WELCOME TO 405

We know you’ll love it here.

405 is central Oklahoma’s definitive city and lifestyle media company. Through the pages of 405 Magazine and 405 Home, online and in the community, 405 enriches the lives of Oklahomans and fosters enthusiasm for all that the combined area of Oklahoma City, Edmond and Norman has to offer. Rich in creative, intelligent articles brought to life by award-winning writers, photographers, designers and editors, 405 gives readers a broader, clearer look at the region we share.

“With a target market that covers a broad spectrum, 405 has always been the most effective way for Young Brothers to influence our clientele.”

– JAYME BUCK, YOUNG BROTHERS INC.
405 reaches the most highly educated and affluent demographic in the Oklahoma City-Edmond-Norman metro through a portfolio of targeted media.

**Print**
- 405 & 405 Home
- 21,000+ copies each distributed monthly
- Reaching a total readership of 81,000+

**Online**
- 405MAGAZINE.COM
- 16,000+ unique website users per month
- With more than 28,000 page views

**Social Media**
- 27,000+ likes/followers on Facebook, Twitter and Instagram

**E-Newsletters**
- Five weekly and monthly subscription-based options
- 36,000+ combined opt-in subscribers

**Signature Events**
- Best of the 405
  - An annual bash celebrating the most outstanding aspects of the OKC metro

**Proven, Verified & Audited Distribution**
- Subscriptions
- Targeted Mailings
- Newsstands
- Hotels
- Select Public Locations
- Events

Source: Circulation Verification Counsel
The Audience You’re Looking for...

405 delivers educated, affluent, engaged consumers who look to us to help them make decisions.

**DEMOGRAPHICS**

- **FEMALE**: 61%
- **MALE**: 39%
- **AGES 35–54**: 49%
- **AGES 55–64**: 26%
- **AGES 18–34**: 13%
- **AGES 65+**: 12%

**DECISION MAKERS**

**AFFLUENT**
- 60% HHI $100,000+
- 52% HH Net Worth $500,000+
- 86% Are home owners

**EDUCATED**
- 93% Attended college
- 66% Have four-year degree or higher

**ENGAGED**
- 95% Took action after reading the magazine
- 69% Read every issue
- 90% Discuss what they read with others

*Source: Circulation Verification Council, Independent Reader Survey*
**Engage & inspire readers...**

405 Magazine and 405 Home surprise and delight readers in every issue. Distinct sections and regular topics give you the opportunity to choose placement alongside the content that’s most relevant to your brand or customer.

<table>
<thead>
<tr>
<th>OUR CONTENT</th>
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<tbody>
<tr>
<td><strong>Engage &amp; inspire readers...</strong></td>
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<tr>
<td><strong>IN THE 405</strong></td>
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<tr>
<td>Showing the 405 in a new light, from interviews with fascinating locals to interesting spots to see</td>
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<tr>
<td><strong>HOME</strong></td>
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<tr>
<td>Showcasing dazzling décor and sharing a look inside interesting living spaces</td>
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<tr>
<td><strong>DINING</strong></td>
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<tr>
<td>A mouthwatering look at the region’s best in food and drink, including reviews, conversations with chefs, drink recommendations, featured dishes, and more</td>
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<tr>
<td><strong>TRAVEL</strong></td>
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<tr>
<td>Hitting the road to share destinations worth exploring, from extended trips to treasures that are practically next door</td>
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<table>
<thead>
<tr>
<th><strong>REGULAR TOPICS</strong></th>
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<tbody>
<tr>
<td><strong>Editors’ picks</strong> – rugs to lamps to succulent plants for the best in home décor</td>
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<td><strong>Pro design tips</strong> – advice like color balancing, managing sightlines and when to stop decorating</td>
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<tr>
<td><strong>Profiles and interviews</strong> – finding out how established and up-and-coming builders, developers and designers make their magic happen</td>
</tr>
<tr>
<td><strong>Shop talk</strong> – conversations with local business owners and merchants about their wares and recommendations</td>
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# 2020 Editorial Calendar

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<tr>
<th>Month</th>
<th>Editorial Highlight</th>
<th>Special Sections</th>
<th>AD Close</th>
<th>Art Due</th>
<th>Press Ready</th>
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<tr>
<td>JAN</td>
<td>BEST STEAK HOUSES</td>
<td>Ask the Experts Health &amp; Wellness Q&amp;A, Aging Well – Retirement Living Options</td>
<td>28</td>
<td>4</td>
<td>5</td>
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<tr>
<td>FEB</td>
<td>BEST DOCTORS, DATE NIGHTS, WHAT'S NEW IN EDUCATION</td>
<td>Doctor Profiles, Exclusively Edmond, Summer Camp Guide</td>
<td>20</td>
<td>26</td>
<td>3</td>
</tr>
<tr>
<td>APR</td>
<td>25TH ANNIVERSARY MURRAH FEDERAL BUILDING, SPRING FASHION</td>
<td>Then &amp; Now OKC Company Profiles, Aging Well – Financial Planning</td>
<td>FEB</td>
<td>FEB</td>
<td>FEB</td>
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<tr>
<td>JUN</td>
<td>TOP ATTORNEYS, SUMMER FUN GUIDE, HEALTH &amp; WELLNESS</td>
<td>Top Attorneys Profiles, Moore/Norman Plus</td>
<td>APR</td>
<td>APR</td>
<td>MAY</td>
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<tr>
<td>JUL</td>
<td>BEER/TOP BARS</td>
<td>Ask the Experts: Home Improvement</td>
<td>MAY</td>
<td>MAY</td>
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<tr>
<td>AUG</td>
<td>BEST BBQ JOINTS, HIDDEN OKC, HEALTH &amp; WELLNESS</td>
<td>Faces of 405, Exclusively Edmond</td>
<td>JUN</td>
<td>JUN</td>
<td>JUN</td>
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<td>SEPT</td>
<td>WEEKEND GETAWAYS, FALL FASHION, PRIVATE SCHOOL HANDBOOK, HEALTH &amp; WELLNESS</td>
<td>Moore/Norman Plus, Private School Profiles</td>
<td>JUL</td>
<td>JUL</td>
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<tr>
<td>OCT</td>
<td>WOMEN WHO MOVE THE CITY, WOMEN’S HEALTH GUIDE</td>
<td>Women in Business Profiles</td>
<td>AUG</td>
<td>AUG</td>
<td>AUG</td>
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<tr>
<td>NOV</td>
<td>BEST NEW RESTAURANTS, GIVING OKC, HEALTH &amp; WELLNESS</td>
<td>Chef/Restaurant Profiles, Holiday Wishes, Exclusively Edmond, Non-Profit Profiles</td>
<td>SEPT</td>
<td>SEPT</td>
<td>OCT</td>
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<tr>
<td>DEC</td>
<td>WINTER FUN GUIDE, OKLAHOMA CITY'S TOP INFLUENCERS</td>
<td>Holiday Wishes, Moore/Norman Plus, Ask the Experts: Attorney Q&amp;A’s</td>
<td>OCT</td>
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Reaching 185,000 (monthly)

Print and Digital Audience
Submit ads to: ads@405magazine.com. Please clearly mark your file with the advertiser’s name (not the designer’s name, design studio, or advertising agency name). Also, please indicate the month the ad is to run.

“IT’s rewarding to hear good reactions to our advertisements, and also the special sections – we had a pink glass basket in a spread of Mother’s Day gifts last year, and we received a lot of interest from it.”

– LINDY RAPPAPORT, CULINARY KITCHEN
DIGITAL OPPORTUNITIES

Reach an active and involved digital audience in search of information about must-attend local events, stylish home decor and personal fashion, buzz-worthy new restaurants, hot spots for travel near and far, community developments and many more distinctive elements that make life exciting in the 405.

GROW YOUR BUSINESS

Brand recognition with run-of-site advertising on 405magazine.com offers a cost-effective and trustworthy messaging opportunity.

Direct target market opportunities eliminate wasted circulation with our audience extension programs.

Content marketing offers a platform for public relations efforts, relevant marketing alignment and many more strategic promotional pursuits.

Monthly digital analytics lets you keep track of your custom marketing project, and provides insight into the effectiveness of your messaging.
**Newsletters**

- Exclusive Sponsorship
- Featured Content
- Banner Ads

Please inquire for digital rates

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**Weekend 101**

405 Events That Should Be On Your Radar

- **SUBSCRIBE**
- **405MAGAZINE.COM**
- **ARCHIVES**

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**NOW READ THIS**

- Sent last Wednesday of each month – 12,000+ opt-in subscribers

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**@HOME**

- Sent 3rd Wednesday of each month – 12,000+ opt-in subscribers

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**FOOD FOR THOUGHT**

- Sent 1st Wednesday of each month – 14,000+ opt-in subscribers

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**INSIDER**

- Sent last Wednesday of each month – 12,000+ opt-in subscribers

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**Run-of-site Display Ads**

**AD UNITS**

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>Half Page</th>
<th>Island Unit</th>
<th>Mobile Leaderboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90</td>
<td>300 x 250</td>
<td>300 x 600</td>
<td>320 x 50</td>
</tr>
</tbody>
</table>

**SUPPORTED AD TYPES**

- Static Ads: JPG, PNG
- Animated Ads: GIF

**RESOLUTION**

72 dpi, Max File Size 40KB for Static | 1MB for GIF

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**Custom Programs**

**SPONSORED CONTENT**

An editorial-style article published on our website, featured for one week on the 405magazine.com homepage, and on the promotions page continuously thereafter

**NATIVE ADVERTISING**

New and noteworthy content about your business promoted through a digital package that includes placement of ads or featured content in our weekly or monthly email newsletters, run-of-site ads on 405magazine.com or social media posts and shares

**SOCIAL MEDIA**

- **SHARED POST** (1 per week per social media channel)
- **SPONSORED ORIGINAL POST** (1 per week per social media channel)

**GET CREATIVE**

Call your 405 Magazine representative to brainstorm, and let us create a custom proposal for you.
For current rates call (405) 842-2266 or email info@405magazine.com

AD OPTIONS & SPECS

2 PAGE SPREAD
Bleed: 17” x 11.125”
Trim: 16.75” x 10.875”
Live Area: 15.75” x 9.875”

FULL PAGE
Bleed: 8.625” x 11.125”
Trim: 8.375” x 10.875”
Live Area: 7.375” x 9.875”

2/3 VERTICAL
4.75” x 9.875”

1/3 VERTICAL
2.25” x 9.875”

1/6 VERTICAL
2.25” x 4.75”

1/6 HORIZONTAL
4.75” x 2.25”

AD SUBMISSIONS

Ads should be submitted in PDF format for print. PDF’s must be high-resolution. Fonts must be embedded on all PDF files. Digital ads should be submitted in .jpeg or .png format only, no PDF.