

2021 MEDIA KIT

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

2021 EDITORIAL

REFLECTIONS IS A BI-MONTHLY PUBLICATION THAT CELEBRATES ALL ASPECTS OF WELLNESS—FITNESS, NUTRITION, BEAUTY, FAMILY LIFE—THROUGH THE LENS OF THE BELLEVUE CLUB COMMUNITY.



SIX ISSUES

JANUARY/FEBRUARY
MARCH/APRIL
MAY/JUNE
JULY/AUGUST
SEPTEMBER/OCTOBER
NOVEMBER/DECEMBER

EDITOR'S LETTER

An introduction to each issue

COMMUNITY NEWS

Important notes from the Club

MEMBER PROFILE

An in-depth member interview

WELLNESS

Health-related advice and tips

FITNESS

Workouts for the whole family

REFLECTIONS

Snapshots of life at the Club

reflections

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

2021 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%

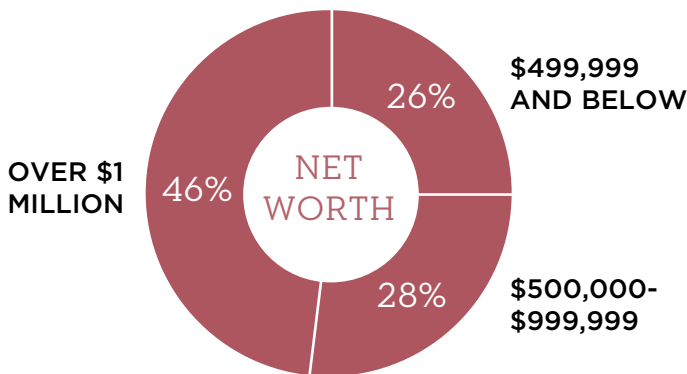


PROFESSIONALS 59%
(legal, medical, technical, financial)

EXECUTIVE/MANAGER 22%

SELF-EMPLOYED 8%

RETIRED 7%



AVERAGE HOME VALUE
\$1,114,000

81%

ARE COLLEGE GRADUATES.

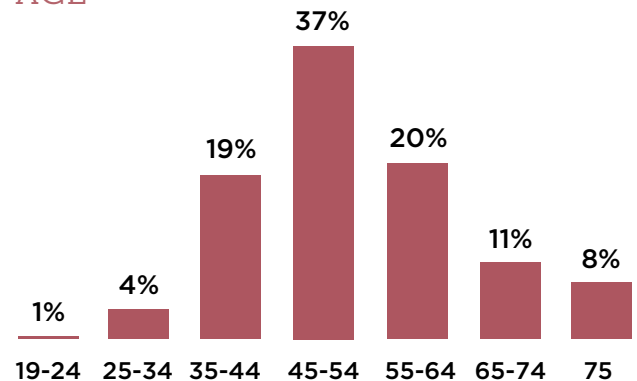
37%

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%

2021 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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2021 DEADLINES & RATES

DISPLAY ADVERTISING RATES

4-Color Process Rates

* prices are per issue

	1-2X	3-5X	6X
Double Truck	\$3500	\$2900	\$2300
Back Outside Cover	3000	2300	1700
Inside Cover (page 2)	2600	2100	1600
Back Inside Cover	2500	2000	1500
Page 3	2500	2000	1500
Page 5	2200	1800	1400
Page 7	2200	1800	1400
Page 9	2200	1800	1400
Full Page	1800	1500	1200
1/2 Page	1300	1025	750
1/4 Page	800	600	400

Specific page assignments are determined by 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 polybags are available, call to request a quote.

PUBLICATION & CLOSING DATES

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

	RESERVATION DEADLINE	CAMERA-READY AD DEADLINE
January/February	11/20/20	12/1/20
March/April	1/20/21	2/1/21
May/June	3/19/21	4/1/21
July/August	5/20/21	6/1/21
September/October	7/20/21	7/30/21
November/December	9/20/21	10/1/21



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

2021 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

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@adsnw.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

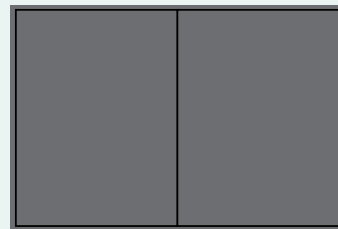
Include all graphics used in document. Photos must be high resolution (300 dpi) CMYK or grayscale TIFFs or EPSs. Black & white bitmapped line art must be 1200 dpi. Images should not be scaled more than 115 percent to maintain image quality. Please do not submit JPEG or GIF files.

PDF Artwork

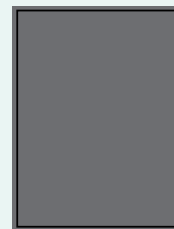
PDF must be "press" optimized with fonts embedded. Bleeds must be called out and crop marks offset 1/4 inch. Graphics must be 300 dpi.



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

