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SPOKANE

Coeur d'Alene Living

media kit 2011|2012

[about us](#) [circulation / distribution](#) [2011/2012 calendar](#) [advertising specs / requirements](#)

about Spokane Coeur d'Alene Living Magazine



Best Dentists
Jan/Feb Issue



Pamper/Beauty
July/August Issue



Best Doctors
March Issue



Best Lawyers
September Issue



Top Realtors
April/May Issue



Best of Everything
October Issue



Best Veterinarian
June Issue



Holiday Gift Guide
December Issue

Spokane Coeur d'Alene Living magazine is 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 saved 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 proud to be displayed on more coffee tables in homes and in waiting rooms than any other local magazine. 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. We are proud to be well-embraced by both the advertising and the reading community.

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 that 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 that they have made a buying decision because of an advertisement they've seen in our magazine. Let us deliver our elite audience to you today!

reader profile

Advertising in *Spokane Coeur d'Alene Living* puts your message in front of over 91,000 affluent and discerning readers. We wear the mantle of premiere magazine in the Inland Northwest with pride, and value our relationship with our audience: The tastemakers, the leaders, the educated, the affluent, the influencers and active people who make things happen in our community.

Pass Along Readership

The average issue of the magazine is read by 3.6 people. Copies of magazines in waiting rooms are read by upwards of 50 readers each. Three out of four readers say they refer back to each issue an average of three times, and over 35 percent save every issue.

Taking Action!

Fully 89 percent of readers say they have been influenced by the editorial or by the advertising to take action, either to buy a product, service or to attend an event. Most say they read the ads and find them interesting because they are local business ads.

Influential

The influencers- those who make things happen and lead the way- are more influenced by magazines than any other medium.

We Deliver the Professionals

Our feature stories listing the Best Doctors, Best Attorneys, Best Dentists, Best Realtors and Best Wealth Managers are well read by members of those professional communities. Professionals read the magazine closely, even if only to see if they made the list – or whether their colleagues did.

Homeowners, with Cultured Taste

Fully 90% own their own homes, with over half of those looking to remodel in the next two years. Over 80% are actively involved in fitness activities, either formally through fitness clubs or informally through active lifestyles. Nearly 60% regularly attend live theatre or musical performances. Most readers dine out at least twice a month, and more than half dine out at least four times per month. Over 50% have stayed in hotels within 100 miles of the region for getaways and relaxation. Three out of four readers own two or more cars, and over 80 percent plan to purchase or lease in the next two years.

Mature, but skewing younger than you might think

Under 30	4%
30-45	35%
46-60	37%
Over 60	20%

Educated

The majority of readers have college degrees and beyond.

High School	8%
Some College	24%
College Degree	48%
Master's Degree	20%

Gender

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

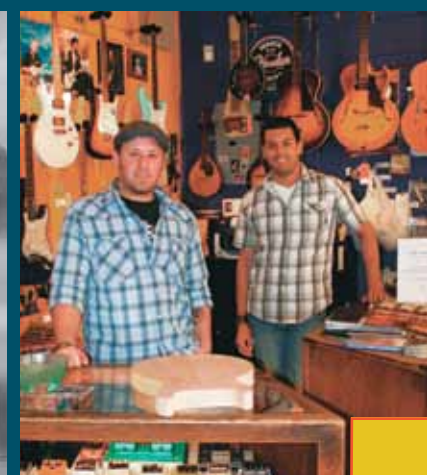
Female	56%
Male	44%

Above Average Income

We are the single best way to reach the majority of the affluent in this region:

Under \$25k	5%
\$25k - 50k	20%
\$50k - \$75k	22%
\$75k - \$100k	27%
Over \$100k	26%

Average income is \$82,000, with 26% earning over \$100,000 per year. Over two thirds work in managerial or professional positions. Average total household income is \$148,000.





homestyles

Reach Spokane and Coeur d'Alene's most affluent audience of homeowners and be included in our Homestyles special advertising section! If you are a home improvement company, reserve your space early to ensure editorial coverage. It's ALWAYS the right time to get started reaching our huge audience with your display ad, but it's even BETTER when it can be coupled with editorial!

HERE'S THE SCHEDULE

January / February: Tile & Granite / Fireplaces & Woodstoves

March: Landscaping / Pools & Patios / Fencing

April / May: Annual Home Improvement Issue

June: Wired Homes / Exteriors

July / August: Floor Coverings / Lighting

September: Kitchens & Baths

Oct / November: Furniture / Windows / Roofing

December: Closet Storage Solutions / Water Systems

CIRCULATION & DISTRIBUTION

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 & dental offices, and is for sale at virtually every newsstand in the area:

- 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 100,000

READERSHIP BY AREA:

Northside, including Colbert, Mead, Five Mile Heights:	24,292
Southside, including Manito, Rockwood & West Plains:	27,440
Valley, including Liberty Lake, Veradale, Greenacres, etc:	26,345
North Idaho, including Coeur d'Alene, Hayden, Rathdrum, Post Falls, etc:	21,923

In addition, we have subscribers in every other state in the nation. Total readership is 100,000+

We are carried in virtually every bookstore, supermarket and magazine stand in the area, far too many to list!

We are distributed to fine hotels, and appear in every room of the Davenport, the Davenport Tower, Northern Quest Hotel, Holiday Inns, Hotel Lusso, Mirabeau Park, Oxford Suites, Best Westerns, Howard Johnson, Shilo Inn, Marriott, Quality Inn, Comfort Inn, Park Lane Hotel, Templin's, and the Roosevelt Inn.

the deal planet



The Deal Planet is a daily deal group coupon site, locally owned and locally strong. We keep all the money in Spokane, and give a portion of the proceeds to a local charity, which rotates on a monthly basis. The Deal Planet is a great add-on to your advertising campaign. The only difference is we pay YOU! All offers must be at least 50 percent off, and when the client buys, we split the amount that they pay. Please contact us or your Account Executive to see if you would be a good fit.

Here's how it works: Each day we send one great deal to our very large database of opt-in members (the exposure itself is priceless), as you receive buzz all day long from people forwarding your offer around on social media sites. We give special preference to advertisers, and have a Deal Planet Store in which even less traditional advertisers can fit in, so call today. The Deal Planet is a great way to give your business a burst of new customers, like a grand opening in a can, while your ad campaign in Spokane CDA Living makes sure they STAY loyal! Sign on today to receive your own daily deals at www.thedealplanet.com.

2011-2012 editorial calendar

march '11 #76

feature articles: best doctors
health beat: diabetes/back pain
special ad section: medical profiles
homestyles: landscaping/pools & patios/fencing

deadline: february 25
mailing week: 1st week of march

april/may '11 #77

feature articles: best realtors
health beat: allergies/lung health
special ad section: realtor profiles
homestyles: annual home improvement issue

deadline: april 8
mailing week: 3rd week of april

june '11 #78

feature articles: summer fun/shops/best of the city ballot/best veterinarians
health beat: men's health/alternative medicine
special ad section: automotive
homestyles: wired homes/exteriors

deadline: may 20
mailing week: 4th week of may

july/august '11 #79

feature articles: the pamper issue/the HOT issue: people & places to watch
health beat: heart health/women's health
special ad section: legacy businesses
homestyles: floor coverings/lighting

deadline: july 8
mailing week: 2nd week of july

september '11 #80

feature articles: best lawyers/fashion preview/fall arts guide
health beat: arthritis/skin health
special ad section: lawyer profiles
homestyles: kitchens & baths

deadline: august 19
mailing week: 1st week of september

october/november '11 #81

feature articles: annual "best of everything" issue
health beat: cancer
special ad section: restaurant and menu guide
homestyles: windows & roofing

deadline: october 7
mailing week: 2nd week of october

december '11 #82

feature articles: holiday gifts/winter fun
health beat: eye care
special ad section: retirement living
homestyles: closet storage/water systems

deadline: november 18
mailing week: 4th week of november

january/february '12 #83

feature articles: best dentists/best beauty issue/MVPs in local sports
health beat: nutrition/cholesterol/dieting
special ad section: weddings/dental profiles
homestyles: tile & granite/fireplaces & woodstoves

deadline: january 6
mailing week: 3rd week of january

march '12 #84

feature articles: best doctors
health beat: diabetes/back pain
special ad section: medical profiles
homestyles: landscaping/pools & patios/fencing

deadline: february 24
mailing week: 1st week of march

april/may '12 #85

feature articles: best realtors
health beat: allergies/lung health
special ad section: realtor profiles
homestyles: annual home improvement issue

deadline: april 6
mailing week: 3rd week of april

june '12 #86

feature articles: summer fun/shops/best of the city ballot/best veterinarians
health beat: men's health/alternative medicine
special ad section: automotive
homestyles: wired homes/exteriors

deadline: may 18
mailing week: 4th week of may

july/august '12 #87

feature articles: the pamper issue/the HOT issue: people & places to watch
health beat: heart health/women's health
special ad section: legacy businesses
homestyles: floor coverings/lighting

deadline: july 6
mailing week: 2nd week of july

in every issue Feature Home story, Outdoors, History, Gardens, Datebook, Dining, Arts, Real Estate

Healthbeat



A magazine within a magazine, Healthbeat delivers cutting edge health and fitness news.

Real Estate



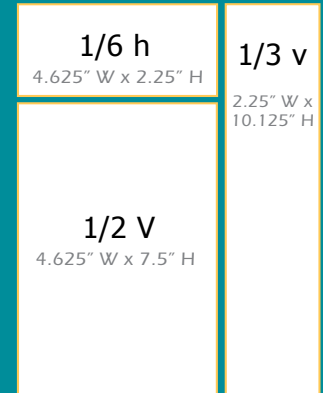
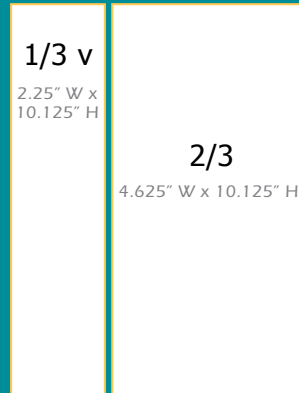
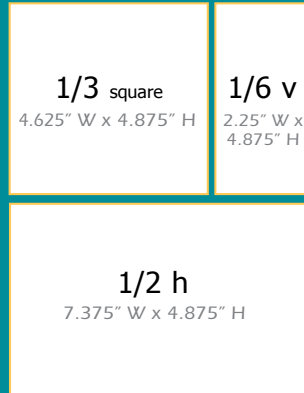
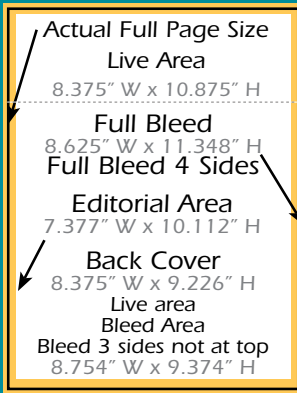
Our audience enjoys beautiful homes, even those for sale!

Local Cuisine



The largest dining guide in the region, our audience enjoys reading about - and checking out - the restaurant scene.

rates requirements ad sizes



print ad sizes

	width [inches]	height [inches]
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	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"

2011/12 rates

1-2 times 3-5 times 8 times

	1-2 times	3-5 times	8 times
1/6	\$895	\$685	\$495
1/3	1295	1095	895
1/2	1595	1395	1195
2/3	2095	1785	1495
full page	2595	2195	1895
full page + a third	3195	2885	2495
double spread	4295	3785	3395
special 4 page section	6795	5095	5295
split cover (2 1/3 pages)	6995	5995	N/A

DINING SECTION AND REAL ESTATE SECTION SOLD AT 20% DISCOUNT.

SPECIAL POSITION IN PRINT 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 Editors 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.
- Business Close-up Articles: available in 1/2 page or full page. (Add \$75 writing fee to above prices for Business Close-up).

mechanical requirements

We require all ads to be submitted in a digital format. Ads submitted incorrectly, including incorrectly sized ads, will incur additional production charges to correct the files.

All ads should include a hard copy of the ad. If color accuracy is important, any four color ads should include a matchprint or equivalent digital color proof.

All ads must include hi-res files (300 dpi placed at 100%). We print in process color. All Pantone colors must be converted to CMYK (process). Please remember to convert all hi-res images from RGB to CMYK. We are not responsible for color accuracy in files that must be converted to CMYK upon arrival. We accept ONLY hi-res PDF's.

SEND ADS TO: ads@bozzimedia.com

submitting ads

E-mail ads to :
ads@bozzimedia.com
 OR
<ftp://spokanecda.com>
 username: spokanecdaart
 password: art



Files should be:

- Not contain \?:*?"<>| in file name
- Limit file name to advertiser_abbreviated issue
- INCLUDE THE FOLLOWING WITH ALL FILES SENT VIA E-MAIL:
- Name of Advertiser
- Publication and issue the ad is to run in
- Contact name and phone number
- Limit file name to advertiser_abbreviated issue
- AD SUBMITTED BY DISK [MAC FORMATTED] SHOULD BE LABELED:
- Name of Advertiser
- Publication and issue the ad is to run in
- Contact name and phone number
- Return address if disk is to be returned
- Limit file name to advertiser_abbreviated issue
- AD SUBMITTED BY COURIER OR USPS
- Tapio Yellow Flag Bldg
- 104 S Freya, Suite #209
- Spokane WA 99202-4866
- ATTENTION: GRAPHIC DEPT.

for general questions and inquiries please e-mail: sales@spokanecda.com



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