

Life in Utah

UTAH'S PREMIER LIFESTYLE AND RELOCATION GUIDE



2027 ADVERTISING BENEFITS

ABOUT LIFE IN UTAH

Published by the Salt Lake Chamber, in partnership with Deseret News/Utah Business, Life in Utah is your essential guide to the Beehive State. This annual magazine unfolds across five sections: **"Explore"** showcases our seven regions, National Parks, and local food scene; **"Thrive"** examines medical innovations, sustainability, economy, and housing; **"Create"** highlights artisans, women entrepreneurs, film destinations, and arts; **"Grow"** features business leaders, education, top employers, and emerging industries; and **"Join"** connects readers with nonprofits, volunteer opportunities, and diverse communities. Life in Utah captures everything that makes Utah an extraordinary place to live, work, play, and do business.

AUDIENCE AND DISTRIBUTION

Life in Utah is a resource for well-traveled individuals, business decision-makers, vacationers, and locals alike. Whether they're a newcomer, a long-time resident, a visitor, or a business, this guide is a valuable resource for anyone spending time in Utah. It is distributed throughout the state in various locations, including hotels, convention centers, visitor centers, real estate brokerages, and chambers of commerce, among many other locations throughout the state.

BENEFITS

Extended Shelf Life

Life in Utah's content is designed for the long haul. The magazine is a resource that people will keep throughout the years, allowing your message to make a continued impression.

Mass Circulation

50,000+ print copies of Life in Utah will be circulated throughout the 2027 calendar year by the Salt Lake Chamber, area businesses, real estate groups, hotels from Logan to St. George, government agencies, universities, visitor info centers, and retail locations.

Strategic Audience

Life in Utah connects your business with the people who matter most – newcomers setting up their lives, tourists planning adventures, business leaders, and residents seeking local gems. Our readers are actively looking for trusted local businesses like yours to support and enjoy.

Digital Edition

This year Life in Utah will be produced in a digital edition to be circulated across social media and online channels to extend the reach of the publication.

ADVERTISING RATES

MEMBERS	FULL COLOR ADS	NON-MEMBERS
\$6,715	Two Page Spread	\$9,401
\$3,950	Full Page	\$5,727
\$2,370	Half Page	\$3,081
\$1,777	Quarter Page	\$2,310
PREMIUM AD SPACES		
\$7,900	Back Cover	\$11,060
\$5,135	Page 1	\$6,675
\$5,135	Inside Front Cover	\$6,675
\$4,937	Inside Back Cover	\$6,418

AD DEADLINES

Reservations and Art

January 8, 2027

Publishes

February 2027

A deposit is required on all advertising space unless approved for credit through Utah Business/Deseret News. Balance will be due and payable in January 2027. Graphic design included in listed advertising rates.

SPECIFICATIONS

Acceptable File Format

PDF Only: No application files such as InDesign, QuarkXPress, Illustrator, or Word will be accepted. Include bleeds only when creating your PDF.

Please do not include page information, trim, or printers marks.

Color and Resolution

All elements in ads must be built in CMYK or grayscale with a resolution of 200 to 400 dpi. Images pulled from websites are **not acceptable** as they are RGB and 72 dpi.

Ad Orientation

Content must read left to right and no sideways or upside down rotations will be allowed.

Fonts

All fonts must be embedded into the document during the PDF creation process or turned to outlines before creating the PDF.

Special Note

We are open for discussion on unique ad dimensions not listed. If you have an idea you want to be considered, **please contact your sales rep.**

AD SIZES

TWO PAGE SPREAD

Trim Size

16.75" W x 10.875" H

Including Bleed

17.0" W x 11.125" H

Live Margins

0.25"

FULL PAGE

Trim Size

8.375" W x 10.875" H

Including Bleed

8.625" W x 11.125" H

Live Margins

0.25"

HALF PAGE

7.25" W x 4.85" H

QUARTER PAGE

Trim Size

3.55" W x 4.85" H

ADVERTISING QUESTIONS

For more information, please contact Sally Steed at 801-631-6148 or ssteed@deseret.com.

