

BIGGER.
BETTER.
BOLDER!

OVStyle
M A G A Z I N E

Your brand belongs here!

2025 Media Kit
www.3knollsmedia.com

Your Brand Belongs here

**Cut through the digital noise.
Capture real attention.
Build lasting trust.**



Digital Version included!

In Oro Valley, print still wins—and for good reason. Our community is home to a highly desirable audience: retirees, active adults, families, business owners and homeowners who value quality, service, and a personal connection to local businesses. And they read OV Style Magazine.

Here's what makes print powerful in Oro Valley:

- **Trusted by the Audience that Matters Most**
Our readers are 55+, educated, and affluent—many shaped by years of engaging with trusted, tangible media. They don't just scroll past ads—they read them, trust them, and act on them.
- **Guaranteed Reach. Zero Waste.**
OV Style is mailed to every single home in Oro Valley. Not a digital guess. Not a demographic estimate. A real magazine, delivered right to their door—and often kept on the coffee table for weeks.
- **Premium Placement. Lasting Presence.**
In a world of fleeting clicks, print offers staying power. Your ad isn't lost in a sea of pop-ups—it's held, seen, reread, and remembered.
- **Community Connection That Builds Credibility.**
Our magazine is more than pages—it's a reflection of Oro Valley life. When your ad appears in OV Style, it signals that your brand is local, trusted, and invested in the

community.

Why OV Style works for your business:

- **100% Reach:** Delivered directly to every household and business — no digital clutter, no gatekeepers.
- **Affluent:** High-income, high-spending readers who value premium products and services.
- **Trusted:** Our readers see OV Style as a trusted source of inspiration — positioning your brand with credibility and prestige.
- **Focused Attention:** In the comfort of home or the professional setting of an office, readers are more attentive and receptive to messaging.
- **Brand Alignment:** Associate your brand with a publication known for quality, sophistication, and community influence.

This is more than advertising.

It's brand-building where it matters

most — in the daily lives of the most valuable consumers.

Let's Put Your Brand Where It Belongs

Right next to family photos, favorite books, the morning cup of coffee and the trusted content of OV Style.

You're not just another ad—they'll know your name, consider your service, and remember your brand.

Your next customer is already reading.

When you advertise with OV Style, you're not just buying ad space — you're securing a seat at the table where life's important purchasing decisions happen.

Let's make sure they see you in the next issue.

OV Style Magazine.
Trusted. Local. Impactful.

OV Style
MAGAZINE



Who are our readers?

OV Style magazine, Oro Valley's premier lifestyle magazine, is the only publication mailed to everyone in Oro Valley. Copies are also available at all the resorts in Tucson as well as the three public libraries in northwest Tucson.

Housing & Living Arrangements

- Single Family Homes: 77.4% of residences are owner-occupied.
- Average Home Sale price: \$522,324.
- Multi-Unit Homes: 20.2% live in apartments, condos, or townhomes.
- Average Household Size: 2.25 people per household.
- Average number of home sales: 90-125 per month (new homeowners...)
- Average Days on Market: 45-60

Population & Age

- Total Population: 47,070.
- Median Age: 54.8 years — somewhat older population than the national median (~38).

- Youth (<18 years): 14.3% of the population.
- Senior Citizens (65+ years): 36.5% — one of the higher concentrations in the U.S.

Affluence

Our readers are high-income and high-spending that value premium products and services

- 50.4% earn \$100,000 or more
- 21% earn \$100,000-\$149,000
- 26.6% earn \$50,000 - \$99,999
- 13.7% earn \$25,000 - \$49,999

Education

- High School Graduates (25+): 98.0%.
- Bachelor's Degree or Higher (25+): 60.4% — indicating a highly educated population.

Business

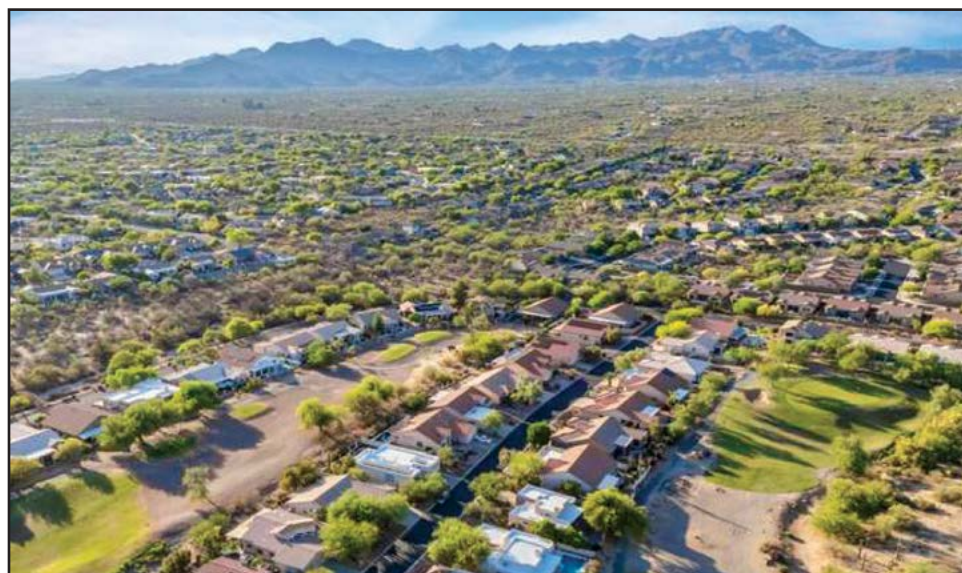
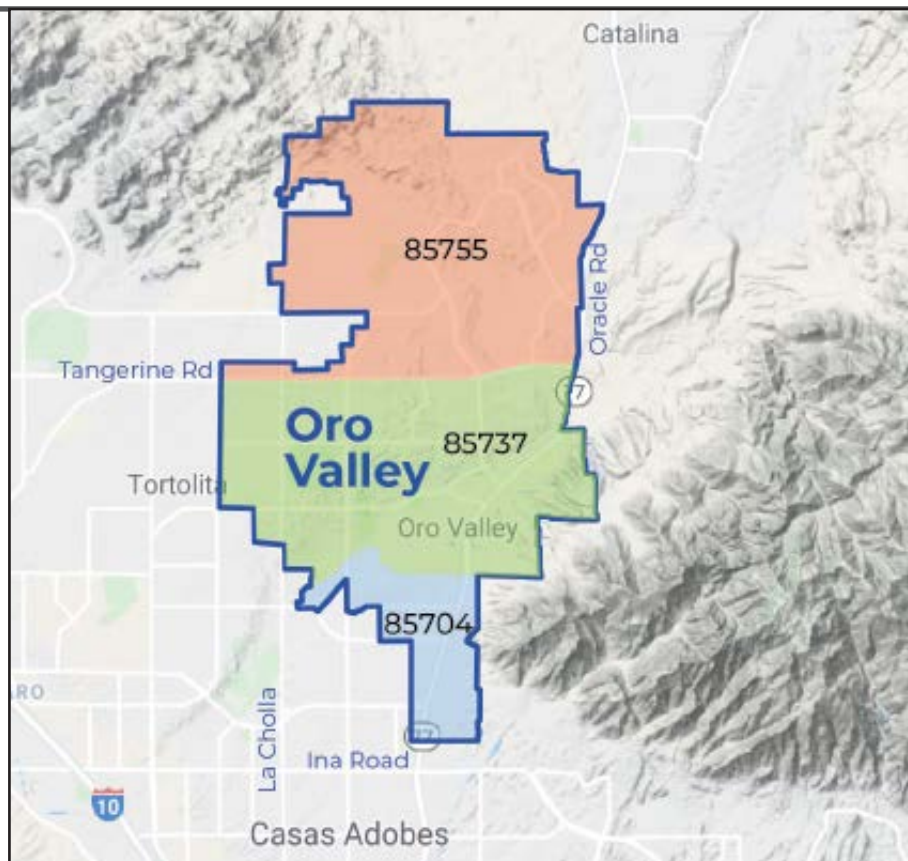
Many readers live in and run their businesses in Oro Valley. Oro Valley has a robust business environment with a very involved Chamber of Commerce and Town Economic Development office.

- 1200 local business establishments
- Another 300-500 solopreneurs and home-based businesses

Vehicle Ownership

Reflecting Oro Valley's suburban character and limited public transportation, vehicle ownership is high.

- 1.6% - no vehicle
- 26.4% - 1 vehicle
- 45.8% - 2 vehicles
- 26.2% - 3 or more vehicles



Rate Card

Full Color: Our 'Style' magazines are all premium full color publications on gloss paper mailed monthly to all residents and businesses in Oro Valley (58,000+ readers). All ads are color.

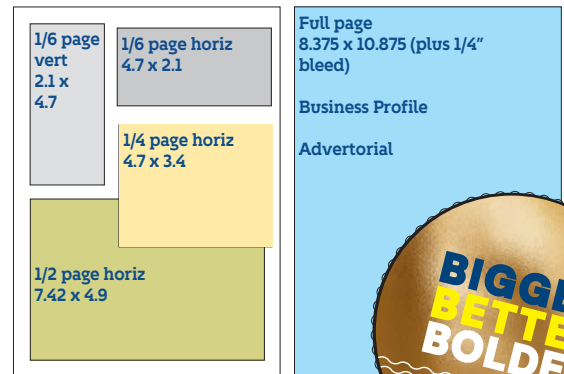
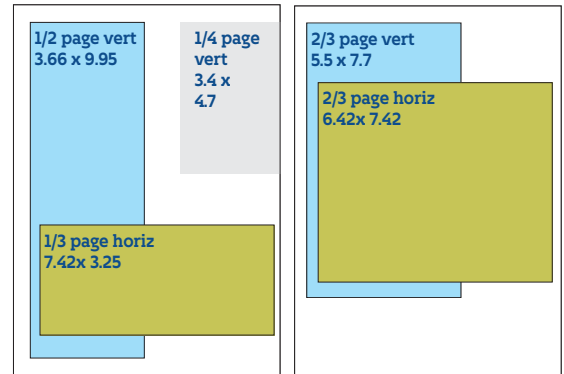
EMAIL Blast: a custom designed, full color, trackable email blast to digital subscribers and other contacts. Approx 6000 reach with social media shares.

Advertorial Page: educate and inform readers about your area of expertise. Sets you up as the expert. Enhances and expands on your ad.

Business Profile: Great for new businesses. Our writers interview you about your business. You tell your story and how your business can help the readers. Photos included.

Digital Version: emailed to subscribers, available on the website and shared on Social media; includes a click-able link to your website.

Terms: New client's first ad payment due with contract or with Card on file; Invoiced accounts are billed monthly, on the 8th, NET 10.



Ad in the Digital Version included!

AD SIZE	DIMENSIONS	OPEN RATE	4x RATE	6x RATE	12x RATE
EMAIL Blast Service	Screen size. Graphics & Links	\$149	\$99	\$89	\$79
Logo/Phone Blip	2.10 x 2.10	\$149	\$129	\$129	\$119
1/6 page	V - 2.10 x 4.7; H - 4.7 x 2.10	\$399	\$329	\$299	\$269
1/4 page	H - 4.7 x 3.4; V - 3.4 x 4.7	\$599	\$549	\$499	\$449
1/3 page	H - 7.42 X 3.25; V - 3.25 x 7.42	\$749	\$699	\$669	\$599
1/3 page Square	6.1 x 6.2	\$749	\$699	\$699	\$599
1/2 page	V - 3.66 x 9.95; H - 7.42 X 4.9	\$949	\$849	\$799	\$769
2/3 page	V - 5.5 x 7.7; H - 7.42 X 6.42	\$1099	\$999	\$969	\$889
Full page*	8.375 x 10.875	\$1599	\$1499	\$1299	\$1249
Inside Cover Back/Front *	8.375 x 10.875	\$1899	\$1799	\$1699	\$1599
Back Cover*	8.375 x 10.875	\$2049	\$1949	\$1849	\$1799
2 pg Inside Cover Spread*	16.75 x 10.875	\$4299	\$3299	\$2899	\$2599
Business Profile***	8.376 x 10.875	\$1295	N/A	N/A	N/A
Advertorial page**	500 words + photos, bio & logo	N/A	\$975	\$859	\$799

* plus 1/4" bleed trim. All dimensions for ad sizes are in inches. Rates are based on consecutive issue placements. Clients may vary or change ads during contract. Digital version with clickable link adds \$50 to any ad size. Email Blast Service for magazine advertisers only.

Full page to tell your story/educate the readers. Creative included. Approx. 500 words. Looks like a normal article. **Not an AD.

***Business Profile: tell your story to all readers. Interview about you and your business, photos, contact info, weblink. Full page. **Not an AD.**