

photo by Alicia Hauff

photo by Sylvia Fountaine

SPOKANE

+ Coeur d'Alene Living



photo by Rob Miller

MEDIA KIT



photo by Stolen Images Photography



photo by Rob Miller



photo by Shybeast LLC

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%

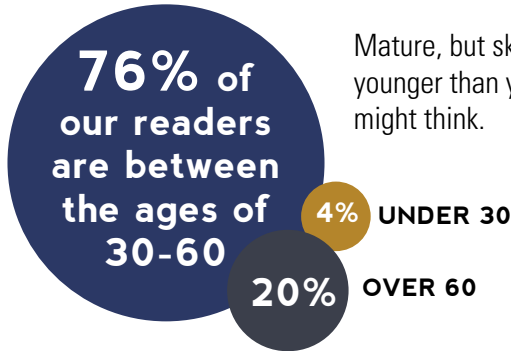
INCOME

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%

AGE

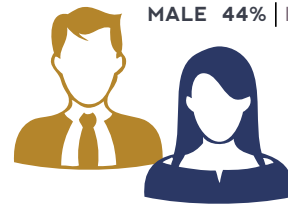


Mature, but skewing younger than you might think.

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.

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 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



BOZZIMEDIA.COM

FOLLOW US @SPOKANECDALIVING  

IN EVERY ISSUE

FIRST LOOK | BUZZ | LILACS & LEMONS | HOT TOPIC | LOCAL: MUSIC, ART, BOOKS
SPOKANE RISING | RETAIL THERAPY | 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
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
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 GROG & 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

2021
2022

SPOKANE EDITORIAL CALENDAR

+Coeur d'Alene Living

SUBJECT TO CHANGE

JANUARY Deadline Dec 10

2021 #182
2022 #194

FEATURES:

- Weddings Resource Guide

HEALTHBEAT:

- Dieting, Nutrition and Exercise

SPECIAL AD SECTION:

- FACES of Spokane

RESOURCE GUIDE:

- Wedding Resource Guide

HOMESTYLES:

- Furniture/Interior Decor

**B2B
Ballot**

FEBRUARY Deadline Jan 10

2021 #183
2022 #195

FEATURES:

- Top Dentists • Power Couples

HEALTHBEAT:

- Women's Health

SPECIAL AD SECTION:

- Dental Profiles

ROLLING MENTION ARTICLE:

- Wealth / Insurance Pros

HOMESTYLES:

- Tile & Granite

MARCH Deadline Feb 10

2021 #184
2022 #196

FEATURES:

- Best Doctors

HEALTHBEAT:

- Health Breakthroughs

SPECIAL AD SECTION:

- Doctor Profiles

ROLLING MENTION ARTICLE:

- Cannabis Shops

HOMESTYLES:

- Landscaping / Pools

APRIL Deadline March 10

2021 #185
2022 #197

FEATURES:

- Home Improvement
- Women in Business Leadership Awards

HEALTHBEAT:

- Eye and Ear Health

SPECIAL AD SECTION:

- Home Improvement inclusion in article

RESOURCE GUIDE:

- Women's Resource Guide

MAY Deadline April 10

2021 #186
2022 #198

FEATURES:

- Top Realtors
- Boutique Week

HEALTHBEAT:

- Elder Care / Lung Health

SPECIAL AD SECTION:

- Realtor Profiles

ROLLING MENTION ARTICLE:

- Auto Repair / Auto Body Shops

HOMESTYLES:

- Windows / Window Treatments

**Best of the
City Ballot**

JUNE Deadline May 10

2021 #187
2022 #199

FEATURES:

- Summer Fun
- B2B Business to Business Awards

HEALTHBEAT:

- Chiropractic Health

SPECIAL AD SECTION:

- Family and Business Legacies

ROLLING MENTION ARTICLE:

- Chiropractic / Massage / Bodywork

HOMESTYLES:

- Siding / Paint / Roofing

JULY Deadline June 10

2021 #188
2022 #200

FEATURES:

- Local Dining

HEALTHBEAT:

- Beauty and Skin

SPECIAL AD SECTION:

- Restaurant Profiles

HOMESTYLES:

- Floors / Floor Covering

AUGUST Deadline July 10

2021 #189
2022 #201

FEATURES:

- Top Attorneys

HEALTHBEAT:

- Brain / Mental Health

SPECIAL AD SECTION:

- Attorney Profiles

RESOURCE GUIDE:

- Wineries and Tasting Rooms

HOMESTYLES:

- Air Conditioning / Lighting

SEPTEMBER Deadline Aug 10

2021 #190
2022 #202

FEATURES:

- Power 50 Awards
- Fall Arts Guide / Fashion

HEALTHBEAT:

- Heart and Cardiovascular Health

SPECIAL AD SECTION:

- Power 50 Awards
- Beauty Salons with Matching Text

HOMESTYLES:

- Kitchens / Baths

OCTOBER Deadline Sept 10

2021 #191
2022 #203

FEATURES:

- Best of the City Awards

HEALTHBEAT:

- Cancer Care / Breast Health

SPECIAL AD SECTION:

- Best of the City
- Meet Your Banker (Profiles)

HOMESTYLES:

- Heating / Plumbing

NOVEMBER Deadline Oct 10

2021 #192
2022 #204

FEATURES:

- 20 Under 40
- Design and Architecture

HEALTHBEAT:

- Feet, Ankles and Knees

SPECIAL AD SECTION:

- New Cars / Trucks with matching text*
- Veterinarian / Pet Care (Profiles)

HOMESTYLES:

- Garage Doors / Entrance Doors

DECEMBER Deadline Nov 10

2021 #193
2022 #205

FEATURES:

- Holiday Gift Guide

HEALTHBEAT:

- Cosmetic Surgery

SPECIAL AD SECTION:

- Gift Giving Guide
- Senior and Assisted Living with Rolling Mention

HOMESTYLES:

- Closets / Storage



* **Matching Text:** writeup matching column length of ad placed and paired together.
Profile: full page story, with photo, about you.
Rolling Mention: your business will be included in an article in your field of endeavor, boldfaced, for several paragraphs within the story. (All Homestyles are Rolling Mentions)
Resource Guide: A comprehensive list of as many businesses in this category as we can find.

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.

RATES

1-3 times 4-9 times 10+ times

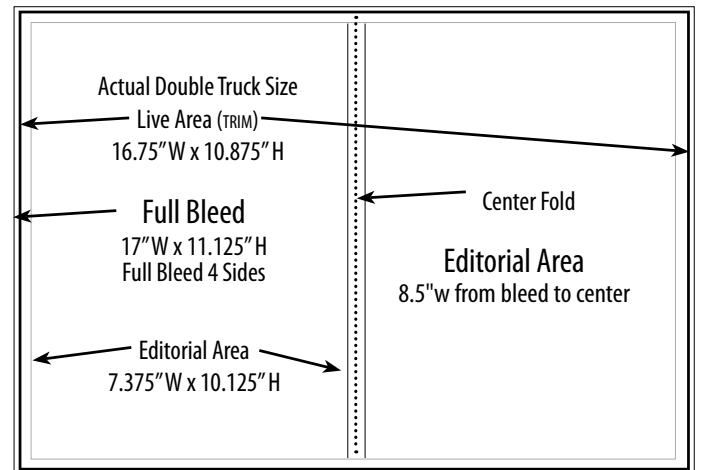
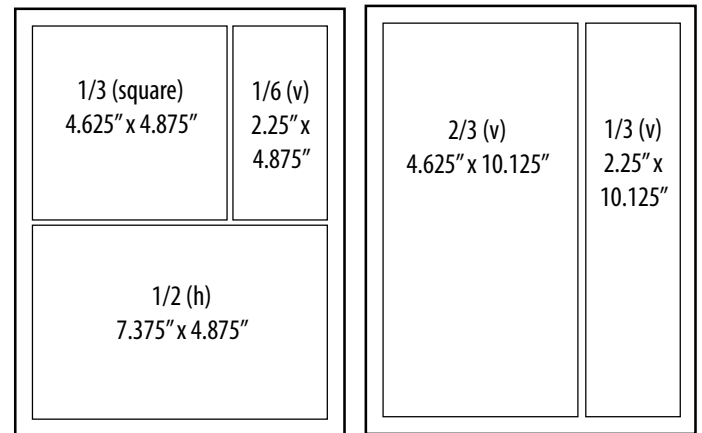
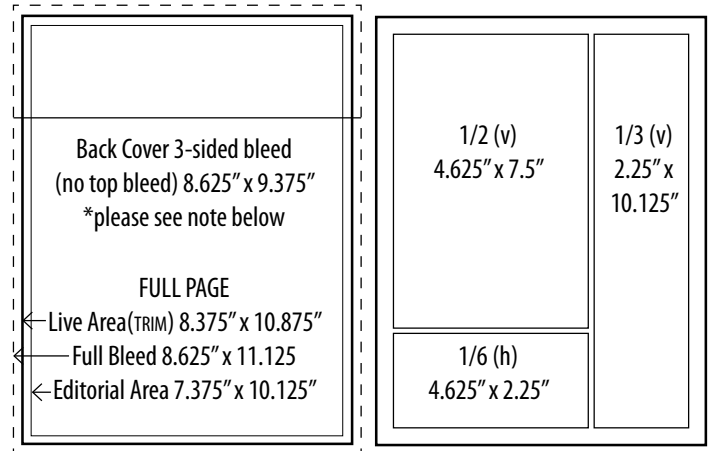
AD PRICING

CONTACT
US FOR
RATES

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"
back cover	8.625"	9.375"





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.