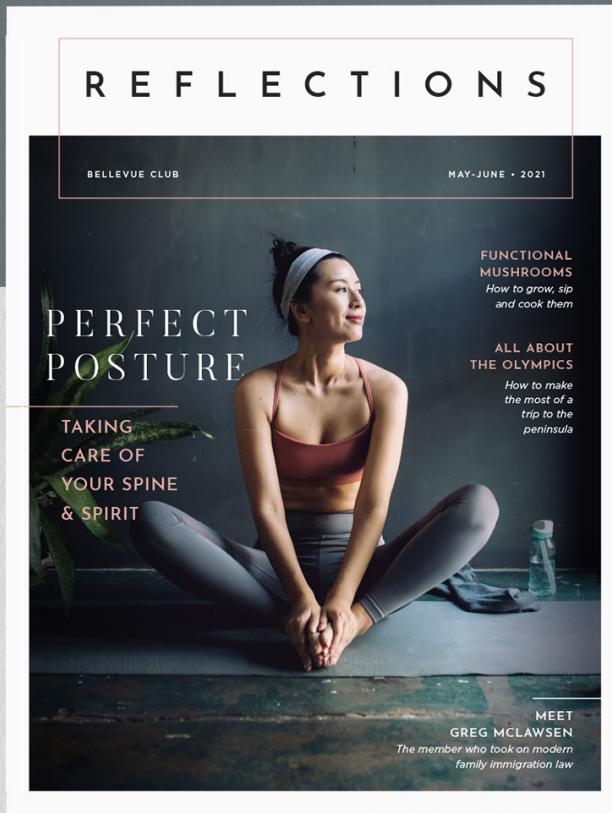


2026 | M E D I A K I T

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



MIND & BODY

HOW TO PERFECT YOUR POSTURE

My grandmother had a peculiar way to cure her bad posture. Growing up, if she saw me stoaching, she would not-so-gently take the middle of the pointy part of the heel, bring it up to 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 herniated discs.

Luckily there are a host of cutting-edge tools and exercises proven to help straighten you out, no knuckles needed.

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 friend. 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.

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

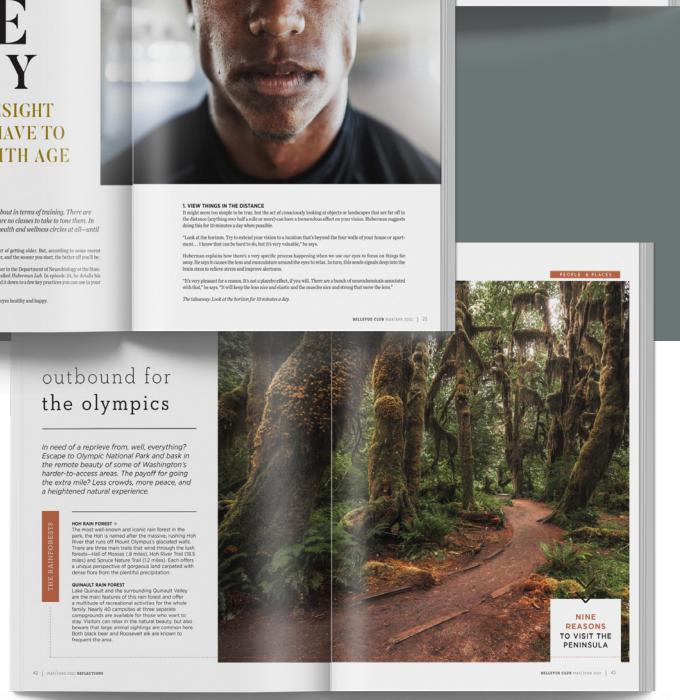
REFLECTIONS | Snapshots of life at the Club



EIGHT
Ways to Form a New Habit,
According to Science

CHANGE IS HARD. NO ONE DENIES THAT. HERE ARE A FEW TIPS TO MAKE YOUR NEXT GOAL ACHIEVABLE, NO MATTER WHAT IT IS.

1. SMART GOALS: Give yourself a deadline, whether it's to lose weight or to learn a new language. You may not always accomplish what you had in mind—and that's alright. If you want to make sure you're on track, set a specific, measurable, achievable, relevant and time-bound goal. If you're trying to motivate, whether it's to meet a deadline or to start a new hobby, make sure it's something you're interested in.
2. MAKE IT EASY: In the same vein, don't make your goals hard to start. If you're trying to learn a new language, for example, make sure you have a good teacher. If you're trying to lose weight, make sure you have a good nutrition plan. If you're trying to learn a new hobby, make sure you have the right equipment.
3. GET AN ACCOUNTABILITY BUDDY: Although it's not the first tip on the list, this tip might be the most important because it's based on the science of social support. If you're trying to lose weight, for example, find a friend who has the same goal. If you're trying to learn a new language, find a language exchange partner. If you're trying to learn a new hobby, find a hobby buddy. If you're trying to learn a new language, for example, find a language exchange partner. If you're trying to learn a new hobby, find a hobby buddy.



EYE SPY
WHY EYESIGHT
DOESN'T HAVE TO
SUFFER WITH AGE

VIEW THINGS IN THE DISTANCE
Take a break from your computer or smartphone looking at objects or landscapes that are far to the distance. Staring at your screen for too long or too much can have a detrimental effect on your vision. Bellevue suggests looking at the horizon.

"Look at the horizon. Try to extend your vision to a location that beyond the four walls of your house or apartment... I know that can be hard to do, but it's very valuable," says Hirschberg. Experts say there's a very specific process happening when we use our eyes to focus on things that are far away. It's called the vergence process, and it's what allows us to maintain our depth perception.

"It's important for us to do that," Hirschberg says. "If we will, there are a bunch of consequences associated with that," he says. "If you keep the lens nice and clear and the muscles are in shape and strong that's the best."

outbound for the olympics

THE PINEFORESTS

WHY PAIN FOREST?
Just west of the Club, the Pine Forest is the second largest old-growth forest in the state. It's a 1,000-acre area of ancient Douglas fir and western red cedar trees. The forest is a mix of old-growth and second-growth forests—most of them 100 to 300 years old. The forest is a mix of old-growth and second-growth forests—most of them 100 to 300 years old. The forest is a mix of old-growth and second-growth forests—most of them 100 to 300 years old.

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NINE REASONS TO VISIT THE PENINSULA

REFLECTIONS

BELLEVUE CLUB

SEPT-OCT • 2023

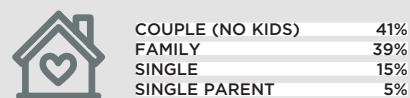
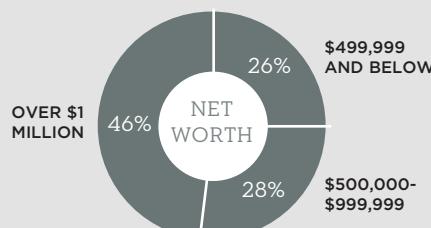
TRAVEL,
FORAGE,
HIKE &
MEDITATE

HOW TO CRAFT
A MINDFUL
FALL SEASON

RECOVERY
DONE RIGHT

NOTES FROM A
PHYSICAL THERAPIST
AND AVID HIKER

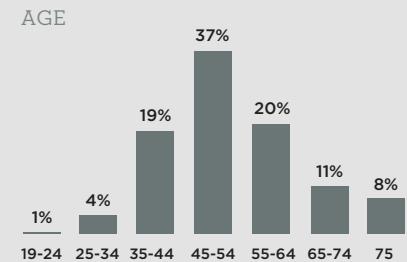
READERSHIP PROFILE



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

BELLEVUE	52%
MERCER ISLAND	13%
KIRKLAND	10%
MEDINA	7%
CLYDE HILL	5%
ISSAQAH	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

TOTAL CONSUMER EXPENDITURE INDEX..... 1.25

2026 DEADLINES & RATES



DISPLAY ADVERTISING RATES

4-Color Process Rates

* prices are per issue

	1-2X	3-5X	6X
Double Truck	\$3810	\$3160	\$2510
Back Outside Cover	3270	2510	1860
Inside Cover (page 2)	2840	2290	1740
Back Inside Cover	2730	2180	1640
Page 3	2730	2180	1640
Page 5	2400	1960	1530
Page 7	2400	1960	1530
Page 9	2400	1960	1530
Page 11	2400	1960	1530
Page 13	2400	1960	1530
Full Page	1960	1640	1310
1/2 Page	1420	1130	820

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	11/18/25	12/5/25
March/April	1/17/26	2/3/26
May/June	3/18/26	4/6/26
July/August	5/18/26	6/4/26
September/October	7/17/26	8/4/26
November/December	9/18/26	10/5/26

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 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 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

