

# MEDIA KIT

Editorial Calendar | Circulation & Distribution | Demographics  
Our Reach | Art Requirements | Advertising Sizes

# W K Y O P S

+Coeur d'Alene Living



# WHO IS OUR AUDIENCE?

Advertising in *Spokane Coeur d'Alene Living* puts your message in front of 100,000+ readers. We embrace being the premiere magazine in the Inland Northwest, and value our relationship with our audience: the tastemakers, the leaders, the educated, the influencers, and the active people who make things happen in our community.

## EDUCATION

The majority of readers have college degrees and beyond.



**HIGH SCHOOL:** 8%  
**SOME COLLEGE:** 24%  
**COLLEGE DEGREE:** 48%  
**MASTER'S DEGREE:** 20%

## INCOME

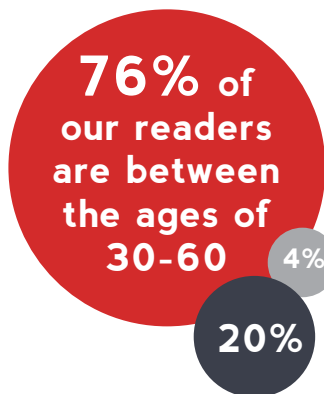
We are the single best way to reach the affluent in this region.



**UNDER \$25K:** 5%  
**\$25-\$50K:** 20%  
**\$51K-\$75K:** 22%  
**\$76K-\$100K:** 24%  
**\$100K+:** 19%  
**\$150K+:** 10%

Average income is \$88,000, with 26% earning over \$100,000 per year. Over two thirds work in managerial or professional positions. Average total household income is \$148,000.

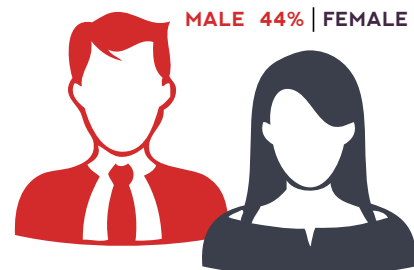
## AGE



Mature, but skewing younger than you might think.

## GENDER

More Female than Male, but still a great vehicle to reach the elusive male professional.



**MALE 44% | FEMALE 56%**

## CULTURED TASTE

**90%** of readers own their own homes

**50%** of readers are looking to remodel their homes in the next two years

**80%** are actively involved in fitness activities, either through fitness clubs or active lifestyles

**58%** regularly attend live theatre or musical performances

**2-4**

times a month, on average, our readers dine out

**100**

mile radius of this region, within which our readers have stayed in hotels for getaways and relaxation

**75%**

readers own two or more cars

**80%+**

of readers plan to purchase or lease a car in the next two years

## “BEST” AND “TOP” PROFESSIONALS

**BEST DOCTORS | TOP LAWYERS | BEST DENTISTS | TOP REALTORS**

Our feature stories listing the “Best” and “Top” professionals are well read by members of those professional communities. Professionals read the magazine closely, even if only to see they made the list – or whether their colleagues did.

# WHERE ARE THEY READING?

Spokane Coeur d'Alene Living employs a sophisticated, robust circulation model that ensures market penetration of the area's highly desirable affluent stakeholders. The magazine is distributed to homeowners, luxury hotels, medical and dental offices, and is for sale at virtually every newsstand in the area. **It is also available online at [atspokanecda.com](http://atspokanecda.com) or online at [issuu.com](http://issuu.com).**

## Welcome New Neighbor program:

Each new home sold receives the magazine in a fine gift basket

**Home Staging:** Each issue of the magazine featured as props in high end homes for sale by Home Staging Works

## CIRCULATION & DISTRIBUTION



Homeowners & Subscribers: 69%



Newsstand: 12%



Fine Hotels: 11%

Medical & Dental Offices: 4% Salons, Spas & Coffee Shops: 2% Trade Copies: 2%

PRINT RUN 26,000 READERSHIP OVER 100,000

## EXPOSURE BY LOCATION

**NORTHSIDE** Colbert, Mead, Five Mile Heights **24,292**

**SOUTHSIDE** Manito, Rockwood & West Plains **27,440**

**VALLEY** Liberty Lake, Veradale, Greenacres, etc. **26,345**

**NORTH IDAHO** Coeur d'Alene, Hayden, Rathdrum, Post Falls, etc. **17,923**

In addition, we have subscribers in every other state in the nation.

## PASS ALONG READERSHIP

**3.6** people read each individual issue

**50** people read each copy in waiting rooms

**75%** readers say they refer back to each issue an average of three times

**35%** of readers save every issue

## TAKING ACTION!

**89%** of readers say they have been influenced by the editorial or by the advertising to take action - to buy a product, service, or to attend an event

**MOST** readers say they read the ads and find them interesting because they are local businesses

## IN EVERY ISSUE

FIRST LOOK | BUZZ | LILACS & LEMONS | HOT TOPIC | LOCAL: MUSIC, ART, BOOKS  
SPOKANE RISING | ROAD TRIP | PEOPLE PAGES | CLARKSVILLE | WHAT I KNOW  
DATEBOOK | HEALTH BEAT | HOUSE FEATURE | AUTOMOTIVE | LOCAL CUISINE

## ON THE RACK

### OUR LOCAL REACH

#### SPOKANE

CITY FOOD MART  
ROSAUERS SUPER MKT (5 LOCATIONS)  
FRED MEYER (THOR, N. DIVISION, FRANCIS)  
SUPER 1 FOODS  
ALBERTSONS (8 LOCATIONS)  
HUCKLEBERRY'S  
WAL-MART (2 LOCATIONS)  
HOLIDAY (2 LOCATIONS)  
YOKE'S FRESH MARKET (3 LOCATIONS)  
DEACONESS GIFT SHOP  
SHOPKO (2 LOCATIONS)  
BARNEY'S HARVEST FOODS  
TRADING CO. (2 LOCATIONS)  
WINCO FOODS  
HMS HOST

#### SPOKANE VALLEY

ROSAUERS SUPER MARKET  
TRADING CO.

#### COEUR D'ALENE

HOLIDAY  
SUPER 1  
ALBERTSONS  
FRED MEYER v

### OUR EXTENDED REACH

MILES CITY WAL-MART  
KALISPELL SHOPKO, NORM'S NEWS  
HAYDEN LAKE SUPER ONE, ALBERTSONS  
HAYDEN WAL-MART  
KELLOGG YOKE'S  
PULLMAN/MOSCOW WAL-MART, DISSMORES FOODS LLC  
PONDERAY YOKE'S FRESH MARKET  
POST FALLS WAL-MART, TRADING CO., SUPER 1  
STATELINE WAL-MART  
RATHDRUM STEIN'S MARKET  
SANDPOINT SUPER 1 FOODS  
SMELTERVILLE WAL-MART  
SPIRIT LAKE MILLERS HARVEST FOODS  
EAST WENATCHEE FRED MEYER  
YAKIMA SHOPKO, WRAY'S FOOD & DRUG, FRED MEYER  
ELLENSBURG FRED MEYER  
SUNNYSIDE WAL-MART  
AIRWAY HEIGHTS YOKE'S, WAL-MART  
CHENEY MITCHELL'S HARVEST FOODS, TRADING CO., BI-MART  
DEER PARK BI-MART, YOKE'S FRESH MARKET  
FOUR LAKES GROC & EXX  
LIBERTY LAKE ALBERTSONS  
MEAD YOKE'S FRESH MARKET  
VERADALE WAL-MART, FRED MEYER (SULLIVAN)  
COLVILLE SUPER 1 FOODS, WAL-MART  
KETTLE FALLS HARVEST  
PASCO WAL-MART, YOKE'S FRESH MARKET  
KENNEWICK WINCO FOODS, FRED MEYER, YOKE'S FRESH MARKET, WAL-MART  
RICHLAND WAL-MART, FRED MEYER  
WEST RICHLAND YOKE'S FRESH MARKET  
CLARKSTON WAL-MART



# SPOKANE

+ Coeur d'Alene Living



## WE ARE THE PRIMARY CITY MAGAZINE SERVING THE INLAND NORTHWEST.

With quality editorial, informative “Best of” lists and top-notch photography, each issue is read, savored and kept as a resource for that inevitable day when a doctor, lawyer, real estate agent or dentist will be needed. It’s the ultimate resource for deciding which restaurants and shops are worth visiting and what events are not to be missed.



## WE ARE THE TOP SELLING MAGAZINE IN THE REGION.

Launched in 1999, *Spokane Coeur d'Alene Living* has grown in page count and in advertising every year since. We are proud to be well-embraced by both the advertising and the reading community, and to be displayed on more coffee tables in homes and in waiting rooms than any other local magazine.



## LET US DELIVER OUR ELITE AUDIENCE TO YOU.

A fine regional magazine can deliver benefits that most other mediums cannot. Ads in the magazine denote class and sophistication. Our audience of affluent, educated, professional homeowners tell market researchers they prefer receiving information about businesses and professionals in fine magazines where they can contemplate the advertising and tear out pages when necessary. Research also shows that affluent people READ, and while reading they closely check the ads. Most say they have made a buying decision because of an advertisement they’ve seen in our magazine.



107 S HOWARD, SUITE #205 | SPOKANE, WA 99201  
509.533.5350 | [BOZZIMEDIA.COM](http://BOZZIMEDIA.COM)

# 2018 SPOKANE EDITORIAL CALENDAR

+ Coeur d'Alene Living

SUBJECT TO CHANGE

**JANUARY '18**

**#146**

**DEADLINE** December 10

**Features:** Social Events Registry / Weddings  
**Healthbeat:** Dieting & Nutrition  
**Homestyles:** Furniture / Interior Decor  
**Special Ad Section:** Wedding Section

**WOMAN** Diet / Exercise / Health

**Catalyst** Business to Business Awards

**FEBRUARY '18**

**#147**

**DEADLINE** January 10

**Features:** Best Dentists  
**Healthbeat:** Dental Care & Cosmetic Dentistry  
**Homestyles:** Tile & Granite  
**Special Ad Section:** Dental Profiles  
**PETS**

**Prime** Money and Finance

**MARCH '18**

**#148**

**DEADLINE** February 10

**Features:** Best Doctors  
**Healthbeat:** Mental Health / Brain Health  
**Homestyles:** Landscaping / Pools  
**Special Ad Section:** Doctor & Medical Profiles

**WOMAN** Beauty / Spas

**Catalyst** Women in Business Leadership Awards

**APRIL '18**

**#149**

**DEADLINE** March 10

**Features:** Top Realtors / Annual Home Improvement  
**Healthbeat:** Eyes & Ears  
**Homestyles:** Home Improvement Directory  
**Special Ad Section:** Realtor Profiles  
**PETS**

**Prime** Dying Well:  
End of Life Planning

**MAY '18**

**#150**

**DEADLINE** April 10

**Features:** History Issue  
**Healthbeat:** Lung Health / New Health Technologies  
**Homestyles:** Draperies & Blinds  
**Special Ad Section:**  
Legacy Business Profiles / Best of the City Ballot

**WOMAN** OBGYN Feature

**Catalyst** Legacy & Family Businesses

**JUNE '18**

**#151**

**DEADLINE** May 10

**Features:** Summer Fun  
**Healthbeat:** Men's Health / Chiropractic  
**Homestyles:** Exteriors - Siding & Paint / Roofing  
**Special Ad Section:** Summer Fun  
**PETS**

**Prime** RVing / Gardening

**JULY '18**

**#152**

**DEADLINE** June 10

**Features:** Annual Food & Dining Issue  
**Healthbeat:** Heart Health  
**Homestyles:** Floors & Floor Coverings  
**Special Ad Section:** Restaurant & Menu Guide

**WOMAN** Skin / Dermatology,  
Education Options  
**Catalyst** Power 50 / Entrepreneur

**AUGUST '18**

**#153**

**DEADLINE** July 10

**Features:** Top Lawyers  
**Healthbeat:** Plastic & Reconstructive Surgery  
**Homestyles:** Lighting / Air Conditioning  
**Special Ad Section:** Attorney Profiles  
**PETS**

**Prime** Spirit Awards: 20 Over 60  
Alternative Medicine

**SEPTEMBER '18**

**#154**

**DEADLINE** August 10

**Features:** Best of the City Awards— Retail, Home,  
Auto, Services / Fall Arts Guide  
**Healthbeat:** Arthritis / Muscle Pain  
**Homestyles:** Kitchens & Baths  
**Special Ad Section:** Best of City Thank You Ads

**WOMAN** Work and Careers / Breast Health  
**Catalyst** Branding & Marketing

**OCTOBER '18**

**#155**

**DEADLINE** September 10

**Features:** Best of the City Awards—  
Food + Drinks, Entertainment + People  
**Healthbeat:** Cancer  
**Homestyles:** Heating & Fireplaces / The Wired Home  
**Special Ad Section:** Best of the City Thank You Ads  
**PETS**

**Prime** How to be a Rockstar  
Grandparent

**NOVEMBER '18**

**#156**

**DEADLINE** October 10

**Features:** 20 Under 40  
**Healthbeat:** Hands & Feet  
**Homestyles:** Windows & Doors  
**Special Ad Section:** Automotive / New Cars

**WOMAN** Emotional Health

**Catalyst** 20 Under 40 Awards

**DECEMBER '18**

**#157**

**DEADLINE** November 10

**Features:** Holiday Gift Guide  
**Healthbeat:** Dermatology (Skin Care)  
**Homestyles:** Closet Systems / Art in the Home  
**Special Ad Section:** Gift Giving Guide  
**PETS**

**Prime** Retirement Living

# SPOKANE MAGAZINES

+ Coeur d'Alene Living

## WITHIN A MAGAZINE

# Catalyst

BUSINESS INNOVATION LEADERSHIP

**CATALYST** highlights professionals doing amazing things in our community. We're for those who are in the game, not sitting on the sidelines, for those who motivate, lead and inspire. We're for positive thinkers in the Spokane and Coeur d'Alene area who are achieving their dreams, and who know that the fastest way to success is to help others achieve theirs.

# WOMAN

SPOKANE CDA

**SPOKANE CDA WOMAN** for the quintessential woman: filled with topics that matter to women at any stage in life as we cover the journey of womanhood: challenges, work and career, parenting and family, health and fitness, food and nutrition, relationships, romance and sexuality, beauty (inside and out!), style, community activism and more. We share honest, emotional articles that grab your attention because they'll be about you or someone you know.

# Prime

Having the time of your life in the Inland Northwest

**PRIME** is for those in the second half of their lives: the over-50 crowd. It's for people who are living for today and tomorrow, not yesterday. For those actively engaged in their community, busy with hobbies, staying fit, socializing, traveling and improving their homes. Sure, they have some health, home and financial concerns that are uniquely their own, and we make sure we cover them all.

## RATES

1-2 Times 3-4 Times 5-6 Times

1/6 Page Vertical	<b>CONTACT US FOR OUR CURRENT RATES</b>
1/6 Page Horizontal	
1/3 Page Vertical	
1/3 Page Square	
1/2 Page Vertical	
1/2 Page Horizontal	
2/3 Page Vertical	
Full Page	
Double Spread	

## Catalyst

### EDITORIAL

- JANUARY:** B2B AWARDS/GREEN BUILDING
- MARCH:** WOMEN IN BUSINESS LEADERSHIP/ENGINEERING
- MAY:** LEGACY & FAMILY BUSINESSES
- JULY:** POWER 50
- SEPTEMBER:** 20 UNDER 40/BRANDING & MARKETING
- NOVEMBER:** DESIGN AWARDS/GLOBAL REACH

## WOMAN

### EDITORIAL

- JANUARY:** DIET/EXERCISE/HEALTH
- MARCH:** BEAUTY/SPAS
- MAY:** OBGYN FEATURE/FOCUS ON KIDS
- JULY:** SKIN/DERMATOLOGY/EDUCATION OPTIONS
- SEPTEMBER:** WORK AND CAREERS/BREAST HEALTH
- NOVEMBER:** EMOTIONAL HEALTH/ENTERTAINING

## Prime

### EDITORIAL

- FEBRUARY:** SPIRIT AWARDS
- APRIL:** DYING WELL-END OF LIFE PLANNING
- JUNE:** RVING/GARDENING
- AUGUST:** ALTERNATIVE MEDICINE
- OCTOBER:** HOW TO BE A ROCKSTAR GRANDPARENT
- DECEMBER:** RETIREMENT LIVING

## DEADLINES:

Secure a spot by the 10<sup>th</sup> of the month, finalize the ad by the 15<sup>th</sup>

### Premium Ad Placement - Additional Cost

2/3

Full Page Premium

Center Spread Premium

Back Cover Placement

CONTACT US FOR OUR CURRENT RATES

Prices Per Advertisement (multiple ad discounts shown)



# GRAPHICS INFORMATION

## EMAIL TO ADS@BOZZIMEDIA.COM

For large files, please upload to <http://spokanecca.com/ad-submit/> or send a dropbox link. For any questions, email [ads@bozzimedia.com](mailto:ads@bozzimedia.com)

## SUPPLYING CAMERA-READY ART

Does not require any adjustments before printing begins.

CMYK - 300 dpi @ 100 % print size .pdf .jpg .eps formats

Please flatten all layers and outline all .eps

## GRAPHIC POLICIES

Terms & Conditions: When purchasing advertising space in any of our magazines, we gladly offer the FIRST DESIGN for free.

### BASIC PACKAGE

We will spend one hour of design time for the first ad, after which the client has the option of UPGRADING graphic services.

Most ads involve one hour, if extensive changes are not made.

Any additional design work is \$50.00 per hour.

### UPGRADED PACKAGE RATES

Photography | Graphic Design | Writing | Copy Editing

\$50.00/hour after first hour of design work

\$50.00 Photo Fee (must set appointment)

Business Close-up articles: available in 1/2 page or full page.  
(Add \$75 writing fee for Business Close-up).

For .pdf creation and any other file handling, please contact for rates.

### 2017 RATES

1-3 times 4-9 times 10+ times

1/6 page

1/3 page

1/2 page

2/3 page

two 2/3 page (across double spread)

full page

full page + a third

double spread

special 4 page section

split front cover

## CONTACT US FOR OUR CURRENT RATES

**SPECIAL SECTIONS:** Ask about Woman, Prime, Catalyst, Dining, Pets special pricing.

### SPECIAL POSITION IN PUBLICATIONS

Premium positions 15% extra. Back cover 40% extra. Premium positions include full page ads on inside front cover, first ten pages, ads adjacent to Contents, Masthead, and Editor's Letter. Back cover is 5/6 of a page. Two-thirds page ads available next to Letters to Editor and Contact Us. Ask for availability.

PRINT AD SIZES	WIDTH	HEIGHT
1/6 page vertical	2.25"	4.875"
1/6 page horizontal	4.625"	2.25"
1/3 page square	4.625"	4.875"
1/3 page vertical	2.25"	10.125"
1/2 page vertical	4.625"	7.5"
1/2 page horizontal	7.375"	4.875"
2/3 page vertical	4.625"	10.125"
full page editorial	7.377"	10.125"
full page trim	8.375"	10.875"
full page bleed	8.625"	11.348"

