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# MEDIA KIT

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



REFLECTIONS



# EDITORIAL

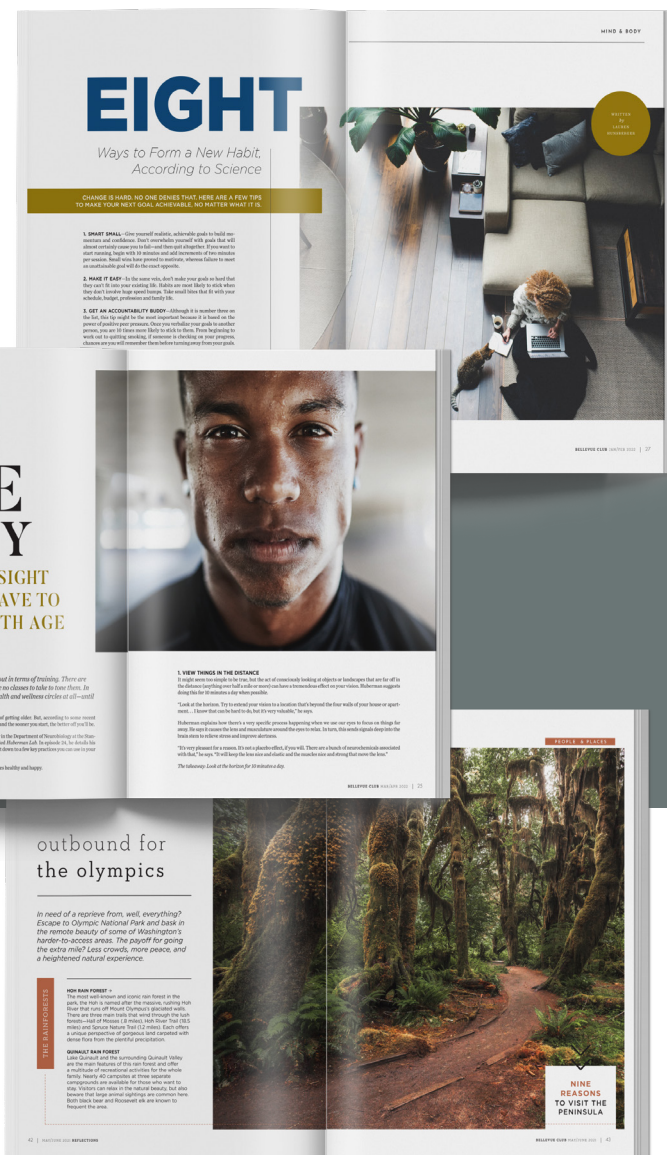
*Reflections is a bi-monthly publication that celebrates all aspects of wellness—fitness, nutrition, beauty, family life—through the lens of the Bellevue Club community.*

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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 | 2025

REFLECTIONS

For more information, contact **Debbie Brickman**,  
Vernon Publications, LLC at [debbie@vernnonpublications.com](mailto:debbie@vernnonpublications.com) or **425.488.3211**.

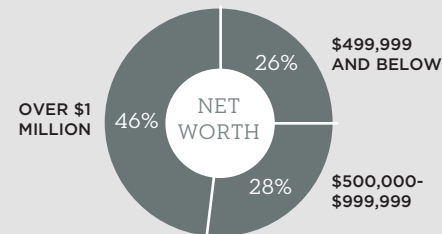


## READERSHIP PROFILE

AVERAGE INCOME **\$174,000**



\$250,000 AND OVER	34%
\$150,000-\$249,999	24%
\$100,000-\$149,999	28%
UNDER \$100,000	14%



AVERAGE HOME VALUE  
**\$1,430,000**



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

TIME READING REFLECTIONS

SPEND 15 MINUTES OR MORE **68%**

MAGAZINE RETAINED ONE MONTH **90%**



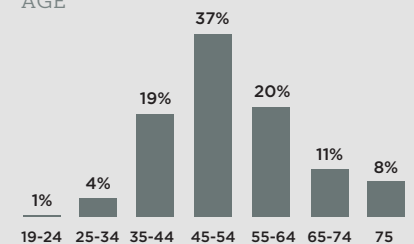
PROFESSIONALS <i>(legal, medical, technical, financial)</i>	60%
EXECUTIVE/MANAGER	22%
SELF-EMPLOYED	10%
RETIRED	8%



**79%**  
ARE  
COLLEGE  
GRADUATES.

**36%**  
HAVE AN  
ADVANCED  
DEGREE.

AGE



## READERSHIP BY CITY

BELLEVUE	52%
MERCER ISLAND	13%
KIRKLAND	10%
MEDINA	7%
CLYDE HILL	5%
ISSAQUAH	4%
REDMOND	3%
SAMMAMISH	3%
NEWCASTLE	2%
OTHER	1%

## 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.....	2.00
Admission fees for entertainment.....	1.40
Admission to sporting events.....	1.50
Travel.....	1.50
Dining out.....	1.45
Tuition/school supplies.....	1.75

#### HOME

Women's apparel.....	1.30
Men's apparel.....	1.35
Other apparel products and services.....	1.60
Household furnishings and furniture.....	1.85
Major household appliances.....	1.30
Pet expenses.....	1.15

#### AUTOS AND BOATS

New cars.....	1.40
New trucks.....	1.35
Boats and equipment.....	1.35
New motorcycles.....	1.05

#### ELECTRONICS

Home theater.....	1.70
Computers and accessories.....	1.75
Internet/wireless services.....	1.25

#### RECREATION

Indoor sports equipment.....	1.60
Outdoor sports equipment.....	1.20

#### CONTRIBUTIONS

To religious organizations.....	1.50
To political organizations.....	2.35
Cash support to college student.....	1.95
Gifts to persons not in consumer unit.....	2.30
To education institutions.....	2.75
Other.....	1.45

#### ALCOHOL

Beer and ale away from home.....	1.25
Wine away from home.....	1.60
Other alcoholic beverages away from home.....	1.35
Whiskey at home.....	1.15
Wine at home.....	1.50
Other alcoholic beverages at home.....	1.20

<b>TOTAL CONSUMER EXPENDITURE INDEX.....</b>	<b>1.25</b>
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# 2025 DEADLINES & RATES



## DISPLAY ADVERTISING RATES

### 4-Color Process Rates

\* prices are per issue

	1-2X	3-5X	6X
<b>Double Truck</b>	\$3720	\$3080	\$2450
<b>Back Outside Cover</b>	3190	2450	1810
<b>Inside Cover</b> (page 2)	2770	2230	1700
<b>Back Inside Cover</b>	2660	2130	1600
<b>Page 3</b>	2660	2130	1600
<b>Page 5</b>	2340	1910	1490
<b>Page 7</b>	2340	1910	1490
<b>Page 9</b>	2340	1910	1490
<b>Full Page</b>	1910	1600	1280
<b>1/2 Page</b>	1390	1100	800

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>	11/18/24	12/5/24
<b>March/April</b>	1/17/25	2/3/25
<b>May/June</b>	3/18/25	4/4/25
<b>July/August</b>	5/20/25	6/3/25
<b>September/October</b>	7/18/25	8/4/25
<b>November/December</b>	9/19/25	10/6/25

# AD SPECIFICATIONS

## AD SIZES

SIZE (in inches)	WIDTH x DEPTH
Double Truck	16.75 x 11
Full Page Bleed	8.5 x 11
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 [ads@vernonpublications.com](mailto: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. Images should not be scaled more than 115 percent to maintain image quality. Please do not submit JPEG or GIF files.

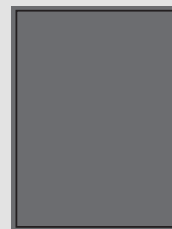
### PDF Artwork

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

DOUBLE TRUCK  
PLUS 1/8" BLEED



FULL PAGE TRIM  
PLUS 1/8" BLEED



1/2 PAGE  
VERTICAL



1/2 PAGE  
HORIZONTAL

