

The EDGE

A Lifestyle Magazine for the Uintah Basin

We here at *The Edge Magazine* are very excited at your interest in our publication. Here are a few facts that may help you see who we are targeting as our audience.

At *The Edge* we are targeting the young adolescent to the mature adult by focusing upon a very eclectic genre of articles and feature sections. We are interested in reaching the Uintah Basin and using our magazine as a platform for showcasing our very unique culture and lifestyle that is “The Basin!” What we have found during this first year of printing is that it is typically the woman of the house that purchases the magazine but due to the fact that we have a very balanced mix of articles, it is read by the entire family. A very interesting fact to note is that we have more submissions by MEN than we do women!

The research that has been done into demographics of this magazine show that it has a wide range of appeal when it comes to the age ranges so it is difficult to assign an age range except to say somewhere between birth and death. It is literally a family magazine. The average household that purchases this magazine will have a yearly annual income of approximately \$80,000.00. Education backgrounds vary a great deal in our readers as well, although because of the availability of our local university and technical school, most of our adult readers are found to have some amount of higher education including MBA, PhD, and MD.

The Edge Magazine is focusing on the Roosevelt, Vernal, Duchesne, Altamont, and Tabiona areas OR the Uintah Basin! We feel like this a very special area that deserves to be placed in the spotlight and that is what *The Edge Magazine* will be and is accomplishing!

Every month we will have articles that will include many different themes that will include but are not limited to hunting, fishing, home, garden, business spotlights, and most importantly...THE AWESOME PEOPLE OF THIS AREA!! Our favorite thing to write about and showcase are the wonderful and unique people of the Basin. Whether it is the semi-pro football team in Roosevelt called the Oilers or Mitch Lamb’s down and dirty story about getting stuck in a beaver dam hole, we have a line-up of articles that will hold everyone’s interest! We try to include a sports article, an artist profile article, as well as a monthly theme with each issue.

We will also be asking for the input our readers by sponsoring a wide variety of contests. We are in the process of securing a sponsorship for a monthly teen short story/essay contest, as well as an illustration contest. For the adults we have fun submission opportunities that will include topics such as “momisms”, front door contest, photo cover shot photography contest, best yard contest, Braggin’ rights and hunting photos, etc.

We are very proud to say that we have the full support and endorsement of the Basin Arts Council and we look forward to working very closely with them as we continue to help the arts grow among our youth and adults alike in this area!

We currently boast a circulation of 10,000 and we are seeing our numbers grow every day. We can currently be found at the following locations for retail sale to the public (Although this list changes almost continually) :

- ~ Smiths Food and Drug in Vernal and coming soon Heber
- ~ Swasey's Foodtown in Altamont
- ~ L and M Country Store in Jensen
- ~ Davis Jubilee in both Roosevelt and Vernal
- ~ 7 to 11 Convenience Stores
- ~ Stockmans in Fort Duchesne
- ~ The Bluebell Store
- ~ Crumbo's Texaco/Arby's in Roosevelt
- ~ Shirley's Country Corner in LaPoint
- ~ Quick Cash Pawn in Roosevelt
- ~ The Neola Store
- ~ Gateway 66 in Duchesne
- ~ B S Outfitters in Roosevelt
- ~ Laverne and Shirley's in Vernal
- ~ World of Beauty in Roosevelt
- ~ Bitter Creek Books
- ~ Stewart's Market Place in Roosevelt
- ~ Taste of Mexico in Roosevelt
- ~ Maybe YOUR STORE?!?!?!?

We also have a subscription base that makes up between 30% to 40% of our circulation numbers. We have it set up through our website for our clients to be able to purchase both 1 year and 2 year subscriptions for either themselves, OR as a gift for others.

We provide courtesy copies to both the Duchesne and Vernal City Chambers of Commerce that are handed out to prospective transplants who are investigating this area which means The Edge Magazine goes out in EVERY relocation packet. This means that our advertisers are some of the very first to have their businesses seen by those requesting these relocation packets.

We look forward to only increasing in quality and quantity as we continue to grow and help this dynamic area express it's very unique style. And as we grow we look forward to helping your business also grow and prosper! We understand that in order for us to succeed, we must first help YOU succeed and that is what we strive to do!

Thanks for being willing to help us grow the Basin and saying YES to increasing your business's bottom line by advertising with us here at The Edge!