# 20 MEDIA 2<sup>3</sup> KIT

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





## HOW TO PERFECT YOUR POSTURE

My grandmother had a peculiar way to cure to bad posture Growing up, if she saw me slouching, she would not-so-gently take the knuckle of her pointer finger and, beginning at the base of the spine, run it up the entire thing. The motion would immediately force me to sit up straight and pull the shoulder blades back. Although the method was rather old-school, she swore it would save me from a lifetime of hunching.

Years later, I still think about her when I find myself sitting at a desk or on the couch for way too long. And over the past year, this has occurred way more often than I'd like to admit. There are all kinds of terms for it-tech neck, hunchback—but whatever you call it, physicians agree it is a real problem. When left unchecked, it can cause chronic pain, limited range of motion, spinal misalignment and

Luckily there are a host of cutting-edge tools and exercises proven to help straighten you out,

#### THE TEST: HOW TO KNOW IF YOU HAVE BAD POSTURE

There is a simple test to see if you suffer from had posture. All you need is a tape measure and a Inter is a sample test to see if you suffer from boad posture. All you need is a tape measure and ifferied. Stand against the wall with the back of your head, shoulder blades and glutes touching the wall. Your feet will be a few inches away. Then measure the distance from your neck to the wall and the distance from your low back to the wall. If the difference between the two measurements is greater than an inch or two, your spine is most likely out of alignment.

Without using the test, you can often identify bad posture by a couple of classic symptoms rounded shoulders, extreme curved spine or a neck that juts forward.

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# 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.

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



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# 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

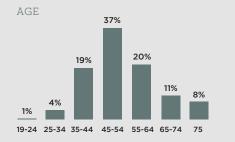
	COUPLE (NO KIDS)	41%
	FAMILY	39%
YOY	SINGLE	15%
	SINGLE PARENT	5%

TIME READING REFLECTIONS	
SPEND 15 MINUTES OR MORE	64%
MAGAZINE RETAINED ONE MONTH	89%



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

80%	20%	
MARRIED	SINGLE	
	1	
81%	37%	
ARE COLLEGE GRADUATES.	HAVE AN ADVANCED DEGREE.	



#### READERSHIP BY CITY

#### **TESTIMONIAL**

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

"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	

### 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	

#### **AUTOS AND BOATS**

New cars	. 1.38
New trucks	
Boats and equipment	
New motorcycles	

#### **ELECTRONICS**

Home theater	1.64
Computers and accessories	1.68
Internet/wireless services	

#### RECREATION

Indoor sports equipment	1.58
Outdoor sports equipment	110

#### CONTRIBUTIONS

io religious organizations	1.45
To political organizations	2.3
Cash support to college student	1.9
Gifts to persons not in consumer unit	
To education institutions	2.7
Other	14

#### 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	
Other alcoholic beverages at home	1.18
TOTAL CONSUMER EXPENDITURE INDEX	1.23

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# 2023 DEADLINES & RATES



#### **DISPLAY ADVERTISING RATES**

#### **4-Color Process Rates**

\* prices are per issue

	1-2X	3-5X	6X
Double Truck	\$3610	\$2990	\$2370
<b>Back Outside Cover</b>	3090	2370	1750
Inside Cover (page 2)	2680	2160	1650
<b>Back Inside Cover</b>	2580	2060	1550
Page 3	2580	2060	1550
Page 5	2270	1850	1440
Page 7	2270	1850	1440
Page 9	2270	1850	1440
Full Page	1850	1550	1240
1/2 Page	1340	1060	770
1/4 Page	820	620	410

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	AD DEADLINE
January/February	11/18/22	12/1/22
March/April	1/20/23	2/1/23
May/June	3/17/23	4/2/23
July/August	5/19/23	6/1/23
September/October	7/20/23 8/1/23	
November/December	9/20/23	10/2/23

### AD SPECIFICATIONS

#### **AD SIZES**

SIZE (in inches)	WIDTH	X	<b>DEPTH</b>
Double Truck	16.75	Χ	11
Full Page Bleed	8.5	Χ	11
1/2 Page Vertical	3.5	Х	9.625
1/2 Page Horizonta	1 7.25	Χ	4.625
1/4 Page	3.5	Χ	4.625

#### **PRINTING PROCESS**

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

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 ads@vernonpublications.com or contact your sales rep for FTP login credentials.

#### **Fonts**

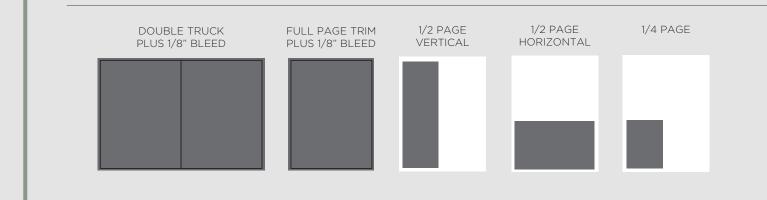
Include both screen and print versions of all fonts; include a complete list of all fonts used to create your document.

#### **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 ¼ inch. Graphics must be 300 dpi.



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