

VALLEY 2025 — MEDIA KIT

VALLEY MAGAZINE 2025

MEDIA KIT

WELCOME TO OUR WORLD

Everything you see — from the words you read on the paper to high-quality photographs and captivating posts — has been entirely crafted by the creativity and skill of students at The Pennsylvania State University.

The 91-page publication would be nothing without each article carefully developed, 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. Our social media accounts that post original and trending content and a website home to articles, web design, photography, videos and graphics are updated daily for our vast audience.

Working more behind the scenes, the Business staff is just as important to the success of VALLEY as the Editorial and Creative staff. The finances are precisely budgeted and allocated, the public relations initiatives are 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 in this day and age, and it is imperative for all voices to be heard, especially from students — we are the voices of the rising generation. VALLEY Magazine is more than a trendy set of pages or an aesthetic feed... it is a community of students with diverse interests and a similar set of values uniting on one common platform.

It is through our love for life, style and Penn State that we strive to deliver our interpretation of what needs to be heard by our audience. We hope you enjoy.

XOXO,

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 students for their accomplishments and to feature fashion, entertainment and lifestyle trends.

FASHION - This section focuses on fashion as a form of expression across all backgrounds and identities. It showcases recent trends, brand archives and style in our community and around the world.

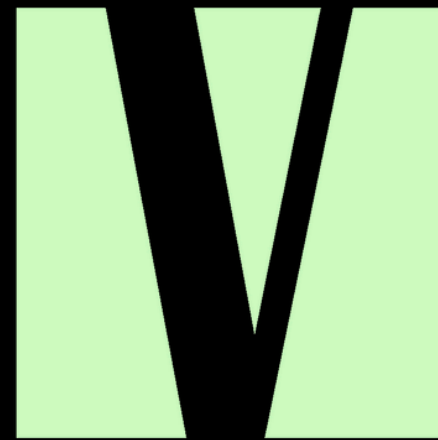
SELF-IMPROVEMENT - This segment hones in on the readers as individuals and areas in which they can better themselves, tackling topics such as mental health, personal growth and social issues.

CAMPUS CULTURE - From diversity and resources to commentaries on the culture that comes with being a student at Penn State, this section centers around the Penn State community as a whole.

ENTERTAINMENT - This portion draws inspiration from the most relevant topics in music, movies, television, celebrities, and digital media, aiming to keep readers informed about the latest details in pop culture and local entertainment.

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

MAGAZINE METRICS



PRINT

Magazines Distributed/Year - 1,500

Impressions/Year - 3,500

WEBSITE - VALLEYMagazinePSU.com

Impressions/Day - 614

Impressions/Week - 4,300

Impressions/Year - 137,600

*Numbers are based on averages from web analytics

*Other metrics available upon request

SOCIAL METRICS



INSTAGRAM

Followers - 7,195

Impressions/Week - 263,076



TIKTOK

Followers - 5,188

Impressions/Week - 100,000



X

Followers - 1,600

Impressions/Week - 1,617

*Numbers are based on averages from web analytics

*Other metrics available upon request

VALLEY 2025 — CONTACT US

LET'S TALK

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VALLEY

WE APPRECIATE YOU showing interest in connecting with the world of VALLEY Magazine. For further inquiries please contact the business director or editor-in-chief at the emails listed below:

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THANK YOU!
SEE YOU NEXT ISSUE

