



# The True Gems of Idaho.



“ Every month I look for IDAHO magazine in my mailbox...It so accurately reflects the moods, values, history, and culture that make me so proud to be from Idaho. After I've finished reading it, I send my copy to Kuwait so my favorite hero (my husband Roger) can have a bit of home to peruse through. Thank you for every issue.

—Jamie Dover, Fort Benning, GA

“ I like [IDAHO magazine], and will continue to read and enjoy it. My husband likes it. My friends visit and take it home with them. I particularly like the articles on history and the stories of the many different towns and places...This magazine fills a niche in Idaho.

—Xenia Williams, Twin Falls

## THE DISPLAY CASE

IDAHO magazine readers are...



**Educated:** 81% Attended College, 16% Post Graduate

**Engaged:** 90% of our readers do not throw out IDAHO magazine once finished reading. 38% have been subscribers for over five years! Of those readers, 46% say they give or donate to another individual and 44% save for future reference.

Loyal, involved subscribers who read us, write for us, and enter our annual Fiction Writing, Cover Photo, Nonfiction and Poetry contests. They are the characters in our content, and the faces on our covers.

- Top hobbies:**
- 1 Reading
  - 2 Fishing
  - 3 Travel
  - 4 Gardening
  - 5 Writing

**IDAHO**  
magazine