

fun. unique. everywhere.

TAHOE

the original guide to tahoe & truckee since 1982

WEEKLY

2022
media kit



why you should advertise



local print advertising works.

the original visitors guide. The original & still best guide to Tahoe & Truckee.

people come to tahoe to unplug.

their first stop is to pick up a tahoe weekly and plan their next adventure.

we bring visitors to your business. 85% of visitor decisions are made after arrival.

we're local. locally owned and operated since 1982.

we're trusted. 40 years of proven results for our clients.

we're everywhere. lakewide and regional distribution.

we cover the fun. our coverage is unique, original, thoughtful, interesting and fun.

our readers are your clients.

“I love reading
the Tahoe Weekly.
Pick it up first
thing when we
get here.”

– Margo M., San Jose

reach your clients in print*

*2019 Reader Survey

75% have a household income
greater than \$100,000
56% greater than \$200,000

Average reader
35-64 years of age
(22% 35-44 / 21% 45-54 / 25% 65+)

70% are visitors and
2nd & 3rd homeowners

74% own homes
in tahoe

925,200 copies annually

who we reach in print



1,539,000 people each year.

42,750 readers per issue

hard copies | **1.1 million readers annually**
29,250 readers per issue
12,000 average hard copies per issue

e-copies | **486,000 readers annually** |
13,500 readers per issue

where to find a copy:

275 locations

76 resorts & lodging properties

27 communities

14 ski areas

14 casinos

65 restaurants & bars

30 vacation rental offices

16 outfitters



"I love that it continues to offer information for both locals and visitors. Keep up the good work!"

— Nancy W., Camino

who we reach online



18,263,928 ad impressions annually.*

440,600 readers online each year

thetahoeweekly.com | **411,600 readers annually** | 34,300 readers per month

facebook & instagram | **32,300+ followers**

“The whole paper is informative and educational.”

– Kathy K., Tahoe City

our online readers*

*Google Analytics

26% online readers
ages 25-34

58% california

53% bay area 17% sacramento 9% los angeles

23% online readers
ages 35-44

the states that read

440,600 readers online
each year

california

nevada

illinois

texas

new hampshire

washington

oregon

colorado

florida

93% u.s. residents

7% international

digital advertising



e-newsletter

Monthly

13,800+ subscribers | 28% CTR

Bay Area, Sacramento, Los Angeles, Reno

\$150 leaderboard ad | Only 1 available
Horizontal banner with link | 560x130 pixels

\$100 Event Listing | Only 3 available
4 word headline, 25 word description, URL link, photo



facebook

27,500+ Followers

Bay Area, Sacramento, Las Vegas, New York & beyond

\$75 per post | **\$100 for Facebook & Instagram**
Photo | 100-word copy | URL link



instagram

4,900+ followers | Tahoe, Truckee, Reno, Sparks, Carson City

\$40 per post | **\$100 for Facebook & Instagram combo**
Photo | 100-word copy | Handle | Up to 4 hashtags | URL address



web site

34,600+ readers per month

Bay Area, Sacramento, Los Angeles, Reno, Las Vegas & beyond

\$300 per month | Banner 728x100 pixels

\$200 per month | 300x500 pixels

\$150 per month | 300x250 pixels

- Weekly rates available
- All Web ads are run of site

online event calendar

34,600+ readers per month

Bay Area, Sacramento, Los Angeles, Reno, Las Vegas & beyond

Calendar Sponsorship | Only 1 available
\$150 per month | 300x90 pixels

Event calendar banner | 4 available | Purchase online
\$10 per day | 320x50 pixels



All information updated 09/14/21.

why readers

love us



85% of visitor decisions are made after arrival

we cover the fun.

<p>get outside</p> <ul style="list-style-type: none"> outdoor activities sierra stories sightseeing & lake tahoe facts events public access trash impacts 	<p>family fun</p> <ul style="list-style-type: none"> family features kids events 	<p>the makers</p> <ul style="list-style-type: none"> galleries museums local artists/makers literary arts art events & news 	<p>eat & drink</p> <ul style="list-style-type: none"> food & wine wine column local recipes events & news 	<p>the lineup</p> <ul style="list-style-type: none"> live music festivals music calendar features interviews album reviews 	<p>special editions</p> <ul style="list-style-type: none"> tahoe music, events & festivals (4 annually) family fun guide (2 annually) tahoe film & foodie guide downhill ski guide nordic ski guide tahoe sierra golf guide wildfire preparedness guide
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each year we cover

52,650 events

51 profiles

392 festivals

212 trails 144 bottles of wine

57 recipes

47 ski runs

“I like the in-depth articles on local outings.”

– Joann C., Tahoe Vista

2022 publication schedule

“You guys are awesome!” – Scan M., Bay Area

Date of Publication 36 Issues	what's happening in tahoe	Ad Space & Materials 3 p.m. Thursday	Camera Ready Ads 3 p.m. Thursday
Dec. 29, 2021*	Nordic Ski & Snowshoe Guide New Year's	Dec. 16	Dec. 16
Jan. 12*	MLK Holiday Jan. 17 Back Country Guide	Jan. 6	Jan. 6
Jan. 26	Family Fun Guide Winter	Jan. 20	Jan. 20
Feb. 9*	Ski Skate Week Valentine's Day	Feb. 3	Feb. 3
Feb. 16*	President's Day Feb. 21 Ski Skate Week	Feb. 10	Feb. 10
Feb. 23	Winter Fun Mardi Gras March 1	Feb. 17	Feb. 17
March 9*	St. Patrick's Day March 17	March 3	March 3
March 23	Spring Loaded Spring Break	March 17	March 17
April 6*	Tahoe Music, Events & Festivals Spring Spring Loaded Spring Break	March 31	March 31
April 20*	Spring Adventures Earth Day Easter April 17 Mother's Day May 8 (3-week issue)	April 14	April 14
May 11	Tahoe Sierra Golf Guide	May 5	May 5
May 25*	Memorial Day May 30 Ultimate Summer Bucketlist	May 19	May 19
June 1	Valhalla Renaissance Faire	May 26	May 26
June 8	Tahoe Music, Events & Festivals Guide Summer Solstice Festival Truckee Dirt Fondo	June 2	June 2
June 15*	NorthTahoe Plein Air Tahoe Mountain Bike Festival Western States Endurance Run Food & Wine Classic Adventure Sports Week Broken Arrow Sky Race Father's Day June 19	June 9	June 9
June 22	Summer Fun	June 16	June 16
June 29*	Family Fun Guide Summer 4 th of July	June 23	June 23
July 6	Art Wine & Music Festival Electric Bike Festival TruckeeTahoe Air Show & Family Festival	June 30	June 30
July 13	LakeTahoe Dance Festival Artist StudioTours	July 7	July 7
July 20	Artist StudioTours Native American Arts Festival	July 14	July 14
July 27	Artist StudioTours	July 21	July 21
Aug. 3	Shakespeare Festival Kings Beach ArtTour	July 28	July 28
Aug. 10	Concours d'Elegance Skate the Lake	Aug. 4	Aug. 4
Aug. 17	Ta-Hoe Nalu Paddle Festival	Aug. 11	Aug. 11
Aug. 24	California Enduro Tahoe Mountain Bike Festival Truckee Rodeo	Aug. 18	Aug. 18
Aug. 31*	Foam Fest Guitar Strings vs. Chicken Wings Wild West Fest Alpen Wine Fest Labor Day Sept. 5	Aug. 25	Aug. 25
Sept. 7	Sample the Sierra Trails & Vistas	Sept. 1	Sept. 1
Sept. 14	Autumn Food & Wine Oktoberfest Donner Party Hike	Sept. 8	Sept. 8
Sept. 21	Fall Colors Spartan Mud Race Oktoberfest Sierra Art & Ag	Sept. 15	Sept. 15
Sept. 28	Oktoberfest	Sept. 22	Sept. 22
Oct. 5*	Tahoe Music, Events & Festivals Fall Fall Recreation Fall in Tahoe Columbus Day Oct. 11	Sept. 29	Sept. 29
Oct. 12	Haunted Historic Tours Halloween	Oct. 6	Oct. 6
Oct. 26*	Film & Foodie Guide Halloween Veterans' Day Nov. 11 (3-week issue)	Oct. 20	Oct. 20
Nov. 16*	Downhill Ski Guide Tahoe Film Festival Thanksgiving Nov. 24 (3-week issue)	Nov. 10	Nov. 10
Dec. 7	Tahoe Music, Events & Festivals Winter Snowball Festival	Dec. 1	Dec. 1
Dec. 21*	Christmas Ultimate Winter Bucket List	Dec. 15	Dec. 15
Dec. 28*	Nordic Ski & Snowshoe Guide New Year's	Dec. 19 (Mon.)	Dec. 19 (Mon.)

Revised 11/8/21

*Denotes holidays & school breaks.
**Events are approximated based on pre-covid dates.

2022 ad specs

“You’re doing a great job.” – Rosie L. Murrieta

print

Column sizes

- 1/2 | 2.1719" x 6.4375"
- 1 | 2.1719" x 13.0625"

1/16 page | 2.1719" x 3.125"

1/8 page horizontal | 4.5313" x 3.125"

1/4 page vertical | 4.5313" x 6.4375"

1/4 page horizontal | 9.25" x 3.125"

1/2 page vertical | 4.5313" x 13.0625"

1/2 page horizontal | 9.25" x 6.4375"

Full page

- Live area | 9.25" x 13.5"
- Trim | 10" x 14.25"
- Bleed | 10.5" x 14.75"

Cover banner

- Live area* | 9.5" x .875"
- Trim | 10" x .875"
- Bleed** | 10.5" x .875"

*Allow 1/4" safety on the left and right sides.

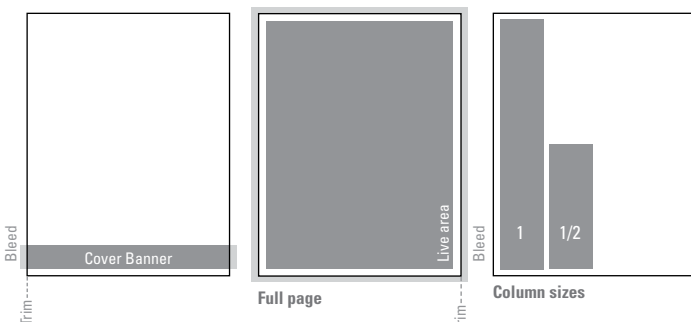
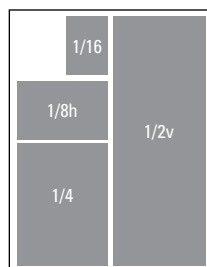
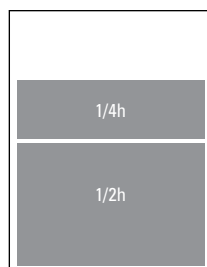
**Add 1/4" bleed on the left and right sides ONLY.

inserts

Sizes up to 10"x14.25"

Booking & delivery deadline:
1 week prior to publication.

Delivery address:
Pressworks Ink
580 Mallory Way
Carson City, NV 89701



web

728x100 banner ad

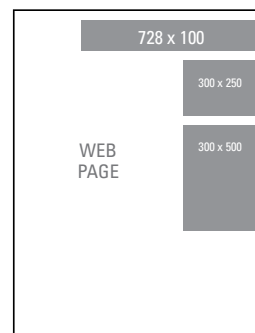
728 x 100 pixels | \$300/month

300x500 web ad

300 x 500 pixels | \$200/month

300x250 web ad

300 x 250 pixels | \$150/month



All web ads are run of site.

artwork requirements

print

Adobe InDesign, Photoshop and Illustrator CC.

Artwork created in Publisher, PowerPoint, Microsoft Word or other applications will not be accepted.

- ▶ Ad resolution should be 300 dpi.
- ▶ All ads are full color.
- ▶ Be sure all art is saved in CMYK with no spot colors.
- ▶ NO crop marks.
- ▶ Please send PDF/X-1a compliant PDF files.
- ▶ We print interior pages on newsprint. Adjust graphics as necessary.

web

We only accept Web ads in the following formats: JPG

- ▶ Ad resolution should be 300 dpi.
- ▶ Be sure all art is saved in RGB with no spot colors.
- ▶ Files must be 200K or smaller.
- ▶ Artwork created in Publisher, PowerPoint, Microsoft Word or other applications will **NOT** be accepted.

ad submissions

E-mail files less than 20MB to graphics@tahoethisweek.com.

questions?

Call our Graphics Department at (530) 546-5995 ext. 101, or e-mail graphics@tahoethisweek.com.

2022 rates



“Really dig the featured recreation outings.
...Really informative and I love learning about new trails/outings.”
—Janelle H., Kings Beach

print

ad sizes	open rate*	spooner lake package* 10 issues	donner lake package* 18 issues	lake tahoe package* 36 issues
1/2 column	\$370	\$250	\$220	\$180
1 column	\$570	\$430	\$400	\$345
1/16 page	\$220	\$165	\$150	\$125
1/8 page	\$400	\$300	\$275	\$235
1/4 page	\$600	\$450	\$410	\$350
1/2 page	\$875	\$730	\$660	\$550
Full page	\$1,500	\$1,280	\$1,200	\$985
Inside front cover <small>glossy</small>	\$2,000	\$1,900	\$1,750	\$1,550
Inside back cover <small>glossy</small>	\$1,850	\$1,800	\$1,600	\$1,200
Page 3	\$1,850	\$1,700	\$1,600	\$1,200
Back cover <small>glossy</small>	\$2,300	\$2,200	\$2,100	\$1,750
Cover banner <small>glossy</small>	\$550	\$470	\$450	\$400
2-page centerspread	\$2,700	\$2,300	\$2,160	\$1,775
Paid Narratives	Open Rates	Available at 1/4, 1/2 & Full Page sizes.		

*Prices are per issue. Prices are for full color.

rates are per issue.

rates are net.

print ads do not need to run consecutively.

ad design is included in the cost of your ad.

all print ads also appear in the free digital edition at no extra charge.

Prepayment required for new clients for first month, for all events and for all cannabis-related advertising.

thetahoeweekly.com

ad sizes	rates* per month
Banner ad 728x100 pixels	\$300
300x500 pixels	\$200
300x250 pixels	\$150
Calendar Sponsor	\$150
Calendar Banner	\$10/day

*weekly rates are available. ads are run of site.

e-newsletter

	per newsletter
Leaderboard	\$150
Event Listing	\$100

social media

	per post
Facebook	\$75
Instagram	\$40

inserts

sizes up to 10"x14.25"	call for pricing

original design & printing of inserts is available.