



photo by Sylvia Fournaine

SPOKANE

+ Coeur d'Alene Living

photo by Alicia Hauff

2020 MEDIA KIT



photo by Amy Stone



photo by Rob Miller



photo by Kayleen Gill



Art by Megan Perkins

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

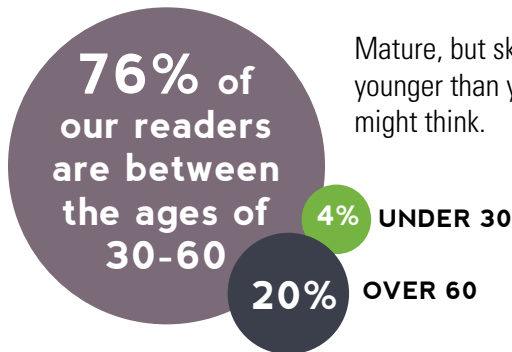
We are the single best way to reach the affluent in this region.



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.

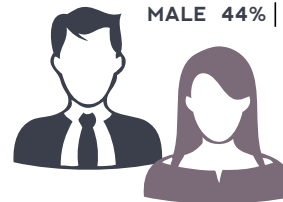
AGE



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

2-4

times a month, on average, our readers dine out

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

100

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

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

75%

readers own two or more cars

58% regularly attend live theatre or musical performances

80%+

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

“BEST” AND “TOP” PROFESSIONALS

BEST DOCTORS | TOP ATTORNEYS | 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 bozzimedia.com or online at issuu.com.**

CIRCULATION & DISTRIBUTION



Homeowners & Subscribers: 52%



Digital: 25%
Newsstand: 10%



Fine Hotels: 5%

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

CIRCULATION 24,000 READERSHIP OVER 100,000

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



FOLLOW US @SPOKANECDALIVING  

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
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

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
SMELTERTVILLE 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



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.

2020-2021 SPOKANE EDITORIAL CALENDAR

+Coeur d'Alene Living SUBJECT TO CHANGE

JANUARY '20

#170

DEADLINE December 10

2021 #182

Features: Weddings Resource Guide
Healthbeat: Dieting & Nutrition
Homestyles: Furniture / Interior Decor
Special Ad Section: Weddings
A-List: Furniture Stores
Woman: Diet / Exercise / Health
Catalyst: Funding & Finances / B2B Ballot

FEBRUARY '20

#171

DEADLINE January 10

2021 #183

Features: Best Dentists
Healthbeat: Dental Care & Cosmetic Dentistry
Homestyles: Tile & Granite
Special Ad Section: Dental Profiles
A-List: Beauty Salons / Nail Salons
Prime: Dating & Relationships

MARCH '20

#172

DEADLINE February 10

2021 #184

Features: Best Doctors / Medical Resource Guide
Healthbeat: Health Breakthroughs
Homestyles: Landscaping / Pools
Special Ad Section: Doctor & Medical Profiles
A-List: Landscaping
Woman: Beauty / Hair and Makeup
Catalyst: Innovation & Technology

APRIL '20

#173

DEADLINE March 10

2021 #185

Features:
 Annual Home Improvement
 Building and Construction
 Women in Business Leadership Awards
 Women's Resource Guide
Healthbeat: Eyes & Ears
Prime: Second Careers
A-List: Cannabis Shops

MAY '20

#174

DEADLINE April 10

2021 #186

Features: Top Realtors / Best of the City Ballot
Healthbeat: Lung Health
Homestyles: Windows & Window Treatments
Special Ad Section: Realtor Profiles
A-List: Auto Body Shops, Detailing
Woman: OB/GYN
Catalyst: B2B Business to Business Awards
 Legacy and Family Businesses

JUNE '20

#175

DEADLINE May 10

2021 #187

Features: Summer Fun / Boutique Week
Healthbeat: Chiropractic / Men's Health
Homestyles: Siding/ Paint & Roofing
Special Ad Section: Summer Fun
A-List: BodyWork—Chiropractic/Massage
Prime: Gardening / Travel

JULY '20

#176

DEADLINE June 10

2021 #188

Features: Local Food and Dining
Healthbeat: Heart & Cardiovascular Health
Homestyles: Floors and Floor Coverings
Special Ad Section: Restaurant Guide (A-List)
A-List: Restaurant 100
Woman: Skin, Aesthetics, Dermatology
Catalyst: New Business Awards

AUGUST '20

#177

DEADLINE July 10

2021 #189

Features: Top Attorneys / Spirit Awards
Healthbeat: Brain / Mental Health / Addiction
Homestyles: Air Conditioning / Lighting
Special Ad Section: Attorney Profiles
A-List: Bars, Wine + Tasting Rooms
Prime: Clubs, Groups

SEPTEMBER '20

#178

DEADLINE August 10

2021 #190

Features: Fall Arts Guide
Healthbeat: Arthritis / Muscle Pain
Homestyles: Kitchens and Baths
Woman: Breast Health
Catalyst: Power 50 Awards
A-List: Veterinarians / Pet Care

OCTOBER '20

#179

DEADLINE September 10

2021 #191

Features: Best of Spokane Awards
Healthbeat: Cancer / Diabetes
Homestyles: Heating & Fireplaces
Special Ad Section: Best of the City Thank You Ads
A-List: Catering + Venues
Prime: Grandparenting, Fly Fishing

NOVEMBER '20

#180

DEADLINE October 10

2021 #192

Features: 20 Under 40
Healthbeat: Feet, Ankles & Knees
Homestyles: Architects and Designers
Special Ad Section: New Cars / Meet Your Banker
A-List: Auto Repair
Woman: Work & Careers
Catalyst: 20 Under 40 Winners

DECEMBER '19 #169 '20 #181

DEADLINE November 10

2021 #193

Features: Holiday Gift Guide
Healthbeat: Cosmetic Surgery
Homestyles: Closets, Storage
Special Ad Section: Gift Giving Guide
A-List: Senior and Assisted Living Facilities
Prime: Retirement Living

GRAPHICS INFORMATION

CAMERA READY ADS

EMAIL TO ADS@BOZZIMEDIA.COM

For large files, please send via file transfer such as Dropbox, Wettransfer etc.
For any questions, email ads@bozzimedia.com

SUPPLYING CAMERA-READY ART

Does not require any adjustments before printing begins.
CMYK - 300 DPI @ 100% print size (TIFF), (PDF) formats.
Please flatten all layers and outline. PDFs will be converted to TIFF file.

PAID ADVERTISING

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.

DESIGN & CREATIVE

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.

AD PRICING

RATES

1-3 times 4-9 times 10+ times

- 1/6 page
- 1/3 page
- 1/2 page
- 2/3 page
- full page
- full page + a third
- back cover
- double spread
- special 4 page section
- split front cover

PLEASE
CONTACT
FOR
PRICING

SPECIAL POSITION IN PUBLICATIONS

Premium positions 15% 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. 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	7.375"	10.125"
full page trim	8.375"	10.875"
full page bleed	8.625"	11.125"

