



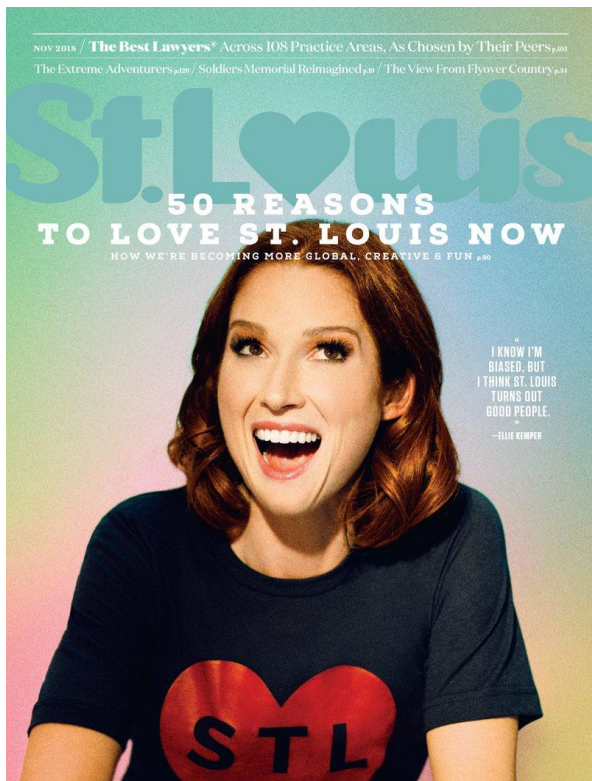
**Matt Coen**

*Second Street + SLM Media*

## SLM Media

Publishers of *St. Louis Magazine*, *Design STL*, *St. Louis Family*, and [stlmag.com](http://stlmag.com), we create local, in-depth content across multiple platforms, along with producing popular events year-round. **SLM Media connects St. Louisans with the city where they play, work, and live.**





## ST. LOUIS MAGAZINE

The award-winning monthly publication offers in-depth profiles, informed commentary, and discerning guides. SLM has received more than **50 honors** from CRMA, the Great Plains Journalism Awards, and the Missouri Association of Publications.

*(That's St. Louis native Jayson Tatum years before joining the Boston Celtics.)*

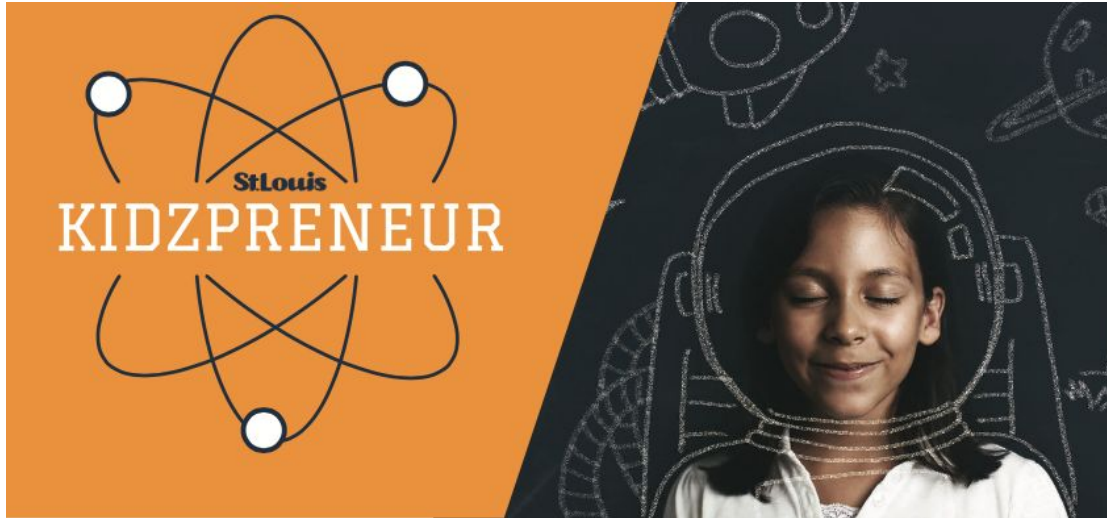


## ST. LOUIS FAMILY

Each issue is packed with solutions, tips, and events for parents and kids across the St. Louis region. The bi-annual publication highlights fun activities, educational opportunities, sports and summer camps, health care resources, retail, and more.

# Kidzpreneur

SLM



*St. Louis Family* and *xplor* are teaming up for the inaugural Kidzpreneur, a *Shark Tank*-style competition in which children ages 5–13 pitch business and product ideas for the chance to win scholarships and prizes. Kids gain invaluable experience, insightful mentoring, and celebrate innovation.





## DESIGN STL

Published bi-monthly, *Design STL* is St. Louis' local source for design, style, architecture, outdoor living, and entertaining. Each issue of *Design STL* contains a curated collection of local personalities, places, and ideas, all of which inspire homeowners to enhance their lifestyles and living spaces.

# Architect & Designer Awards

SLM

Design STL's annual Architect & Designer Awards recognizes the work of local interior designers, architects, builders, and landscape architects. With nearly 400 attendees, **it's the only event in St. Louis to bring together so many local tastemakers of the industry.**



↑  
*The winners were featured in the March/April issue.*

# Signature Events

SLM



## UNVEILED: THE BRIDAL EVENT

**JANUARY | ATTENDANCE: 500+**

A boutique bridal event featuring a collection of the city's finest wedding vendors.



## A-LIST

**JULY | ATTENDANCE: 1,200+**

A celebration of the area's best in food, nightlife, shopping, culture, and more.



## ARCHITECT & DESIGNER AWARDS

**FEBRUARY | ATTENDANCE: 350+**

An awards reception recognizing the superior work of local architects and designers, selected by a panel of nationally prominent professionals.



## BEST DOCTORS RECEPTION

**AUGUST | ATTENDANCE: 600+**

An invitation-only event that gathers many of St. Louis' top physicians and medical professionals.



# Signature Events

SLM



## EXCELLENCE IN NURSING AWARDS

**APRIL | ATTENDANCE: 500+**

An awards reception honoring outstanding nurses throughout the region, chosen by a prestigious selection committee.



## PUMPKIN WARS: CHEFS VS. SURGEONS

**OCTOBER | ATTENDANCE: 200+**

A family-friendly festival where surgeons and chefs go head-to-head to carve the most creative pumpkin.



## BE WELL STL BOOT CAMP

**SUMMER | ATTENDANCE: 400+**

A fitness boot camp and wellness expo that promotes healthy living.



## BEST DRESSED

**NOVEMBER | ATTENDANCE: 250+**

A lively and elegant fashion-forward event that celebrates those named to the Best Dressed list in the November/December issue of *Design STL*.



London's Wayne McGregor dances his 'Autobiography' at the Touhill



Extra Brut closes in Clayton, Bemiston Cocktail Club opening in its place



Your guide to the top 50 spring and summer arts events



The St. Louis Armory gets a new vision for its future



**DINING**  
**Men's Journal names Augusta Winery third best in United States**

EMILY WASSERMAN



**RECIPES**  
**Recipe for classic chocolate chunk cookies**

ANNA BECK



**DINING**  
**McCormick & Schmick's Seafood & Steaks closes in Des Peres**

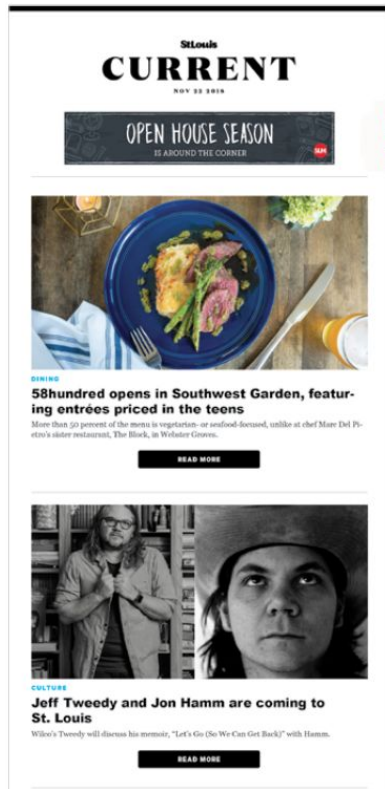
EMILY WASSERMAN
















**PARTNER CONTENT**  
**St. Luke's Hospital's Heart & Vascular Institute takes innovative approach to treating atrial fibrillation**

# THE CURRENT

Our new daily newsletter, The Current, provides a quick look at stlmag.com's top stories every weekday. Readers can find what's happening across town, discover the region's newest restaurants, dig into our latest investigative piece, or learn about the region's latest design trends.



TOTAL DELIVERED EACH DAY: 17,000+ UNIQUE OPENS: 3,750 OPEN RATE: 22%+

	GENERATE LEADS	DRIVE TRAFFIC	BUILD EMAIL DATABASE	INCREASE FOLLOWING	COLLECT DATA
SWEEPSTAKES					
PHOTO CONTEST					
QUIZ					
BALLOT					
BRACKET					

## HOW PROMOTIONS DELIVER



GENERATE LEADS



DRIVE TRAFFIC



BUILD EMAIL DATABASE

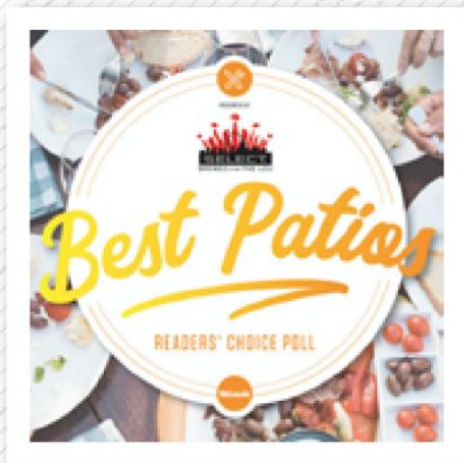


INCREASE FOLLOWING



COLLECT DATA





*“St. Louis Magazine has really helped our brands connect to consumers directly and support our overall brand initiatives. The Best Patios Poll was a perfect way for Bud Select to engage with consumers, build campaign awareness, and tie back to retail accounts. I look forward to our partnership with SLM next year!”*



**ANHEUSER-BUSCH INBEV**

*JACKIE HILLHOUSE, LOCAL CONNECTIONS MANAGER*

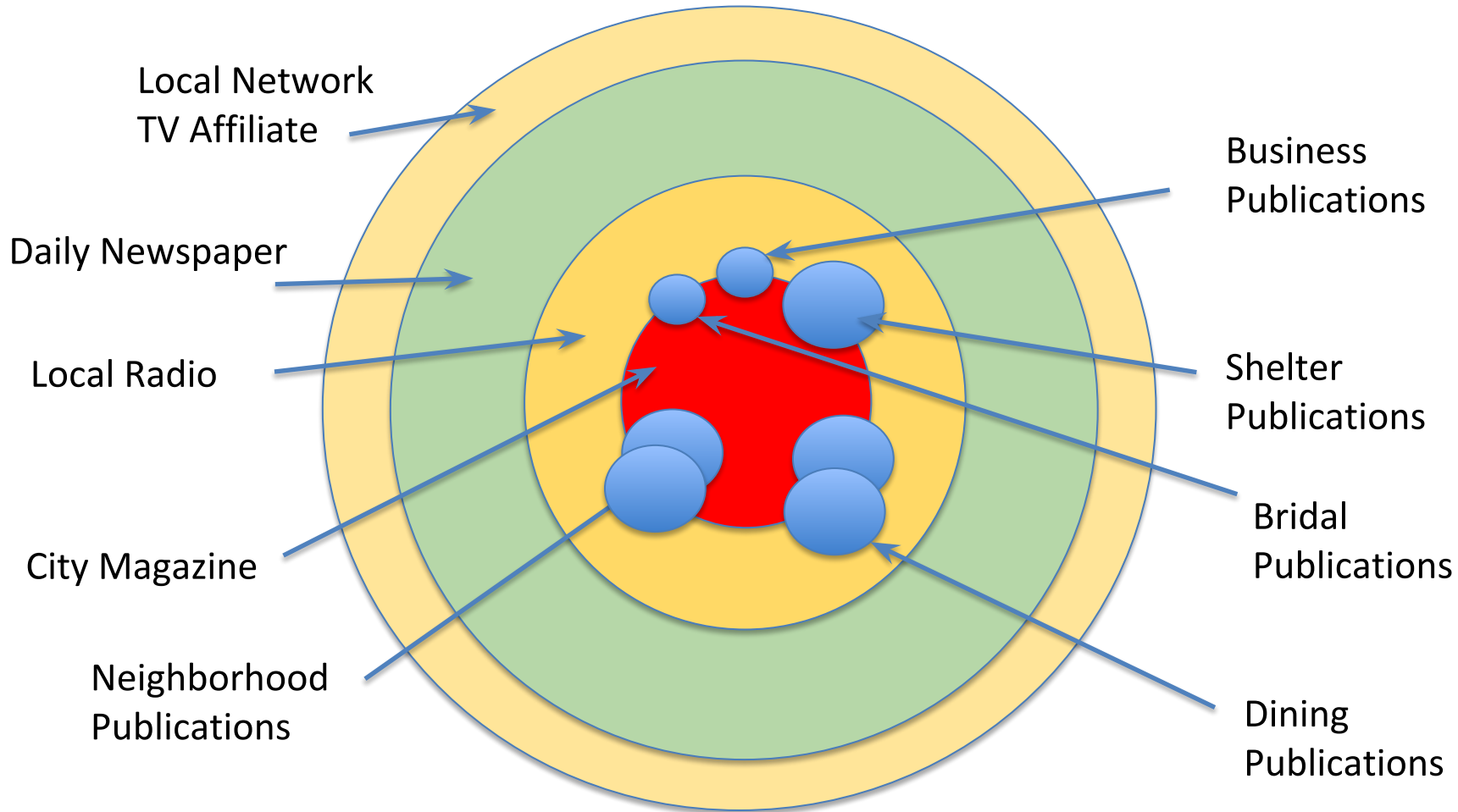


# IN THE PAST YEAR, READERS HAVE:

- Been influenced by SLM regarding dining decisions **79%**
- Attended a food/drink event **71%**
- Dined out 1-3 times per week **58%**
- Visited a theater **63%**
- Attended a live music event **63%**
- Visited an art museum **51%**
- Attended a charity event **53%**

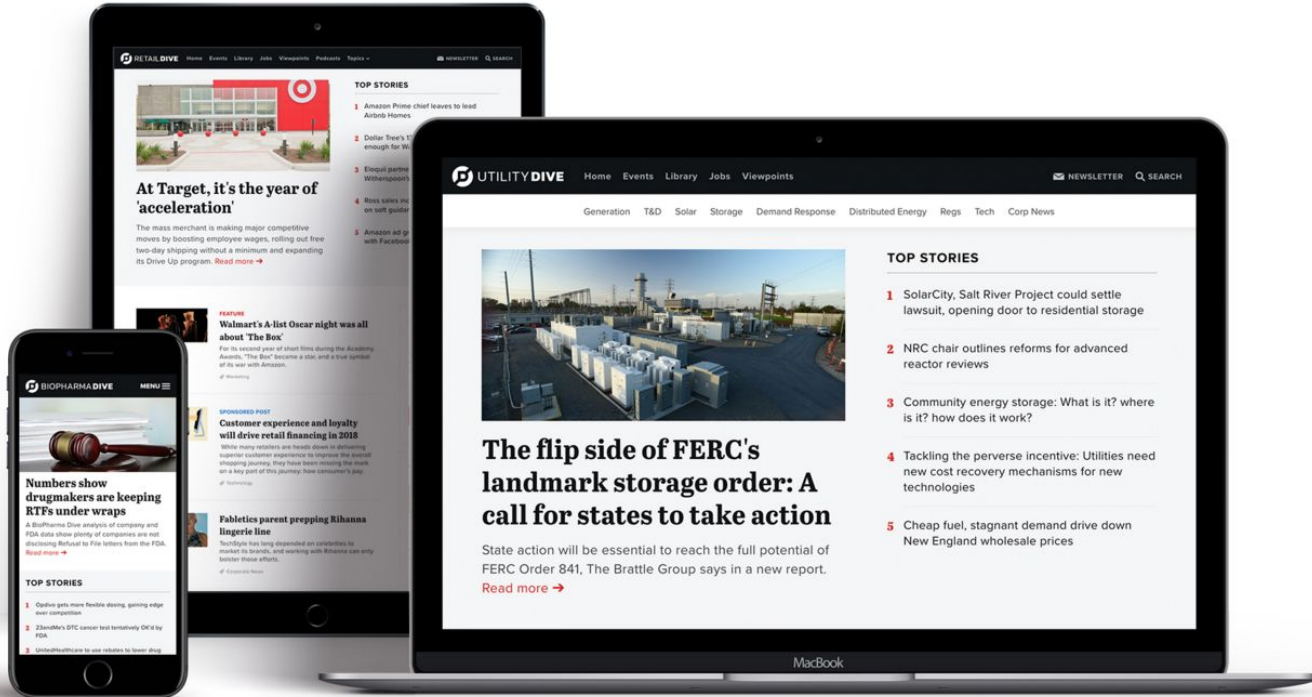
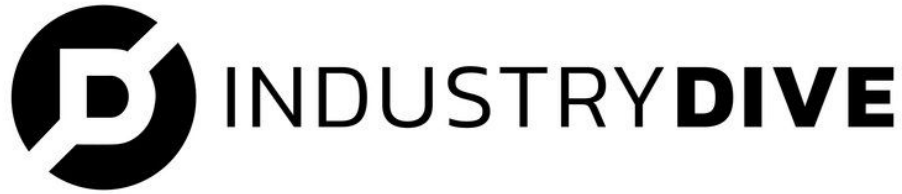


# What's truly "niche" for local media?


















“There was really **just one marketing lever that worked**, and that was **innovation.**” —*Dwight Risky, Ph.D., former VP of marketing research and new business development at Frito-Lay*



- BioPharma Dive
- CIO Dive
- Construction Dive
- Education Dive
- Food Dive
- Grocery Dive
- HR Dive
- Healthcare Dive
- Marketing Dive
- MedTech Dive
- Restaurant Dive
- Retail Dive
- Smart Cities Dive
- Supply Chain Dive
- Utility Dive
- Waste Dive



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## HOW PROMOTIONS DELIVER



GENERATE LEADS



DRIVE TRAFFIC



BUILD EMAIL DATABASE



INCREASE FOLLOWING



COLLECT DATA



# SCOOP EXCLUSIVE



The Scoop Exclusive e-newsletter allows an advertiser to **select a target audience** from a variety of reader interests and demographics.

## SLM'S DIGITAL TEAM WILL CHOOSE A TARGETED AUDIENCE FROM THE FOLLOWING OPTIONS, INCLUDING BUT NOT LIMITED TO:

### AGE

18-24  
25-34  
35-44  
45-54  
65+

### GENDER

Female  
Male  
Other  
Prefer not to say

### INTEREST

Health/Medical  
Health/Wellness  
Outdoors  
Style  
Education  
St. Louis Events  
Business/Finance  
Family  
Dining  
Arts/Culture  
Travel

Weddings  
Design  
And more!

### EVENT ATTENDANCE

A-List  
Architect & Designer Awards  
Be Well STL Boot Camp  
Unveiled: The Bridal Event  
Excellence in Nursing Awards  
Best Doctors Reception  
Best Dressed Reception

### LOCATION

Specific zipcodes

### WEBSITE PAGEVIEWS

Target visitors who have viewed specific content on stlmag.com



“There was really **just one marketing lever that worked**, and that was **innovation.**” —*Dwight Risky, Ph.D., former VP of marketing research and new business development at Frito-Lay*

# Decline in Digital Display Advertising

\$ Billions



Credit: Borrell 2018

80%

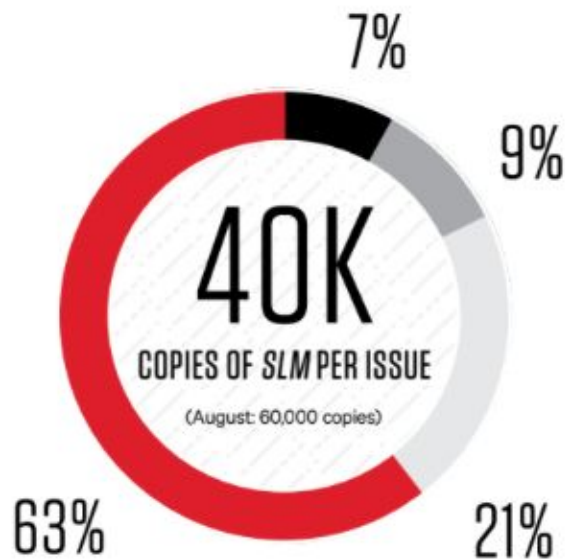




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# DISTRIBUTION



## **FAMILY AND DESIGN STL:**

35,000 copies per issue

- SUBSCRIPTIONS:** 25,000+ copies
- HOTEL ROOMS:** 3,700+ copies
- NEWSSTANDS:** 8,300+ copies
- OTHER METHODS:** 3,000+ copies
  - Complimentary mailings: 500+*
  - Waiting rooms: 2,000+*
  - Select events: 500+*



## DIGITAL DEMOGRAPHICS



64%

Female



36%

Male



AGES 25-54



\$75,000+

Combined Annual HHI

600,000+

Average monthly pageviews

2:34

Average time spent on a page