

the Utah HOMESCHOOLER

celebrating and inspiring excellence

**MEDIA
KIT**

**JAN
2025**

The Utah Homeschooler is a free, state-wide magazine dedicated to recognizing and inspiring excellence in homeschoolers. Rather than providing information about *how* to homeschool, it showcases those who do. Each issue provides new opportunities for homeschooling students and parents across the state to celebrate and be inspired by what others are doing. Parents can see how other families make homeschool work for them and be encouraged by their stories and advice. Students can be recognized and celebrated for their hard work and progress, be inspired by the projects and accomplishments of their peers, and stretch their writing skills by participating in the writing contests that are a part of every issue.

HOMESCHOOLING QUICK FACTS

Homeschooling is the fastest growing form of education in the United States.¹

Nationwide interest in homeschooling increased by 48% between 2019 and 2023.²

Interest in homeschooling in the state of Utah increased by 87% between 2019 and 2023.²

In the United States, Utah ranks #3 for the most accommodating homeschooling laws and #7 for the most students enrolled in homeschool per capita.²

1. <https://www.washingtonpost.com/education/interactive/2023/homeschooling-growth-data-by-district>

2. <https://ksltv.com/568198/study-shows-utah-third-best-state-for-homeschooling/>

TARGETED REACH

The Utah Homeschooler magazine is the perfect opportunity for you to connect with your ideal market! Our magazine reaches a highly targeted audience of current and prospective homeschoolers who are actively looking for the right products and services to educate their children. A large percentage of our readers receive between \$1,500 to \$8,000 per student from various funding programs, which must be spent on educational products and services each school year. With a dedicated homeschooling audience, your ad reaches families who are eager to find and ready to invest in quality educational resources.

DUAL DISTRIBUTION FORMATS

The Utah Homeschooler offers advertisers the unique advantage of visibility across both physical and digital platforms. Our magazine reaches readers directly in their homes through a high-quality printed edition, while our digital version is widely accessible online, allowing families throughout Utah to easily engage with our content. This dual-format approach ensures that your ad receives broad exposure, connecting you with a dedicated community of homeschooling families who value resources tailored to their educational needs—and revisit the magazine often for inspiration and support.

AD PRICES & SPECS

In order to maximize your ad's effectiveness, we have organized all the ads in The Utah Homeschooler into a Resource Directory comprising the last third of the magazine. Ads are arranged by subject with section footers throughout and an index at the beginning for easy navigation. This makes The Utah Homeschooler part family magazine and part resource catalog, enabling parents to browse the resource directory for ideas or easily search for solutions to their specific problems. It also means they will never have to hunt to find your ad or try to remember where they saw it—they will be able to find it every time.

PUBLICATION SCHEDULE

ISSUE	PAYMENT & Ad DUE
August 2024	July 10, 2024
October 2024	September 4, 2024
January 2025	December 4, 2024
March 2025	February 14, 2025
May 2025	April 18, 2025

ADVERTISING RATES

Ad Size	RATE
Full Page	\$185
Half Page	\$110
Quarter Page	\$65
Eighth Page	\$45

Rates current for the March 2025 Issue.

Our rates reflect the growing value of reaching a targeted, engaged homeschooling community. We are actively working to expand our reach, and as our magazine continues to build its readership and reputation, ad rates will be adjusted to reflect this enhanced exposure.

Take advantage of these low early rates while they're available and reserve your spot in the next issue. Space is limited and available on a first-come, first-served basis.

**FULL PAGE
HORIZONTAL ONLY
8.75" X 11.25"
INCLUDING .125 BLEED
ON ALL SIDES**

**QUARTER
PAGE
VERTICAL
3.6" x 4.8"**

**EIGHTH PAGE
HORIZONTAL
3.6" x 2.325"**

**EIGHTH PAGE
HORIZONTAL
3.6" x 2.325"**

**HALF PAGE
HORIZONTAL
7.35" x 4.8"**

AD SPECIFICATIONS

- JPG, PNG, or PDF formats
- At least 300 DPI
- Colors in CMYK
- Keep all text at least 1/8 inch from edge (1/4 inch for full-page ads)

Discounts and coupons in ads must remain valid for at least 45 days after the projected date of publication.

Ads that do not meet these specs by the deadline will be modified by our team at \$50/hour (min. charge of \$25) or postponed until the next issue.

CONTACT

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