_\_\_ SOCIAL METRICS

## ***SOCIAL METRICS***



**INSTAGRAM**

@VALLEYmag

Followers - 7,166

Reach - 100.2k (90 days)



**TIKTOK**

@VALLEYmag

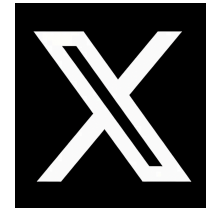
Followers - 5,172



**FACEBOOK**

@VALLEYmag

Followers - 2,813



**X**

@VALLEYmag

Followers - 1.6K



@VALLEYmag

Monthly Views - 99k

\*Numbers are based on averages taken from web analytics

\*Other metrics available upon request

VALLEY 2025 \_\_\_\_\_ PRICES AND OTHER

## ***ADVERTISING PRICES***

### **PRINT ADVERTISING**

FULL PAGE - \$140

HALF PAGE - \$95

STUDENT RUN BUSINESS - \$50

PREVIOUS BUSINESS - 10% OFF

\*(does not include student run businesses)

### **SOCIAL MEDIA ADVERTISING**

#### **INSTAGRAM**

STORY - \$15

#### **TIKTOK**

POST ON FEED - \$25

#### **TWITTER**

POST ON FEED - \$25

#### **FACEBOOK**

POST ON FEED - \$25

### **ADDITIONAL OPTIONS**

LINK TO WEBSITE IN ADVERTISEMENT - \$5

BRANDED CONTENT ARTICLE ACCOMPANYING

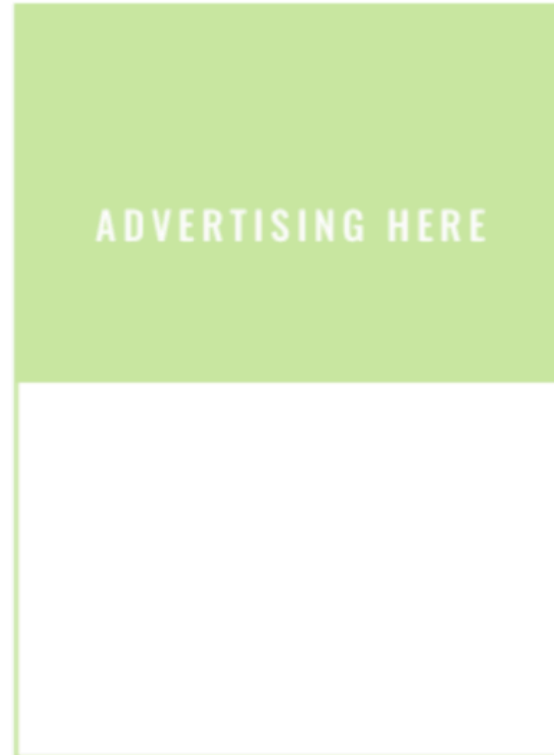
ADVERTISEMENT - \$15

PERSONALIZED ADVERTISEMENT CREATED BY  
VALLEY CREATIVE TEAM - \$40

\*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 and clearly state: "This post is sponsored by X." Any post on social media must be accompanied with the hashtag, "#ad".\*

VALLEY 2025 \_\_\_\_\_ ADVERTISING VISUALS

## ***PRINT ADVERTISING EXAMPLES***



VALLEY 2025 \_\_\_\_\_ CONTACT US

***THANK YOU FOR YOUR SUPPORT***

VALLEY  
VALLEY  
VALLEY  
VALLEY

**WE APPRECIATE YOU** - Thank you for showing interest in becoming part of the VALLEY Magazine family. For further questions regarding VALLEY Magazine's Media Kit and other advertising opportunities, you may contact the advertising director: Raquel Riveros

**RAQUEL RIVEROS - [rpr5514@psu.edu](mailto:rpr5514@psu.edu)**

FOR FURTHER INFORMATION REGARDING VALLEY MAGAZINE, YOU MAY CONTACT THE BUSINESS DIRECTOR,  
Reagan March, [rbm5731@psu.edu](mailto:rbm5731@psu.edu)



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***THANK YOU!***

***SEE YOU NEXT ISSUE***