

# chamber & business association benefits



# REACH 42,750 READERS IN EVERY ISSUE

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

- 15% off all rates
- 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, 2022.



## 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