

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%

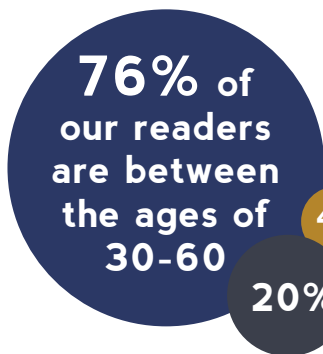
## INCOME

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

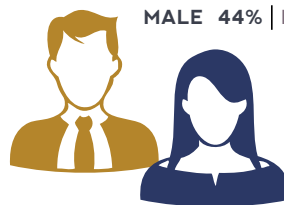


Mature, but skewing younger than you might think.

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](http://bozzimedia.com) or online at [issuu.com](http://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 2023

# SPOKANE EDITORIAL CALENDAR

+ Coeur d'Alene Living

SUBJECT TO CHANGE

## JANUARY Deadline Dec 10

2022 #194  
2023 #206

**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

2022 #195  
2023 #207

**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

2022 #196  
2023 #208

**FEATURES:**

- Top Doctors

**SPECIAL AD SECTION:**

- Doctor Profiles

**HEALTHBEAT:**

- Eye and Ear Health

**ROLLING MENTION ARTICLE:**

- Cannabis Shops

**HOMESTYLES:**

- Landscaping / Pools

## APRIL Deadline March 10

2022 #197  
2023 #209

**FEATURES:**

- Women in Business Leadership Awards

- Home Improvement

**HEALTHBEAT:**

- Health Breakthroughs

**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

**HEALTHBEAT:**

- Elder Care / Lung Health

**SPECIAL AD SECTION:**

- Realtor Profiles

**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:**

- Retail Therapy

**ROLLING MENTION ARTICLE:**

- Chiropractic / Massage / Bodywork

**HOMESTYLES:**

- Siding / Paint / Roofing

## JULY Deadline June 10

2021 #188  
2022 #200

**FEATURES:**

- Local Dining

- Family and Business Legacies

**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:**

- Veterinarian / Pet Care (Profiles)

- New Cars / Trucks with matching text\*

**ROLLING MENTION ARTICLE:**

- Auto Repair / Auto Body Shops

**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.

AD PRICING

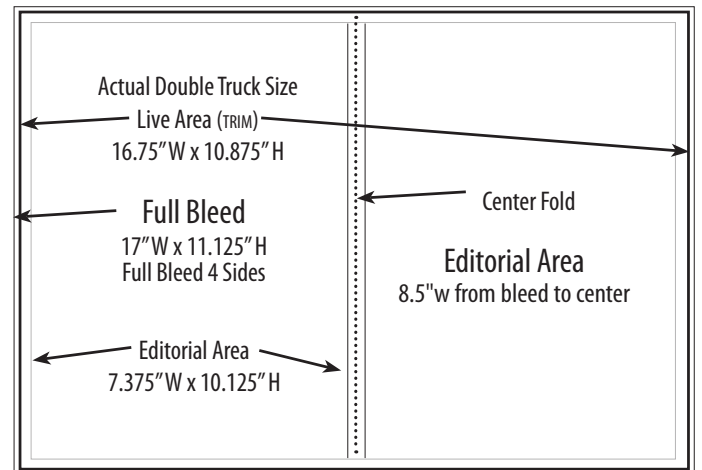
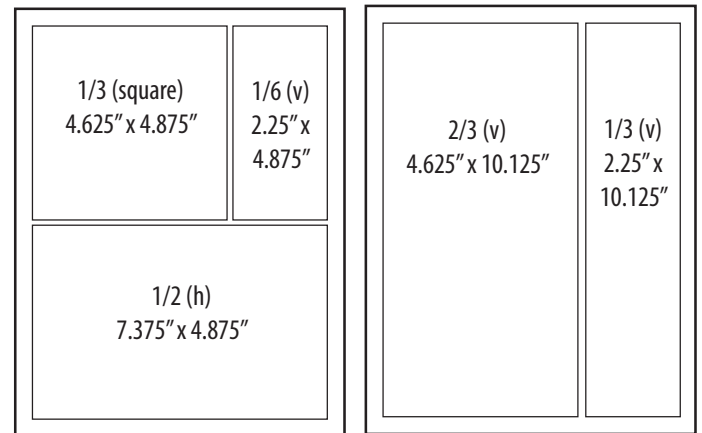
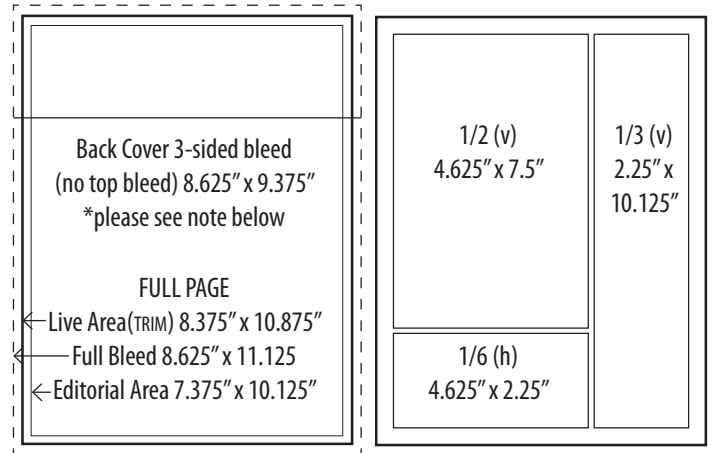
RATES	1-3 times	4-9 times	10+ times
1/6 page			
1/3 page			
1/2 page			
2/3 page			
full page			
full page + a third			
back cover			
double spread			
special 4 page section			
split front cover			

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.