

605 MAGAZINE

MEDIA KIT

2026



605 Media Kit: From a company that's crazy about South Dakota

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MONTHLY 605 MAGAZINE

Data collected via distribution statistics, web article views (via Flipbook and web articles), and social views.

- » 13K hard copies
- » 70K impressions

605 BEST MAGAZINE ISSUE

Data collected via distribution statistics, web article views (via Flipbook and web articles), and social views.

- » 15K hard copies
- » 100K impressions



605 WEDDINGS ISSUE

Data collected via distribution statistics, web article views (via Flipbook and web articles), and social views.

- » 5K hard copies
- » 12K impressions
- » Also distributed at Sioux Empire Wedding Network events in SD + Iowa.



"I THOROUGHLY ENJOY READING SUCCESS STORIES THAT ARE HAPPENING IN OUR STATE." - READER



THE 605 SHOW PODCAST

Data collected via streaming services like Spotify, through podcast video, and social media clips.

- » 20K average monthly listens and views.

E-NEWSLETTER

Data collected since the newsletter launched in 2020.

- » Reach over 4K subscribers
- » 99.1% deliverability rate
- » 50.4% open rate
- » 242,968 email volume (total numbers of emails sent out to individual subscribers during lifetime of account.)

AWARDS

**A.H. PANKOW
TOURISM AWARD**

**FOLIO + ADMONSTER
TOP WOMEN
IN MEDIA HONOREE**

**FRIENDS OF
SPEARFISH AWARD**

**GREAT PLAINS
JOURNALISM
AWARDS**

**2X PHOTOGRAPHER OF
THE YEAR WINNER**

**2X MAGAZINE OF THE
YEAR FINALIST**

**1X WEBSITE OF THE
YEAR FINALIST**

**SOUTH DAKOTA
ADVERTISING
FEDERATION AWARDS**

3 BEST OF CLASS

12 GOLD ADDYS

12 SILVER ADDYS

**PRINTING INDUSTRY
MIDWEST STAR AWARD
OF RECOGNITION**





Each issue of *605 Magazine* releases by the first of the month. The *605 Best* issue is out for two months & is the only double issue of the publication.

MAGAZINE AD DUE DATES

Ads are due the **15th of the month prior to the ads release date**. ie. If you're running an ad in April, we need it by March 15th.

If *605* does not hear back on any ad changes/updates by ad deadline, *605* will default to **running the latest ad on file**.



ANNUAL ISSUE
605 Weddings



JULY
Outdoor Issue



FEBRUARY
Business Issue



AUGUST
Lifestyle Issue



MARCH
Bar + Restaurant Issue



SEPTEMBER
Home + Design Issue



APRIL
Family Issue



OCTOBER
Autumn Issue



MAY
Road Trip Issue



NOVEMBER
Holiday Issue



JUNE
Summer Issue



DEC/JAN
605 Best Issue

"I MAY HAVE NEVER COME ACROSS SOME OF THE PLACES I VISITED IF IT HADN'T BEEN FOR 605." -READER

Meet Our Readers & Followers

*Sources are from an annual online survey.

605MAGAZINE
MEDIA KIT 2026

BY THE NUMBERS...

42%

own their second home or more,
and 36% own their first home.

79%

of Readers & Followers say they've
made a purchase or attended an event by seeing it through 605.

300

605 Magazine has over 300
monthly subscribers.

75%

have finished college.

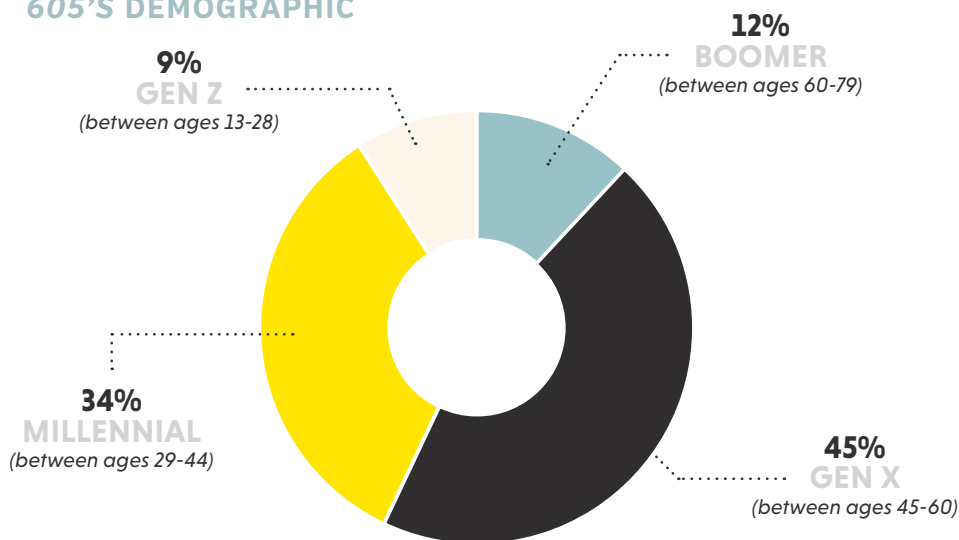
68%

of readers prefer to read
from a hard copy magazine.

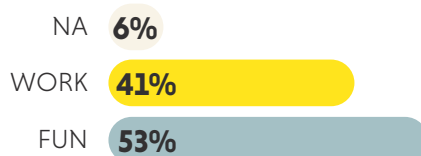
70K+

605 Magazine has over 70,000+
total monthly impressions.

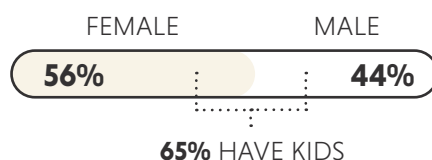
605'S DEMOGRAPHIC



REASONS READERS TRAVEL SD



GENDER



Content Packages

605 MAGAZINE
MEDIA KIT 2026

2025 FAVORITE FEATURES RANKED



FOOD & DRINK



TRAVEL



LOCAL & SMALL BUSINESSES



605 TRIES



EVENTS & ENTERTAINMENT

605 OFFERS MULTI-PLATFORM SOLUTIONS FOR CLIENTS.

Please request the full Content Package deck to find out more
details: sales@605magazine.com.

EDITORIAL FEATURES

Storytelling on multiple mediums that includes a professional photoshoot (client keeps the assets).

SOCIAL, VIDEO, OR EMAIL

Social media posts, professional or Instagram Reel video shoots, and/or email newsletter blasts.

ONLINE ARTICLES

Storytelling on multiple mediums that include submitted images or a hired professional photoshoot.

THE 605 SHOW PODCAST

A guest spot, live read, or video/ audio clip. Deliverables include social video clips.

SIZING

2-PAGE SPREAD

With Bleed:

17.25" W x 11.375" H

Without Bleed:

16.75" W x 10.875" H

Safety Margins:

.25" from the edges

FULL PAGE

With Bleed:

8.875" W x 11.375" H

Without Bleed:

8.375" W x 10.875" H

Safety Margins:

.25" from the edges

HALF PAGE

Vertical:

3.75" W x 10.375" H

Horizontal

7.875" W x 5" H

QUARTER PAGE

3.75" W x 5" H

PAGE STRIP

2.75" W x 10.375" H

DUE DATES

Ads are due the **15th** of the month prior to the ads release date.

If 605 does not hear back on any ad changes/updates by ad deadline (typically the 15th of the month prior to print), 605 will default to **running the latest ad on file**.

REQUIRED MATERIALS



Digital files only.

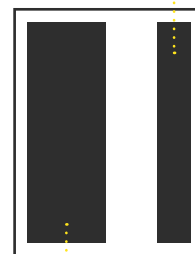
High resolution PDF (image resolution 300 DPI minimum).

With embedded fonts and CMYK color mode.

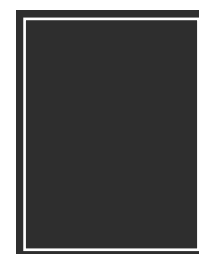
Please do not use the font **Roboto**. It is known to crash multiple systems.

SIZING REPRESENTATION

Page Strip
No Bleeds



Quarter Page
No Bleeds



Full Page +
.25" Bleed

Half Page Vertical
No Bleeds

Half Page Horizontal
No Bleeds

605's AD CREATION SERVICES

Ad creation is available upon request at a **production charge of \$200**. This includes **one proof edit (additional \$100 per proof edit)**. Required materials include PNG or vector files of company logo, high resolution images for ad artwork, and any pertinent information, ways to contact, and taglines.

If you would like an ad that 605 created to use for other marketing, we are able to resize the artwork for \$100 per ad.

Marketing shoots are available upon request at \$500 for the first hour, and are \$100 per hour following. Custom design, like illustrations, can be available upon request for \$100 an hour.

CROP & BLEEDS

- Two-page and full page ads with bleeds should be built to size using the specs above with an addition of a .25" bleed on all sides.
- Creative extending in to the bleed area will be lost in the final trimming process.
- Please include all trim and bleed marks on your PDF. If there are no trim or bleed marks, 605 is **not responsible** for trimmed content.

SAFETY MARGINS

- The safety margin is .25" inside the trim line. This ensures information isn't too close to the edge and in danger of being cut off.

DISCLAIMERS & CANCELLATIONS

605 tries to check all submitted ads before printing for discrepancies as a courtesy. However, **605 is not responsible for any misspellings, low resolution images, lost information/visuals outside of the safety line, company errors, or use of RGB color mode. Please double check your ads before submitting.**

- Advertising contracts that are terminated early are subject to the difference between the regular rate and the frequency rate that was given plus 10%.

Web & Newsletter Specs

	WIDTH	HEIGHT
SMALL RECTANGLE	300px	125px
MEDIUM RECTANGLE	300px	250px
LARGE RECTANGLE	300px	600px
FOOTER LEADERBOARD	970px	90px
NEWSLETTER BANNER	300px	125px

*Please inquire with your sales rep for pricing.

REQUIRED MATERIALS

JPG or GIF (image resolution 72 DPI minimum).
With embedded fonts and RGB color mode.

DUE DATES

Web ad commitments are yearly, but ads can be changed quarterly. If 605 does not hear back on any ad changes by each quarter deadline (January 1, April 1, July 1, October 1), 605 will default to **running the latest ad on file**.

AD CREATION

Ad creation is available upon request at a production charge of \$120. This includes one proof edit (additional \$50 per proof edit). Required materials include PNG or vector files of company logo, high resolution images for ad artwork, and any pertinent information and taglines.

NEWSLETTER

Send a custom newsletter blast for \$250. Newsletter banners on 605 newsletter issue announcements or other 605 blasts are \$150.

SIZING DIAGRAMS

605 MAGAZINE

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untur, non eum net
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que nonest, ut
aliquamust, sandiae
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MEDIUM
RECTANGLE

SMALL
RECTANGLE

605 MAGAZINE

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nos doluptibus nihil
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aut que pos re nonem
quatis qui audisci
berions

LARGE
RECTANGLE

Icae volut volor
soluptam inustrum
recaerum que lam,
odis altas volliqu

odignim olupta
eventis experis quo
officeni quis rempores
invere consed ut unti

eventis experis quo
officeni quis rempores
invere consed ut
untiam, nesto eaquis

FOOTER
LEADERBOARD

605
MAGAZINE

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quo officeni quis
rempores invere
consed ut untiam,
nesto eaquis

eventis experis
quo officeni quis
rempores invere

NEWSLETTER
BANNER

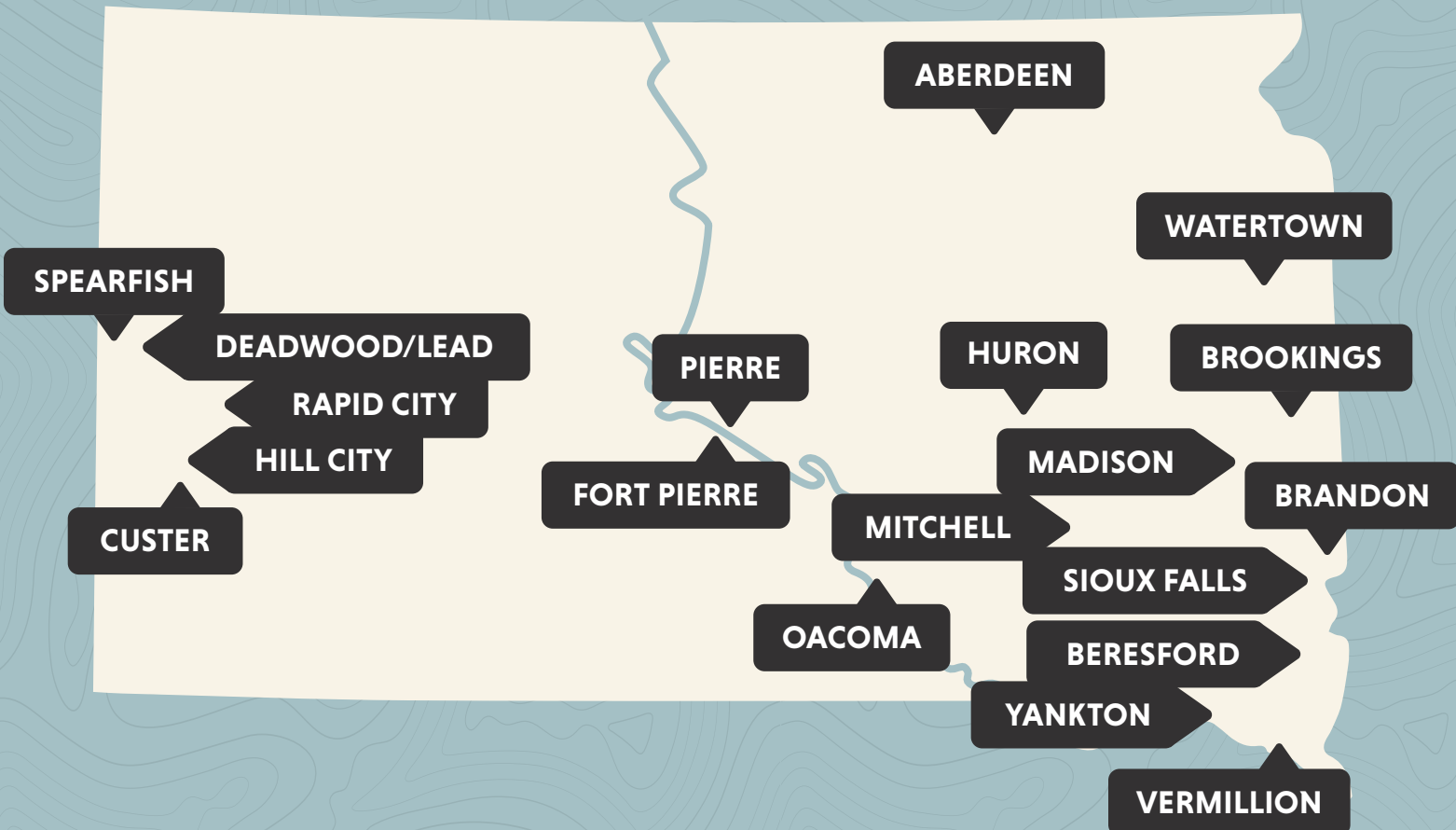
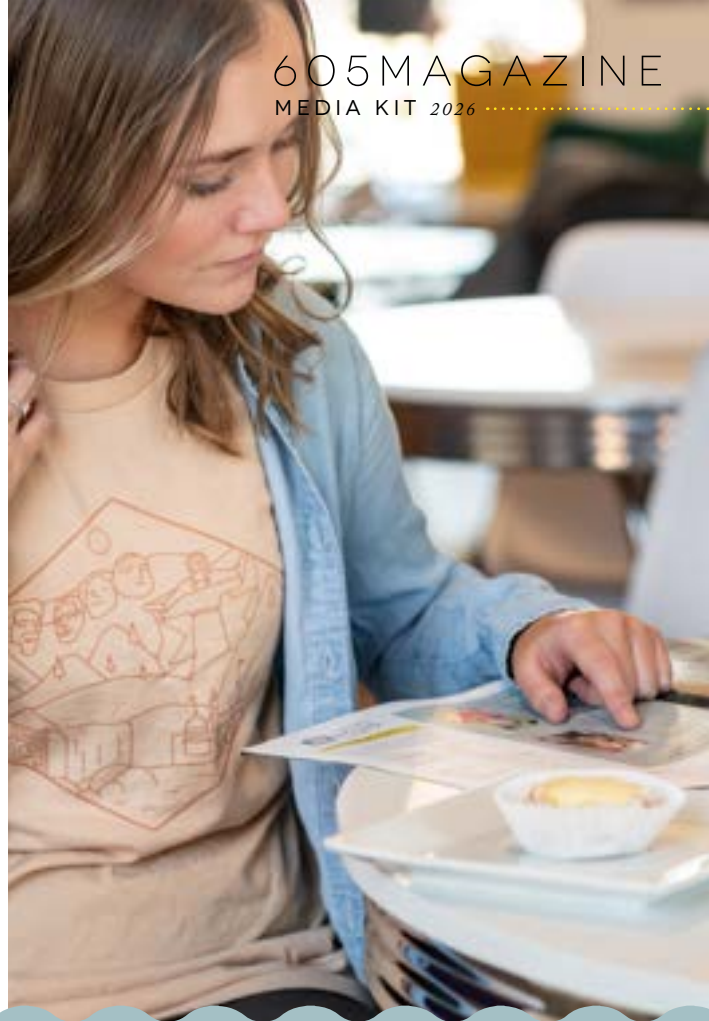
Distribution Locations

605MAGAZINE
MEDIA KIT 2026

605 Magazine is distributed to over **200 LOCATIONS** statewide in the following cities every month. 605 Weddings is distributed to over **100 LOCATIONS** statewide in the following cities every month:

- Aberdeen
- Brookings
- Huron
- Lead
- Mitchell
- Oacoma
- Pierre
- Rapid City
- Sioux Falls
- Spearfish
- Watertown
- Yankton

- Aberdeen
- Beresford
- Brandon
- Brookings
- Custer
- Deadwood
- Hill City
- Huron
- Lead
- Madison
- Mitchell
- Oacoma
- Pierre
- Rapid City
- Sioux Falls
- Spearfish
- Watertown
- Vermillion
- Yankton



Frequently Asked Questions

605 MAGAZINE
MEDIA KIT 2026



605 Magazine has been a multi-media company since 2009 with the latest on all things South Dakota. 605 has continued to grow into a strong, award-winning brand that leverages print, digital, and experiential platforms to create impactful and creative campaigns for advertisers, while also making it approachable and relevant for readers and followers.



WHAT IS YOUR DEMOGRAPHIC?

Our demographic is largely **25-50 years old** and are close to **50/50 male and female**. They are professionals who are families and **love experiences**.

WHERE ARE YOU LOCATED?

Statewide! We're everywhere from Sioux Falls (largest), Rapid City (second largest), Hill City and Custer, to Pierre, Aberdeen, Huron, Yankton, Brookings, and more! [See more on page 11.]

HOW MANY COPIES DO YOU PRINT?

Depending on the time of year, it **ranges between 11,000 to 15,000 hard copies per issue**. There are **5,000** hard copies for the *605 Weddings* annual issue.

WHAT IS YOUR REACH?

70,000 impressions with 605's hard copy, online copy, online articles, and social media.

WHEN DO ISSUES RELEASE?

The issues release at the **beginning of the month** (approximately August 1st for the August Issue) and are on stands for the entire month. The **605 Best** issue is the **only double issue** and is out **December 1st through the end of January**.

ARE YOUR PRICES GROSS OR NET?

They are **net**.

DO YOU OFFER AD CREATION?

We do! If you need an ad created, our award-winning team can be hired for **\$200 per ad**. The ad will be created with your existing assets. **This comes with 1 revision. After that, each additional revision is an additional \$100.** Photography and/or custom design/illustration are not included, but are available upon request (see page 9 for more details).

WHEN ARE ADS DUE?

Ads are due at **the 15th of the month before the release** (i.e. October 15th for the November Issue).

WHAT AD SIZES REQUIRE BLEEDS?

Just **full page, two page spreads, and the centerfold** need bleeds! Quarter page ads, half page ads, and page strips **should not be sent with bleeds** (see page 9 for more details).

IF I DO MORE THAN ONE ISSUE WITH AN AD, DO I GET A DISCOUNT?

Yes! The ad list on page 7 shows that **the more issues you advertise in, the bigger discount you receive per issue** (i.e. instead of \$1,215 for a full page for a one-time placement, you get \$905 for the year per issue).

DO YOU DO TRADES?

We do not.

DO YOU OFFER NON-PROFIT DISCOUNTS?

Yes! Nonprofits are given **25% off** the advertising price. **Travel costs for packages may apply.**

IF I DO AN EDITORIAL PARTNERSHIP, WILL I SEE THE ARTICLE BEFORE GOING TO PRINT?

Yes! The 605 team will send you a **Word Document proof** for review (we just ask you don't change quotes for authenticity). **You will not see the magazine layout of the article and/or approve of the photos from the photoshoot for layout.** You are given one free proof to review for revisions, and **any additional proof s/revisions are \$50**. Using AI for edits is prohibited.

WILL I RECEIVE THE PHOTOS TAKEN FOR THE EDITORIAL PARTNERSHIP?

Yes, you will! You can use them to your discretion and don't need to tag 605. We will send an online gallery, and you have **30 days** to download them. If you go past the download deadline, **there is a \$50 fee for gallery re-creation.**

605

CREATIVE CO.

**WE LOVE TELLING STORIES,
& WE CAN'T WAIT TO HELP
TELL YOURS.**

726 E 6th St, Sioux Falls, SD 57103
[605] 274-1999
contact@605creativeco.com

605 Creative Co. is a creative agency that specializes in branding, design, content creation, copy, photography, and cinematography.

Our team has worked with clients all over the Midwest to take photos, write articles, film videos, record podcast episodes, and create designs to help tell readers and followers their stories.

Then people started asking:

"Could I hire you for
marketing photography?"

"Could I hire you to
create a logo?"

"Could I hire you for a
promotional video?"

Why, yes. Yes you can. Then 605 Creative Co. was born.

Some of our clients have included:



See website for more info.



PUBLICATION DESIGN



SOCIAL MEDIA VIDEOS



LOGO DESIGN



STICKER DESIGN

Can't Get Enough?

605MAGAZINE

605MAGAZINE.COM

605CREATIVECO.

605CREATIVECO.COM

605WEDDINGS

605WEDDINGS.COM

605LOFTS

SODAKSTAYS.COM

605HIDEAWAY

605MAGAZINE.COM/HIDEAWAY

605MAGAZINE

MEDIA KIT 2026

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