

Meet Our Readers

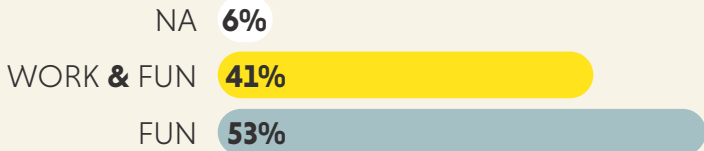


605 Magazine has helped me look at South Dakota with new eyes! The magazine itself is beautiful, and it's such a **positive part of my month.**"

TOTAL IMPRESSIONS

60,000+
MONTHLY IMPRESSIONS

REASONS READERS TRAVEL SD

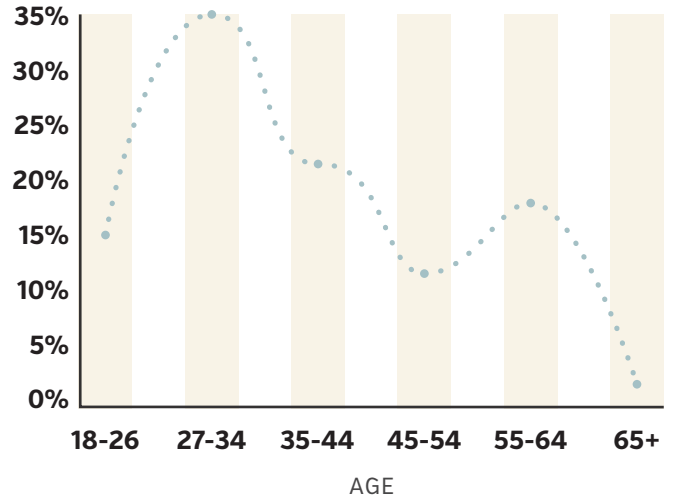


79%

OF READERS & FOLLOWERS SAY THEY'VE **MADE A PURCHASE OR ATTENDED AN EVENT** BY SEEING IT THROUGH 605.

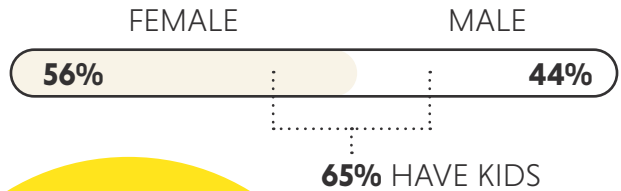
68% of readers prefer to read from a hard copy magazine.

READERS' AGE



I've been reading the magazine for **many years** and have enjoyed that it has **remained a staple**. I love that it's readily available every month where I can just **grab one conveniently** as I'm out and about."

GENDER



62%

OF READERS KEEP THEIR COPY OF 605 MAGAZINE FOR **OVER A MONTH OR MORE.**