20 MEDIA 2⁻5 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 bad 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 tage 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.

BELLEVUE CLUB MAY/JUNE 2021 | 29

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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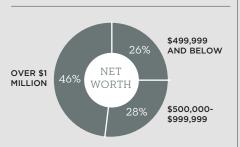
READERSHIP PROFILE

AVERAGE INCOME

\$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%

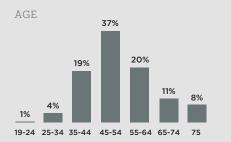
TIME READING REFLECTIONS

SPEND 15 MINUTES OR MORE	68%
MAGAZINE RETAINED ONE MONTH	90%



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

74%	26%
MARRIED	SINGLE
79%	36%
ARE COLLEGE GRADUATES.	HAVE AN ADVANCED DEGREE.



READERSHIP BY CITY

TESTIMONIAL

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

"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.

Social/recreation/civic club membership 2.00

LIFESTYLE

Admission fees for entertainment	1.40
Admission to sporting events	
[ravel	1.5C
Dining out	
Tuition/school supplies	
HOME	
Nomen's apparel	1.30
Men's apparel	
Other apparel products and services	
Household furnishings and furniture	
Major household appliances	
Pet expenses	

AUTOS AND BOATS

New cars	1.40
New trucks	1.35
Boats and equipment	
New motorcycles	105

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

lo 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
TOTAL CONSUMED EXPENDITURE INDEX	1 25

2025 DEADLINES & RATES



DISPLAY ADVERTISING RATES

4-Color Process Rates

* prices are per issue

	1-2X	3-5X	6X
Double Truck	\$3720	\$3080	\$2450
Back Outside Cover	3190	2450	1810
Inside Cover (page 2)	2770	2230	1700
Back Inside Cover	2660	2130	1600
Page 3	2660	2130	1600
Page 5	2340	1910	1490
Page 7	2340	1910	1490
Page 9	2340	1910	1490
Full Page	1910	1600	1280
1/2 Page	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	AD DEADLINE
January/February	11/18/24	12/5/24
March/April	1/17/25	2/3/25
May/June	3/18/25	4/4/25
July/August	5/20/25	6/3/25
September/October	7/18/25	8/4/25
lovember/December	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 $8 \ \frac{1}{4}$ " 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

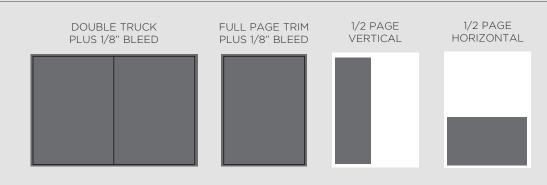
Include both screen and print versions of all fonts; include a complete list of all fonts used to create your document.

Photos/Graphics

Include all graphics used in document. Photos must be high resolution (300 dpi) CMYK or grayscale TIFFs or EPSs. 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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