

2020 MEDIA KIT

The exclusive Bellevue Club magazine with prime distribution in the greater Seattle area's fastest growing market—the Eastside.

2020 EDITORIAL

JANUARY

Focus on fitness

FEBRUARY

Beauty of wellness

MARCH

Building a healthy home

APRIL

Travel for good health

MAY

Celebration of sport

JUNE

The great outdoors

JULY

Love what's local

AUGUST

Foster a happy family

SEPTEMBER

Get active with art

OCTOBER

Best of food and wine

NOVEMBER

Where tech meets wellness

DECEMBER

Enjoy winter wonderment



▶ IN EVERY ISSUE

EDITOR'S LETTER

An introduction to the issue

MEMBER PROFILE

An in-depth member interview

WELLNESS

Health-related tips and advice

REFLECTIONS

Snapshots of life at the Club

CALENDAR

What's happening at the Club

COMMUNITY

Small bits of Eastside news

TRAVEL

Wellness while on the move

reflections

For more information, contact **Eric Nienaber**, Nienaber Advertising Inc. at eric@adsnw.com or **425.445.6800**.

2020 READERSHIP PROFILE

AVERAGE INCOME

\$141,472



\$250,000 AND OVER	15%
\$150,000-\$249,999	11%
\$100,000-\$149,999	52%
\$99,999 AND BELOW	22%

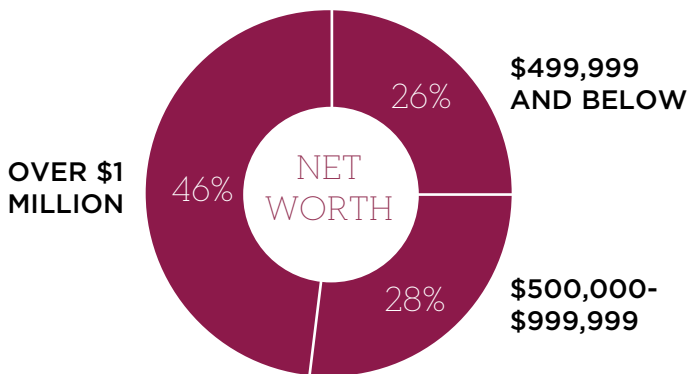


PROFESSIONALS 59%
(legal, medical, technical, financial)

EXECUTIVE/MANAGER 22%

SELF-EMPLOYED 8%

RETIRED 7%



AVERAGE HOME VALUE
\$1,114,000

81%

ARE COLLEGE GRADUATES.

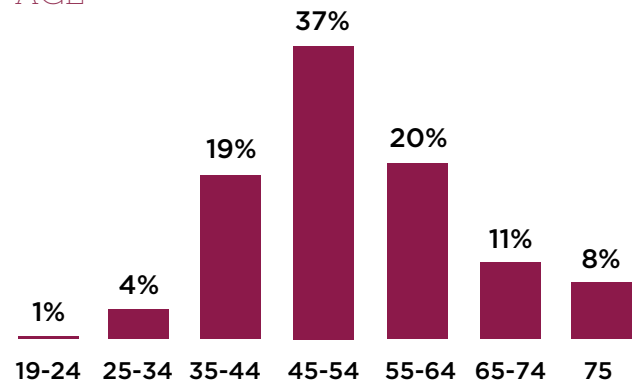
37%

HAVE AN ADVANCED DEGREE.



COUPLE (NO KIDS)	41%
FAMILY	39%
SINGLE	15%
SINGLE PARENT	5%

AGE



TIME READING REFLECTIONS

SPEND 15 MINUTES OR MORE 64%

MAGAZINE RETAINED ONE MONTH 89%

2020 READERSHIP PROFILE

READERSHIP BY CITY

BELLEVUE	51%
MERCER ISLAND	11%
KIRKLAND	10%
MEDINA	8%
CLYDE HILL	4%
ISSAQUAH	4%
REDMOND	3%
SAMMAMISH	3%
NEWCASTLE	2%
RENTON	1%
OTHER	3%



ANNUAL CONSUMER EXPENDITURE INDEX

The index number is the ratio of how much more than average our readers spend on each type of item or activity.

LIFESTYLE

Social/recreation/civic club membership	1.97
Admission fees for entertainment	1.36
Admission to sporting events	1.48
Travel	1.44
Dining out	1.40
Tuition/school supplies	1.71

HOME

Women's apparel	1.25
Men's apparel	1.29
Other apparel products and services	1.55
Household furnishings and furniture	1.81
Major household appliances	1.27
Pet expenses	1.11

AUTOS AND BOATS

New cars	1.38
New trucks	1.34
Boats and equipment	1.31
New motorcycles	1.01

ELECTRONICS

Home theater	1.64
Computers and accessories	1.68
Internet/wireless services	1.2

RECREATION

Indoor sports equipment	1.58
Outdoor sports equipment	1.19

CONTRIBUTIONS

To religious organizations	1.49
To political organizations	2.31
Cash support to college student	1.91
Gifts to persons not in consumer unit	2.24
To education institutions	2.71
Other	1.4

ALCOHOL

Beer and ale away from home	1.22
Wine away from home	1.59
Other alcoholic beverages away from home	1.34
Whiskey at home	1.13
Wine at home	1.47
Other alcoholic beverages at home	1.18

TOTAL CONSUMER EXPENDITURE INDEX	1.23
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reflections

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2020 DEADLINES & RATES

DISPLAY ADVERTISING RATES

4-Color Process Rates

* prices are per issue

	1-3X	4-6X	7-11X	12X
Double Truck	\$3500	\$3100	\$2700	\$2300
Back Outside Cover	3000	2500	2100	1700
Inside Cover (page 2)	2600	2300	1900	1600
Back Inside Cover	2500	2200	1800	1500
Page 3	2500	2200	1800	1500
Opposite T.O.C.	2150	1900	1650	1400
Opposite Editor	2150	1900	1650	1400
Opposite Calendar	2150	1900	1650	1400
Opp. Newsfeed	2150	1900	1650	1400
Premium Pages	1925	1725	1525	1300
Full Page	1825	1625	1425	1200
1/2 Page	1300	1125	950	750
1/4 Page	800	675	550	400

Premium Pages - Full page ads only

See rates above. This guarantees right-hand-page placement within the first 21 pages, upon availability. Specific page assignments are determined by the editorial staff.

Other Rate Information

No extra charge for bleeds. Frequency discounts noted above may be earned with any combination of ad sizes. Covers are non-cancelable. Inserts, belly bands, and poly-bags are available, call to request a quote.

PUBLICATION & CLOSING DATES

Reflections magazine is published monthly and is issued on the first day of each month.

	SPACE RESERVATION DEADLINE	CAMERA-READY AD DEADLINE
JANUARY 2020	11/29/19	12/6/19
FEBRUARY 2020	12/31/19	1/7/20
MARCH 2020	1/31/20	2/7/20
APRIL 2020	2/28/20	3/6/20
MAY 2020	3/31/20	4/7/20
JUNE 2020	4/30/20	5/7/20
JULY 2020	5/29/20	6/8/20
AUGUST 2020	6/30/20	7/8/20
SEPTEMBER 2020	7/31/20	8/7/20
OCTOBER 2020	8/31/20	9/7/20
NOVEMBER 2020	9/30/20	10/7/20
DECEMBER 2020	10/30/20	11/6/20



GIFT GUIDE RATES & DEADLINES

SIZE	1 ISSUE	2 ISSUES	3+ ISSUES
Full Page	\$1600	\$1350	\$1100
1/2 Page	\$900	\$750	\$600
1/4 Page	\$475	\$400	\$325

* prices are per issue

	SPACE RESERVATION DEADLINE	CAMERA-READY AD DEADLINE
FEBRUARY 2020	12/31/19	1/7/20
MAY 2020	3/31/20	4/7/20
NOVEMBER 2020	9/30/20	10/7/20
DECEMBER 2020	10/30/20	11/6/20

TESTIMONIAL

"Team Foster is proud to be a longstanding advertiser in the Bellevue Club Reflections magazine. I was one of the early advertisers when the BCRM was just being published. All of these years later, we continue to find this publication to be one of the most effective - targeting a specific & key demographic for our business. Even during the economic downturn, when we had to make tough marketing budget choices, we never considered cutting back on our space in BCRM. It's that relevant of a publication and one of the best marketing tools we have."

-Tere Foster, Founding Member and Broker at Compass Real Estate

2020 AD SPECIFICATIONS

AD SIZES

SIZE (in inches)	WIDTH	x	DEPTH
Double Truck	16.75	x	11
Full Page Bleed	8.5	x	11
Full Page Non-Bleed	7	x	10
1/2 Page Vertical	3.5	x	9.625
1/2 Page Horizontal	7.25	x	4.625
1/4 Page	3.5	x	4.625

SPECIAL AD SECTIONS

SIZE (in inches)	WIDTH	x	DEPTH
Full Page	7.25	x	9.625
1/2 Page Vertical	3.5	x	9.625
1/2 Page Horizontal	7.25	x	4.625
1/4 Page	3.5	x	4.625

We offer three to five special advertising sections per year including Holiday Gift Guides in the November and December issues, and a Mother's Day Gift Guide in the May issue. Additional sections are subject to demand. Call for pricing and availability.

PRINTING PROCESS

Reflections is printed using four-color CMYK process colors only. The publication has a trim size of 8 1/4" x 10 3/4".

Please keep live matter 1/8 inch from trim.

SPECIFICATIONS

Digital art is required. A production fee will be charged to bring an ad up to publication standards.

DIGITAL REQUIREMENTS

Acceptable Platforms and Software

Files may be produced on Mac or PC platforms using Adobe Photoshop, Illustrator, InDesign or Acrobat.

Submitting Artwork

Please send ad files to eric@adsw.com or contact your sales rep for FTP login credentials.

Fonts

Include both screen and print versions of all fonts; include a complete list of all fonts used to create your document.

Photos/Graphics

Include all graphics used in document. Photos must be high resolution (300 dpi) CMYK or grayscale TIFFs or EPSs. Black & white bitmapped line art must be 1200 dpi. Images should not be scaled more than 115 percent to maintain image quality. Please do not submit JPEG or GIF files.

PDF Artwork

PDF must be "press" optimized with fonts embedded. Bleeds must be called out and crop marks offset 1/4 inch. Graphics must be 300 dpi.



DOUBLE TRUCK PLUS 1/8" BLEED



FULL PAGE TRIM PLUS 1/8" BLEED



FULL PAGE NO BLEED



1/2 PAGE VERTICAL



1/2 PAGE HORIZONTAL



1/4 PAGE

