

# chamber & business association benefits



# REACH 42,750 READERS IN EVERY ISSUE

The only magazine targeting visitors & second homeowners throughout Lake Tahoe & Truckee.

- 10% off Spooner Lake (10x) & Donner Lake (18x) packages
- Free one-on-one marketing consultation
- All ads included in free, digital edition at no extra charge
- Free ad design with all bookings for print & web advertising

Offer expires Dec. 31, 2021.



## local print advertising works.

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.

## 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 2<sup>nd</sup> & 3<sup>rd</sup> homeowners

74% own homes in tahoe