

Top courtesy of CONNECTIONS, pants thrifted.



VALLEY

— Spring 2019 Media Kit

PENN STATE'S ONLY STUDENT-RUN, LIFE AND STYLE MAGAZINE



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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, you'll find that 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, but it is also extremely important for all voices to be heard, especially students in college — they are the voices of the rising generation. VALLEY Magazine is more than a trendy magazine ... VALLEY 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 to inform those who read it and to create a better school, community and world.

We hope you enjoy.

With Love,
VALLEY

WHAT IS VALLEY MAGAZINE?

Mission

VALLEY Magazine is Penn State's only student-run life and style publication.

VALLEY recognizes other students at Penn State for their academic and extracurricular accomplishments, and also aims to feature the latest trends in beauty, fashion, entertainment and lifestyle.

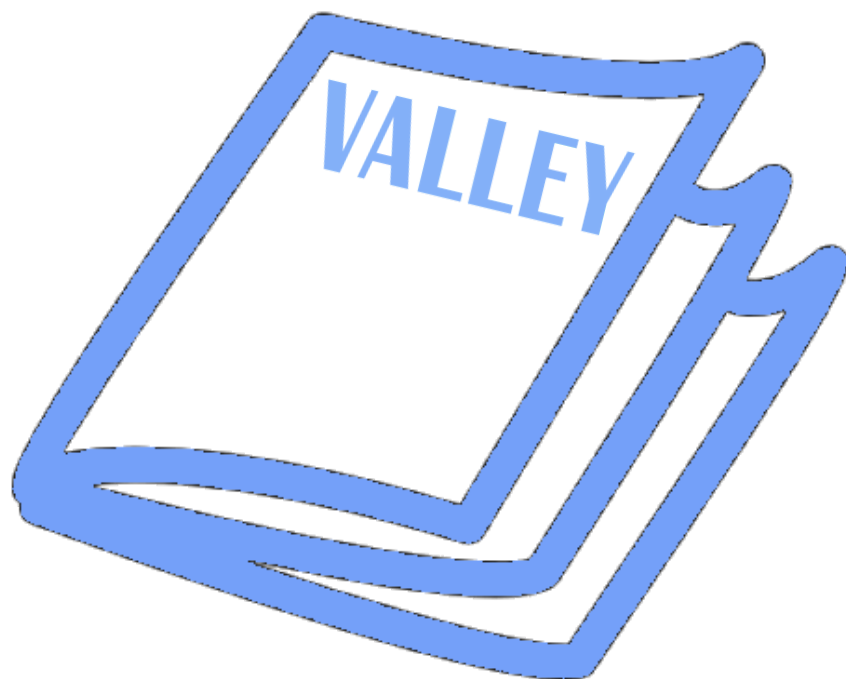
History

Founded in 2007 and affectionately named after Happy Valley, VALLEY Magazine has completed 22 total issues. Over the course of 12 years, VALLEY has cumulatively distributed over 75,000 copies of the semesterly print magazine. The spring 2019 issue will mark issue no. 23 for VALLEY Magazine.

In addition to the print magazine, VALLEY has a website that focuses on the same life and style topics as the print magazine. The VALLEY Magazine website, valleymagazinepsu.com, was founded in 2011 and is updated daily with content

**VALLEY Magazine is fully funded by the University Park Allocation Committee (UPAC).*

Content



VALLEY Magazine bases content on the five main sections of lifestyle:

Beauty & Health, Self-Improvement, Campus Culture, Entertainment and Fashion.

Beauty & Health

This section focuses on overall maintenance and well-being of oneself. Articles range in topics — from proper skincare and beauty trends to healthy eating habits and physical fitness.

The aim behind Beauty & Health is to promote a healthier lifestyle and positive body image.



Self-Improvement

This section focuses on the readers as individuals and areas in which they can better themselves as people, relating to the most relevant topics within society.

The aim behind Self-Improvement is to tackle 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.

The aim of this section is to gain a diverse set of perspectives within the university as well as seeking to gain views beyond the borders of State College.



Entertainment

This section focuses on local entertainers and draws inspiration from the most relevant topics within music, movies, television, celebrities and digital media. Past features within this section include John Legend, Taylor Swift and Aaron Carter.

The aim of Entertainment is to keep readers informed about the latest and greatest in pop culture.



Fashion

This section focuses on fashion as a form of expression for both men and women, and features seasonal clothing trends alongside some of State's most voguish students.

The aim of Fashion is to keep readers up-to-date on trends and styles in the community and around the world.



Metrics



VALLEY Magazine measures insights and tracks engagement across all of its online initiatives and print distributions.

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

Print Magazine

One issue per semester



Impressions/Day: 208

Impressions/Week: 2,353

Impressions/Year: 122,358



Website

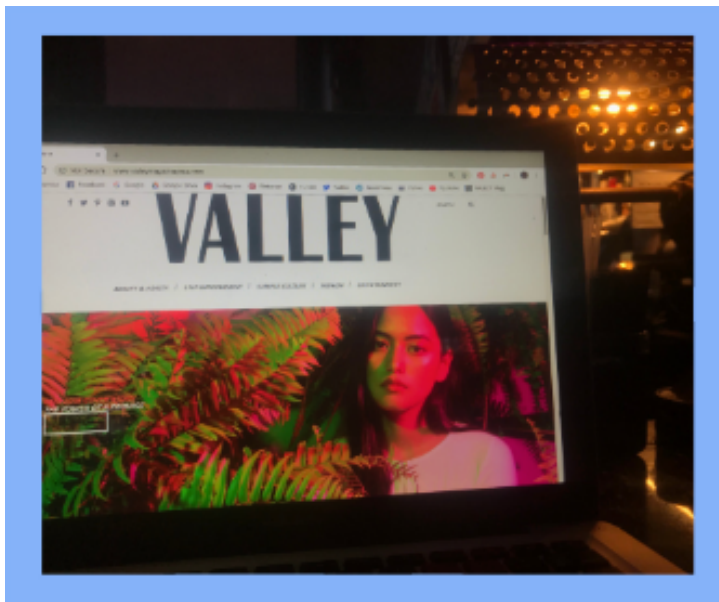
valleymagazinepsu.com



Impressions/Day: 208

Impressions/Week: 2,353

Impressions/Year: 122,358



Listserv



Subscribers: 452

VALLEY

Thanks for subscribing to the VALLEY Newsletter! We will be sending out weekly roundups of some of our favorite articles found on VALLEY's website, event announcements and so much more. Stay tuned!





Facebook
@VALLEYmag

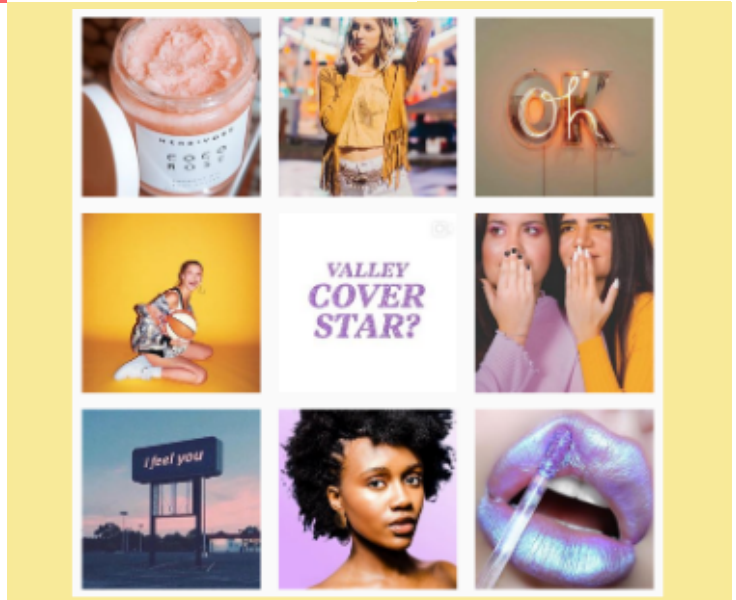


Followers: 2,747
Post Reach/Week: 1,322

Instagram
@VALLEYmag



Followers: 1,881
Impressions/Week: 4,592



Twitter
@VALLEYmag



Followers: 1,802
Impressions/Week: 2,886



Advertising



VALLEY Magazine measures insights and tracks engagement across all of its online initiatives and print distributions.

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

Print Advertisements

Full-Page Ad
\$300
 (9" W X 10.5" H)

Half-Page Ad
\$175
 (9" W X 5.25" H)

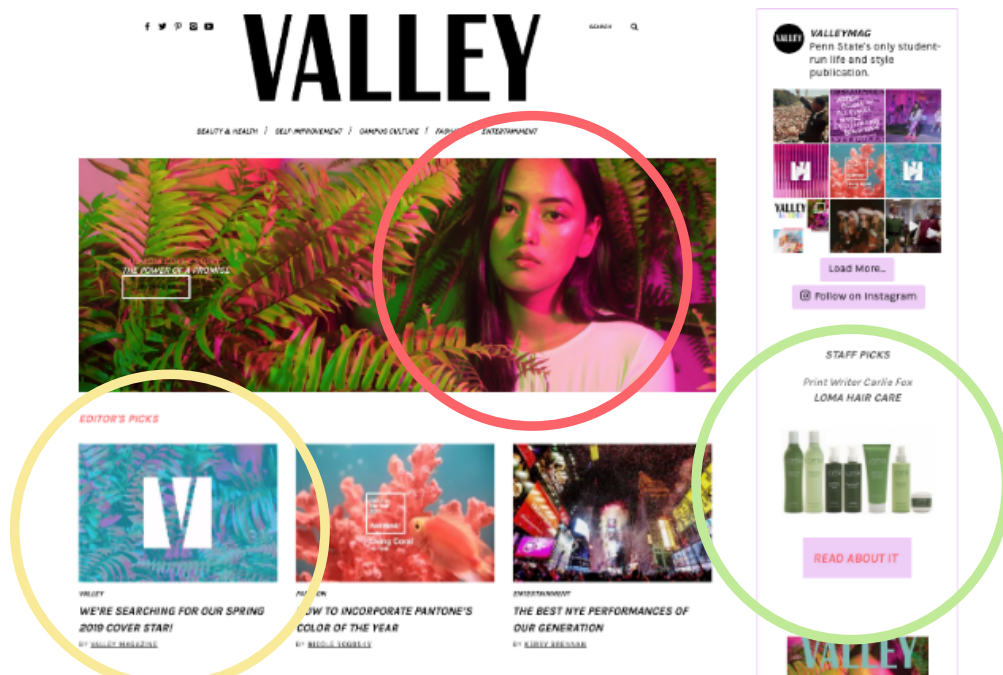


Online Advertisements

Opening Slider Ad
 1 Week, \$30
 2 Weeks, \$55
 1 Month, \$75

"Editor's Picks" Ad
 1 Week, \$20
 2 Weeks, \$35
 1 Month, \$50

Sidebar Ad
 1 Week, \$10
 2 Weeks, \$15
 1 Month, \$25



Additional Options

- *Link to Your Business's Website in Advertisement, \$5*
- *Branded Content Article Accompanying Advertisement, \$40*
- *Personalized Advertisement Crafted By Our Design/Photography Teams, \$5*
- *Advertisement Placement on Social Media, \$10*
- *Boosted Post on Social Media, \$5*
- *Include Article in Weekly Newsletter, \$10*
- *Targeted Advertisements During High-Traffic Weeks, \$5*
- *Adjacent Advertising (Print), \$5*

Event Advertising

VALLEY Magazine is pleased to offer our advertising partners a brand new opportunity: advertising at of our various events. Our semesterly Launch Party provides an elevated evening experience to reveal our cover to the student body. This semester, VALLEY Magazine will also be hosting five events that reflect each of our five sections. In addition to these events, VALLEY will also be holding tabling events around campus twice per month to engage with students. For the opportunity to be featured at one of these five events, we ask that you provide all promotional materials.

Prices for events will be as follows:

*Launch Party, \$30
Section Events, \$20
Tabling Events, \$10*

All brands must align with VALLEY's mission. All advertisements must be reviewed and approved by VALLEY Magazine. VALLEY reserves the right to reject any advertisements that do not comply with the VALLEY brand. All branded content must be written by staff members and must end with the tagline, "This post is sponsored by X." Any post on social media must be accompanied with the hashtag, #ad.

Thank You

We appreciate you showing interest in becoming a part of the VALLEY Magazine family.

For further questions regarding VALLEY Magazine's media kit, other advertising inquiries and additional business opportunities, you may contact the advertising director or business director listed on the next page.

Thank you for your time. VALLEY looks forward to working with you!



Contact

Advertising Director

Cassandra DeLaCruz

advertising@valleymagazinepsu.com

Business Director

Ryan Salamo

business@valleymagazinepsu.com



For further information regarding VALLEY Magazine, you may contact the business director at business@valleymagazinepsu.com or the editor-in-chief at editor@valleymagazinepsu.com.

