

WA

WASHINGTON MAGAZINE



SHOWCASING THE BEST
OF THE EVERGREEN STATE

DISCOVER • EXPLORE • EXPERIENCE • RELAX • ENJOY • DINE • SHOP

ABOUT US

CIRCULATION / DISTRIBUTION

WWW.WA-MAG.COM

2011
2012

MEDIA KIT

CALENDAR

ADVERTISING SPECS / REQUIREMENTS

WA

WASHINGTON MAGAZINE



Natural
Wildlife



DISCOVER

World Class Cities

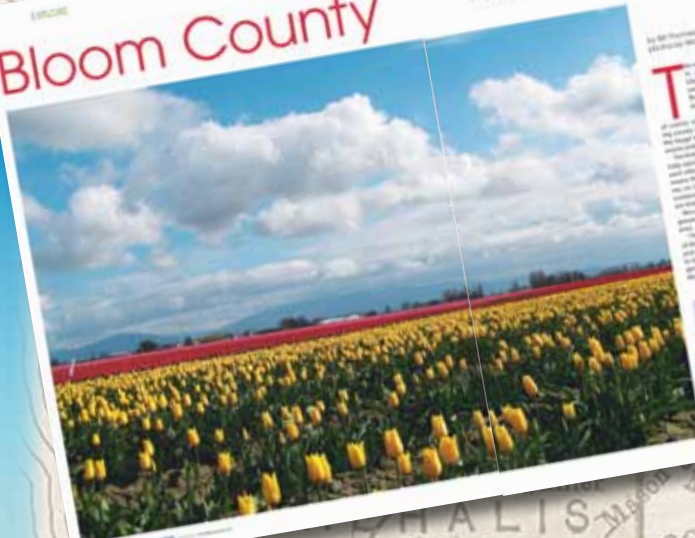
Explore



Sailboating in the Sound

Bloom County

Skagit Valley Fields Awash in Spring Color



The Skagit Valley is a beautiful area in western Washington known for its tulip fields. The valley is a mix of rolling hills and small towns, offering a peaceful escape from the city. The tulip fields are in full bloom, creating a sea of yellow and red. The weather is perfect, with a mix of sun and clouds. The valley is a great place to visit in the spring.



Experience



Travel Adventures



Relax



Glaciers
Deserts
Rainforests
Islands
Seacoast
Big Cities
The Wild West

WE HAVE IT ALL!

From shimmering glaciers to sun-drenched deserts, jungled rainforests, a coastline of 1000 islands, mighty rivers and dams, world-class cities and frontier towns, Washington State truly has it all. Isn't it time we had a magazine?

WA Magazine is the ultimate resource for active travel enthusiasts and visitors who want a deeper experience of living in or visiting Washington. It's for those who will drive past a dozen fast food outlets to get to that legendary diner 50 miles out of their way. It's for those who can afford any hotel room in the state, but prefer to explore the boutique hotels rather than fall into a rut. It's for those who can travel to Florida and Europe, but realize what a gem they have within a day's drive. It's for you!

Our articles and photography help you make choices, help you avoid another routine weekend, help provide perspective that delves deeper than chamber of commerce hype, and will help you stop and smell the pinecones. Do you realize there are hundreds of interesting things to see along I-90 between Seattle and Spokane? Sometimes you'll want to slow down, other times you'll want to speed up so you can discover all the wonders a large city has to offer. We are for everyone who loves this corner of the world: Its nature, its cities, its people, its wildlife, its wonders. Come discover it with us!



Demographics

Readership of over 100,000 per issue, 400,000 per year!

25,000 copies printed:

- 8,000 to magazine racks in grocery and bookstores statewide
- 8,000 to virtually all waiting rooms:
Doctors, dentists, chiropractors, hair salons and coffee shops statewide
- 8,000 to upper income Washington travel enthusiasts
- 1,000 copies are sent to Chambers of Commerce, Visitors Bureaus, and used in promotions

Readers are:

- **Educated • Affluent • Travelers • Frequent Shoppers, Diners, Hotel Guests • Active • Involved!**

2011 - 2012 Editorial Calendar

Spring 2011

- Wedding and Honeymoon Destinations
- Artisan Chocolate Makers
- Summer Camps and Fun for Kids
- Special Ad Section: Casinos and Hotels*

Summer 2011

- Top Doctors in Washington state
- Family Fun
- Wineries
- Special Ad Section: Golf*

Fall 2011

- Best Dentists
- Best of Washington Awards (top restaurants, spas, hotels, etc)
- RV Lifestyle
- Special Ad Section: Green Living*

Winter 2011

- Snow sports (destinations, gear, etc)
- Looking Your Best (cosmetic dentistry, facial treatments, fitness, etc)
- Best Lawyers
- Special Ad Section: Retirement Living (retirement communities, travel, finances*)

Spring 2012

- Wedding and Honeymoon Destinations
- One the Water Front (Boating and Boating Destinations)
- Adventure Trips
- Special Ad Section: Casinos and Hotels*

Summer 2012

- Top Doctors in Washington state
- Family Fun
- Across the Boarder
- Special Ad Section: Golf*

Fall 2012

- Best Dentists
- Best of Washington Awards (top restaurants, spas, hotels, etc)
- RV Lifestyle
- Special Ad Section: Green Living*

Winter 2012

- Snow sports (destinations, gear, etc)
- Looking Your Best (cosmetic dentistry, facial treatments, fitness, etc)
- Best Lawyers
- Special Ad Section: Retirement Living (retirement communities, travel, finances*)

Published Quarterly

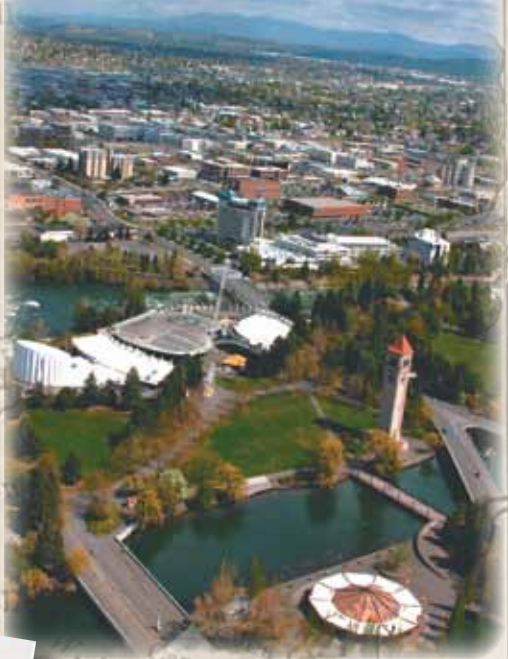
ISSUES	GRAPHIC DEADLINES	MAILING WEEK
#7 Spring 2011	Feb. 4th	First week of March
#8 Summer 2011	May 8th	First week of June
#9 Fall 2011	August 5th	First week of Sept.
#10 Winter 2011	Nov. 4th	First week of Dec.
#11 Spring 2012	Feb 3rd	First week of March
#12 Summer 2012	May 4th	First week of June
#13 Fall 2012	August 4th	First week of Sept
#14 Winter 2012	Nov 3th	First week of Dec

*Editorial calendar is subject to change. The deadline for stories with editorial mentions in articles (such as Special Ad Sections) is seven days earlier.

Enjoy

Snow Sports

Parks and Green Meadows



The Arts

Dine



Pondering at Sunset on the Beach



Expand your Culinary Palette

Shop

Farmer's Markets



Rates & Sizes

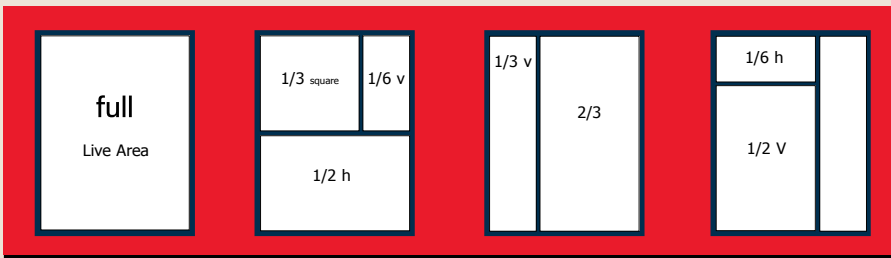
Rates	1 Time	2-3 Times	4+ Times
1/6 page	\$595	\$495	\$395
1/3 page	1195	995	795
1/2 page	1495	1295	1095
2/3 page	1895	1595	1395
Full page	2395	2195	1795
Full page plus a third	2695	2395	2095
Double Spread	3895	3495	3095
Special 4 Page Section	6995	5995	4995

Special Position in Print Publications:

For guaranteed right-hand positioning of ads 1/2 page or larger, add 10% premium to applicable rate. Ad must be compatible to position requested. All requests are processed on a first-come, first-serve basis. If positioning is not available, ad will run without premium fee.

- Premium Positions 15% Extra. Back Cover 40% Extra.
- Premium Positions include full page ads on inside front cover, first seven 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.
- Business Close-up Articles: available in 1/2 page or full page. (Add \$75 writing fee to above prices for Business Close-up).

Print Ad Sizes	Width (inches)	x	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 full bleed	8.625"		11.348"



TAPIO YELLOW FLAG BLDG, SUITE #209
104 S FREYA
SPOKANE WA 99202-4866
PH 509.533.5350 • FAX 509.535.3542
www.wa-mag.com
info@wa-mag.com



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 (300dpi 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.

Please call if you have any questions.

Submitting ads

E-mail any ads to

ads@bozzimedia.com or

ftp://spokanecca.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

Bozzi Media

Tapio Yellow Flag Bldg, Suite #209

104 S Freya

Spokane WA 99202-4866

ATTENTION: GRAPHICS DEPT.