

# Life in Utah

UTAH'S PREMIER LIFESTYLE AND RELOCATION GUIDE



QUALITY LIVING

*The Utah Way*

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WORK   LEARN   LIVE   PLAY

2020 Advertising Benefits



# Life in Utah

Utah's Premier Lifestyle and Relocation Guide

## ABOUT LIFE IN UTAH

Published by the Salt Lake Chamber, in partnership with Utah Business, *Life in Utah* is a comprehensive guide to the Beehive State. This annual magazine is a compilation of the most relevant information on everything that makes Utah a great state to live, work, play and do business. *Life in Utah* is a guidebook for the Wasatch Front and the rest of Utah and will be used extensively by local residents, businesses, newcomers and visitors.

This beautiful, high-gloss magazine is full of informative content on residential housing, commercial real estate, communities, education, finance, health care, lifestyle, arts and entertainment, as well as a one-of-a-kind resource for vital information that makes Utah one of the best states in the country.

*Life in Utah* is a premier resource and a powerful channel to promote your business.

## FROM THE CHAMBER

***Dear Members and Business Partners,***

The Salt Lake Chamber is currently producing the next edition of our annual publication *Life in Utah*. Every edition highlights the many things that make our state the best place to live, work, learn and play.

*Life in Utah* is the state's premier lifestyle and relocation magazine. This annual publication includes useful information for visitors, residents and people looking to relocate to our state.

To create real value for you as an advertiser, the magazine's content and strategic distribution reach statewide with help from Utah Media Group's professional sales force and targeted distribution channels.

As a valued Chamber member and business leader, we wanted to provide you the opportunity to purchase advertising space in the upcoming edition of *Life in Utah*. A representative of Utah Business will contact you in the coming weeks to provide more information.

Thank you for your support of the Salt Lake Chamber. Together we can truly stand as the voice of business, support our members' success and champion community prosperity.

Sincerely,  
Derek Miller  
President & CEO  
Salt Lake Chamber





## AUDIENCE

***Life in Utah*** is a must-have for newcomers, long-time residents, visitors and businesses that will use it as a resource guide. As many as 450,000 interact with *Life in Utah* each year in print. All of these readers are consumers looking for products and services and businesses seeking business-to-business resources.

Readers of *Life in Utah* are well traveled, business decision-makers, vacationers and locals alike. The guide is used extensively as a relocation tool by real estate agents, Hill Air Force Base, universities and many others. *Life in Utah* provides extensive reach to this influential audience for your message.

## BENEFITS

**Mass circulation:** 80,000+ copies of *Life in Utah* will be circulated throughout the 2020 calendar year by the Salt Lake Chamber, area businesses, real estate groups, hotels from Logan to St. George, government agencies, universities, visitor info centers, retail locations and many more.

**Maximum reach.** An estimated 450,000 readers use *Life in Utah*. The magazine is constantly restocked throughout the year by distribution partner including, Utah Media Group and Certified Folders. Additionally, we fill requests from across the state, as companies use the magazine as a relocation and recruitment tool.

**Extended Shelf life.** *Life in Utah's* content is designed for the long haul. The magazine is a resource that people will keep throughout the years, allowing your message to make a continued impression.

**Digital Edition.** This year *Life in Utah* will be produced in a digital edition to be circulated across social media and online channels to extend the reach of the publication beyond print.



## DISTRIBUTION

### 430 Locations and counting including:

- Salt Lake Chamber of Commerce
- Hotels statewide
- Certified Folder Displays throughout the state and region.
- All five of Utah's Welcome Centers
- Governor's Office of Economic Development
- Economic Development Corporation of Utah
- Real estate brokerages statewide
- Chambers of commerce statewide
- Business recruiters
- Salt Lake Convention and Visitors Bureau and other statewide CVBs.
- Utah's higher education faculty and student recruitment offices
- Hill Air Force Base
- University of Utah Medical Center
- 180 retail locations statewide

## DID YOU KNOW?

- Utah's population has nearly tripled since 1970 and will double by 2050.
- Arrivals to Salt Lake International Airport numbered 20 million.
- Statewide Utah's hotel/motel occupancy rate is 59.4%.
- 44 states have higher rates of violent crime than Utah.
- Utah ranks ten nationally for life expectancy at 80.2 years.



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## AD DEADLINES

**Reservations** – Wednesday, December 11, 2019

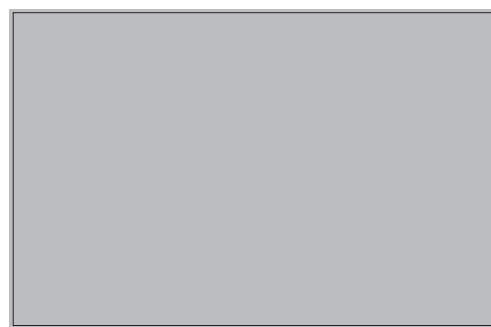
**Publishes** – January 2020

A deposit is required on all advertising space unless approved for credit through Utah Media Group. Balance will be due and payable in January 2020. Graphic design included in listed advertising rates.

## AD SIZES

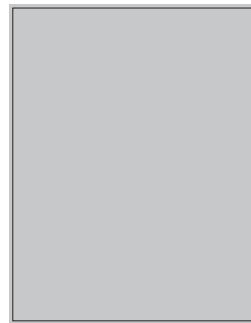
### TWO PAGE SPREAD

16.75" W x 10.875" H – trim size  
17.0" W x 11.125" H – including bleed  
0.25" – live margins



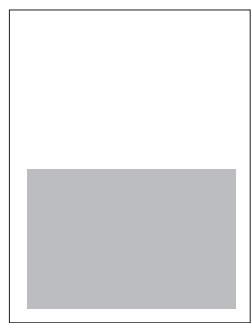
### FULL PAGE

8.375" W x 10.875" H – trim size  
8.625" W x 11.125" H – including bleed  
0.25" – live margins



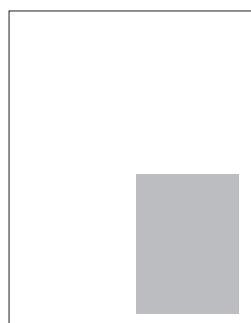
### HALF PAGE

7.25" W x 4.85" H



### ONE-QUARTER PAGE

3.55" W x 4.85" H



## ADVERTISING RATES

MEMBERS	FULL COLOR ADS	NON-MEMBERS
\$7,900	Back Cover	\$11,060
\$5,135	Page 1	\$6,675
\$5,135	Inside Front Cover	\$6,675
\$4,937	Inside Back Cover	\$6,418
\$6,715	Two Page Spread	\$9,401
\$3,950	Full Page	\$5,727
\$2,370	Half Page	\$3,081
\$1,777	Quarter Page	\$2,310

## SPECIFICATIONS

**Acceptable file format.** PDF/X1a Only: No application files such as InDesign, QuarkXPress, Illustrator or Word will be accepted.

Include bleeds only when creating your PDF. Please do not include page information, trim or printers marks.

**Color and resolution.** All elements in ads must be built in CMYK or grayscale with a resolution of 200 to 400 dpi. Images used from a Web site are not acceptable as they are RGB and 72 dpi.

**Fonts.** All fonts must be embedded into the document during the PDF creation process or turned to outlines before creating the PDF.

**Ad orientation.** Content must read left to right and no sideways or upside down rotations will be allowed.

**Special note.** We are open for discussion on unique ad dimensions not listed. If you have an idea you want to be considered, please contact your sales at 801.204.6381.

## ADVERTISING QUESTIONS

**Please contact your sales representative.**

**Utah Business**

Utah  
Media  
Group