

1889

Washington's Magazine



Washington's statewide lifestyle magazine—capturing the **true** Washington for Washingtonians.

1889 Targeted Demographics

Household Income

\$100k+

Median Age

47

Homeowners

85%

College Educated

Male

45%

Female

55%

Active Lifestyle

Frequent Travelers

About 1889

Washington is a wealth of recreational, ecological, historical and entrepreneurial intrigue. We're pioneers in the sustainable movement, we're bike geeks and techies, Native Americans and cowboys, financiers and vintners. We're urban, suburban, rural and ranch. 1889 Washington's Magazine is the vehicle that folks from all over Washington recognize as their own.

In an intelligent and beautiful format, 1889 explores the landscapes, the personalities, the movers and shakers, the history and the architecture that is the jewel of the Pacific Northwest. For Washingtonians, 1889 is an exploration of the state's rich history, its incredible destinations and colorful personalities.

Distribution

1889 will be available on newsstands in 7 states:

Washington, Idaho, Alaska, Oregon, California, Wyoming and Colorado.



1889 Projected Distribution

40,000

combined distribution of newsstand, subscriptions, hotels, public placement, events, wine clubs and marketing partnerships

- | | | |
|---------------------|--------------------|------------------|
| Safeway | New Seasons Market | Albertsons |
| Fred Meyer | Market of Choice | Zupan's Markets |
| Barnes & Noble | Ray's Food Place | Walmart |
| Whole Foods Markets | Lamb's Thriftway | Local bookstores |
| Portland Airport | Costco | Local markets |
| SeaTac Airport | Roth's | |
| QFC | Haggan's | |

PRINT SPECS & PRICING

2017 Production Calendar

2017 Ad Rates

Ad size	1X	4X	6X	Multi-pub. discount*	Bundle With 1859 or OnTrak
1/4 page	\$1,100	\$950	\$800	\$750	10% Discount on all prices!
1/2 page	\$2,050	\$1,800	\$1,550	\$1,400	↑
Full page	\$3,400	\$2,950	\$2,550	\$2,400	
Two-page spread	\$6,460	\$5,605	\$4,845	\$4,500	
Special insert	\$7,500	\$7,500	\$7,500	\$7,500	
Inside front cover	\$4,000	\$4,000	\$4,000	\$4,000	
Inside back cover	\$3,800	\$3,800	\$3,800	\$3,800	
Back cover	\$5,000	\$5,000	\$5,000	\$5,000	

*Requires commitment in at least ten (10) Statehood Media publications per year.

File Submission

File Transfer

Please use our transfer site
1859.wetransfer.com

Mail

70 SW Century Drive
Suite 100 - 218
Bend, OR 97702

Phone

541.728.2764 main

Email

art@statehoodmedia.com

Ad Specs

Ad size	Bleed	Ad specs	Trim area	Live area
1/4 page	No bleed	4"w x 5.06"h	--	4"w x 5.06"h
1/2 page horizontal	Full bleed	9.25"w x 5.625"h*	9"w x 5.4375"h	8.75"w x 5.3125"h
	No bleed	8.25"w x 5.06"h	--	8.25"w x 5.06"h
1/2 page vertical	Full bleed	4.625"w x 11.125"h**	4.5"w x 10.875"h	4.375"w x 10.675"h
	No bleed	4"w x 10.375"h	--	4"w x 10.375"h
Full page	Full bleed	9.25"w x 11.125"h	9"w x 10.875"h	8.75"w x 10.675"h
	No bleed	8.25"w x 10.375"h	--	8.25"w x 10.375"h
Inside covers	Full bleed	9.25"w x 11.125"h	8.75"w x 10.875"h	8.5"w x 10.675"h
	No bleed	8.25"w x 10.375"h	--	8.25"w x 10.375"h
Back cover	Full bleed	9.25"w x 11.125"h	9"w x 10.875"h	8.75"w x 10.675"h
	No bleed	8.25"w x 10.375"h	--	8.25"w x 10.375"h

*include a .125" bleed top or bottom depending on placement

**include a .125" bleed left or right depending on placement

JAN | FEB Romantic Getaways

Space Res. - Nov 18
Ad Mats. - Nov 25

MARCH | APRIL Innovation

Space Res. - Jan 17
Ad Mats. - Jan 24

MAY | JUNE Best Places

Space Res. - March 14
Ad Mats. - March 28

JULY | AUG Travel

Space Res. - May 18
Ad Mats. - May 24

SEPT | OCT Bounty

Space Res. - July 19
Ad Mats. - July 28

NOV | DEC Local Holiday Gifts

Space Res. - Sept 18
Ad Mats. - Sept 29

Space Res. = Space Reservation Deadline
Ad Mats. = Ad Materials Due

1889 <small>Washington's Magazine</small>	JAN FEB	MAR APR	MAY JUNE	JULY AUG	SEPT OCT	NOV DEC
THEME	Romantic Getaways	Innovation	Best Places	Travel	Bounty	Local Holiday Gifts
Design	Remodels	Backyards	Eco-Homes	Outdoor Living	Kitchens	Architecture
Food	Apples	Potatoes	Cherries	Hops	Pears + Canning	Beef
Ventures	Top Startups	Real Estate	Green Biz	Entrepreneurs	VC/Angels	Top Tech
Adventures	Waterfalls	Best Hikes	Top Biking	Water Sports	Olympic N.P.	Skiing

*This information is subject to change. In the case of a major editorial redirection, your account executive will contact you with updated information.