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

# MEDIA KIT





# 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.*

6 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*



MEDIA KIT | 2022

REFLECTIONS

For more information, contact **Eric Nienaber**, Nienaber Advertising Inc. at [eric@adsnw.com](mailto:eric@adsnw.com) or **425.445.6800**.

# REFLECTIONS

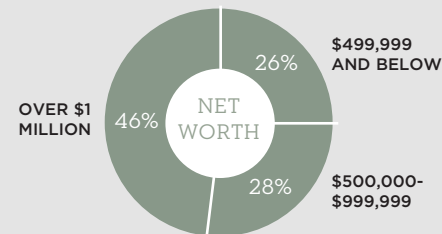


## READERSHIP PROFILE

### AVERAGE INCOME \$141,472



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



AVERAGE HOME VALUE  
\$1,114,000



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

### TIME READING REFLECTIONS

SPEND 15 MINUTES OR MORE 64%

MAGAZINE RETAINED ONE MONTH 89%



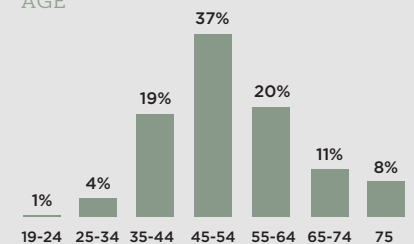
PROFESSIONALS <i>(legal, medical, technical, financial)</i>	59%
EXECUTIVE/MANAGER	22%
SELF-EMPLOYED	8%
RETIRED	7%



81%  
ARE COLLEGE GRADUATES.

37%  
HAVE AN ADVANCED DEGREE.

### AGE



## 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%

## 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**

### 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

# 2022 DEADLINES & RATES



## DISPLAY ADVERTISING RATES

### 4-Color Process Rates

\* prices are per issue

	1-2X	3-5X	6X
<b>Double Truck</b>	\$3500	\$2900	\$2300
<b>Back Outside Cover</b>	3000	2300	1700
<b>Inside Cover</b> (page 2)	2600	2100	1600
<b>Back Inside Cover</b>	2500	2000	1500
<b>Page 3</b>	2500	2000	1500
<b>Page 5</b>	2200	1800	1400
<b>Page 7</b>	2200	1800	1400
<b>Page 9</b>	2200	1800	1400
<b>Full Page</b>	1800	1500	1200
<b>1/2 Page</b>	1300	1025	750
<b>1/4 Page</b>	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
<b>January/February</b>	11/19/21	12/1/21
<b>March/April</b>	1/20/22	2/1/22
<b>May/June</b>	3/18/22	4/1/22
<b>July/August</b>	5/20/22	6/1/22
<b>September/October</b>	7/20/22	8/1/22
<b>November/December</b>	9/20/22	10/3/22



# 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](mailto: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.

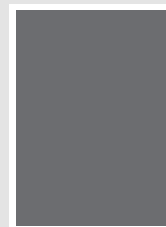
DOUBLE TRUCK  
PLUS 1/8" BLEED



FULL PAGE TRIM  
PLUS 1/8" BLEED



FULL PAGE  
NO BLEED



1/2 PAGE  
VERTICAL



1/2 PAGE  
HORIZONTAL



1/4 PAGE

