

2018 MVP Buyers Media Kit

Mountain View Publishers (MVP) is accepting on-page advertisers in their monthly entertainment magazine, *Jackpot Journal*. This nationwide paid subscription provides readers information on how to enter to win sweepstakes, contests, puzzles and other promotional offers. However, the magazine also offers a variety of articles on home improvement, DIY projects, finance, health & fitness, travel, recipes and astrology, making it the perfect audience for self-improvement, opportunity, sweepstakes, 900# and general merchandise offers.

DEMOGRAPHICS

- Monthly Circulation: 20,000 + (100% increase over 2017)
- Median Age: 40+
- Median Household Income: \$40-50,000/yr.
- Gender: 60% Female, 40% Male

RATES

On Page:	Size w/ bleeds:	Size w/o bleeds:	Cost:
One Page Vertical	8.25" x 5.125"	7.75" x 4.75"	\$400
Back Page Cover	8.25" x 5.125"	7.75" x 4.75"	\$500
Two Page Spread	8.25" x 10.25	7.75" x 4.75"	\$600

All art is 4-color offset. The binding is a digest-style perfect bind. Art should be submitted in hi-res PDF or TIF format with embedded fonts.

CALENDAR

Issue:	Art Deadline:	Print Deadline:
April	Jan 29th	Feb 15th
May	Feb 26th	Mar 15th
June	Mar 26th	Apr 16th
July	Apr 23rd	May 15th
August	May 28th	Jun 14th
September	Jun 25th	Jul 16th
October	Jul 30th	Aug 15th
November	Aug 27th	Sep 14th
December	Sep 24th	Oct 15th
January (2019)	Oct 29th	Nov 15th



ONE PAGE
&
BACK PAGE

TWO PAGE SPREAD

CONTACT:

Lori Fursman

[P] 607-857-1345

[E] lori.fursman@stantondirect.com