

the Utah HOMESCHOOLER

celebrating and inspiring excellence

**MEDIA
KIT**

**JUNE
2024**

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 \$1,700-\$8,000 per student from various funding programs, which must be spent on educational products and services each school year. In addition to our growing subscriber base, the magazine is also available to the public on our website. Visit www.TheUtahHomeschooler.com/advertise to see our current demographics and updated statistics.

AD SPECIFICATIONS

- JPG, PNG, or PDF formats
- At least 300 DPI
- Colors in CMYK
- Keep all text >1/8" from edge

Discounts or coupons in ads must be valid for at least 45 days beyond the projected date of publication for each issue.

**STRUGGLING TO
DESIGN YOUR AD?**

WE CAN HELP!

Della Hilton
435-632-7296
ads@TheUtahHomeschooler.com

Get answers and advice or have our graphic designer do the hard work.

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.

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

**HALF PAGE
VERTICAL
3.6" x 9.75"**

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

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

**QUARTER PAGE
HORIZONTAL
7.35" x 2.325"**

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

Resource Directory | 109

ADVERTISING PRICES BY SUBSCRIBER COUNT							
AD SIZE	< 500	500 - 999	1,000 - 1,999	2,000 - 2,999	3,000 - 3,999	4,000 - 4,999	5,000 +
Full Page	\$65	\$110	\$200	\$330	\$412	\$495	\$550
Half Page	\$35	\$65	\$115	\$195	\$244	\$292	\$320
Quarter Page	\$22	\$35	\$70	\$105	\$132	\$160	\$175
Eighth Page	\$10	\$22	\$40	\$60	\$75	\$90	\$100

We know we're a new magazine, so we've adjusted our prices to keep your risk low as we grow. Buy ad space now while prices are the lowest they'll ever be!

** Ad prices will be based on the number of subscribers at the time you remit payment. **

SCHEDULE	
ISSUE	PAYMENT & ARTWORK DUE
August 2024	July 10, 2024
October 2024	September 4, 2024
January 2024	November 6, 2025
March 2025	January 29, 2025
May 2025	April 2, 2025

Join our mailing list below to receive reminders about advertising deadlines!

CONTACT

Della Hilton
435-632-7296
ads@TheUtahHomeschooler.com
www.TheUtahHomeschooler.com/advertise

Even if you're not ready to buy an ad, we want to keep in touch! Join our mailing list to receive updates, reminders, and notifications of sales.

