

Seasons of the 208

Advertising Rates (2025)



1st Issue Special- Buy advertising in 3 issues and get the 4th issue (Spring 2026) for 1/2 price!

Buy 1, 2 or 3 ADs- Get 25% off the first AD.

Why advertise with us?

- Idahoans are so excited about this!
- Your AD will look amazing in the only Idaho magazine on beautiful quality paper and covering the entire state.
- Amazing content geared to outdoor adventurers, arts, geology and history enthusiasts, and anyone who loves Idaho!
- No more than a 1 to 5 advertising to content ratio (20%). (normally 1 to 2 or 50%)
- A magazine like Idahoans have never seen here.
- ADs are dispersed throughout the magazine. (Not all at the end)
- Reach a broader statewide market of people interested in travel, the outdoors, wildlife, the arts and lovers of Idaho in general.
- Additionally, your AD will appear online within a flippable magazine on our website for no extra cost.
- Online ADs are clickable to your website.
- Over 90 full color pages in each issue!
- 4000 inaugural copies printed.

Prices are per Issue (Lock in the first year at this great rate!)

	1x	2x	3x	4x	Summer 2026 Issue
Full Page	\$1550	1475	1415	1355	(1/2 price 4th issue = \$ 677.50)
1/2 Page	1070	980	920	870	(1/2 price 4th issue = \$ 435.00)
1/3 Page	760	720	680	645	(1/2 price 4th issue = \$ 322.50)
1/4 Page	545	505	465	435	(1/2 price 4th issue = \$ 217.50)
1/8 Page	265	245	227	210	(1/2 price 4th issue = \$ 105.00)

Ad deadlines for each issue

April 10th deadline- for Summer 2025 Issue

Jul 1st deadline- for Autumn 2025 Issue

Oct 1st deadline- for Winter 2025 Issue

Jan 1st deadline- for Spring 2026 Issue