

1889

Washington's Magazine

2017



1889Mag.com

Live | Think | Explore | Washington



Statehood[★] MEDIA

MISSION + CONTENT

Paddle the Puget Sound with us. Walk the sands of Long Beach. Reserve that cozy cabin in Olympic National Park. Glide the nordic trails of Mazama. Weave through the Columbia Gorge and Walla Walla, sipping good Cabernet Francs as you go. Run the Centennial Trail of Spokane.

1889 Washington's Magazine is your insider's statewide guide to cultural travel in the Evergreen State. 1889 explores the people, places and recreation that make Washington a Pacific Northwest jewel. 1889 is your guide of how to Live, Think and Explore the wonders of Washington.

**We create community
through world-class content.**

Our content fits neatly into three categories: Live, Think and Explore. Each of these has its own distinct flavor yet fits perfectly into the overall architecture of each issue. From Home + Design and Trip Planner to Bibliophile and Startups, this content touches on all parts of the Washington experience.

Live

Food + Drink

Home + Design

Mind + Body

Think

Business
Ventures

Nonprofits

Startups

Explore

Trip
Planners

Lodging

Northwest
Destinations

2017 EDITORIAL CALENDAR + DEADLINES

FEBRUARY / MARCH

THE ROMANCE ISSUE

Ad Deadline: January 3, 2016

APRIL / MAY

THE GREEN + ENTREPRENEUR ISSUE

Ad Deadline: February 17, 2017

JUNE / JULY

THE WINE GUIDE + BEST PLACES ISSUE

Ad Deadline: April 14, 2017

AUGUST / SEPTEMBER

THE OUTDOORS + ROAD TRIPS ISSUE

Ad Deadline: June 14, 2017

OCTOBER / NOVEMBER

THE BOUNTY + BEER ISSUE

Ad Deadline: August 18, 2017

DECEMBER / JANUARY

THE WINTER TRAVEL + GIFT GUIDE

Ad Deadline: October 20, 2017

AUDIENCE

PRINT

Expected Total Annual Readership*:

230,000



The 1889 Reader

Targeted
Average
Household Income **\$100K+**

Median Age:



47

Female



55%

Male



45%

Homeowners



85%

Newsstand distribution throughout
Pacific Northwest region.



Alaska



Wyoming



Colorado

The 1889 reader has an active lifestyle and travels frequently within Washington.



HIKE



CAMP



BIKE



ATTEND
FOOD + DRINK
EVENTS



ATTEND ART
GALLERIES/
MUSEUMS



ATTEND
CONCERTS

SPECS

MEDIA & FILE FORMATS

Web Transfer or Email Upload (preferred format)*

* With a mailed CD, please provide one Acceptable Proof, the Issue Date, Advertiser, Agency Name, Phone Number, Contact Person, and Ad Name/#. (Media is non-returnable)

Preferred File Format: [PDF/X-1]

A properly created PDF/x-1 file supplied by web transfer with a high-quality SWOP standard proof is the preferred format for magazine ready advertisements.

Adobe CC(-) (Illustrator, InDesign, Photoshop): **ALL FONTS AND IMAGES MUST BE EMBED**

PDF files must contain only 4-color process images (CMYK).

Statehood Media is not responsible for PDF files prepared incorrectly.

Image Requirements: All images provided for ads should be final, color corrected, hi-resolution (**300dpi**) CMYK files. TIF or EPS file type recommended.

Hi-Res images should not be scaled more than 115% to maintain image quality

PRODUCTION REMINDERS

Additional Production Charges for the Advertiser may result if the below guidelines are not followed.

- Do NOT pull photos/graphics from the internet in your ad build. These photos/graphics are not large enough in resolution for print.
- Do NOT send JPEG or GIF files. Do NOT send files in RGB.
- All spot colors should be converted to CMYK.
- The magazine prints at 150 line screen, maximum ink density is 280%
- All ads created in any unacceptable format will not be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. Statehood Media is not responsible for any errors in content, or color shifts on press. If files are prepared improperly and mechanical requirements are not met, Statehood Media will not guarantee the reproduction of the ad.

AD SUBMISSION



Upload:

Please use our transfer site
1859.wetransfer.com
(preferred)



Email:

art@statehoodmedia.com



Call:

541.728.2764
(main)



Mail:

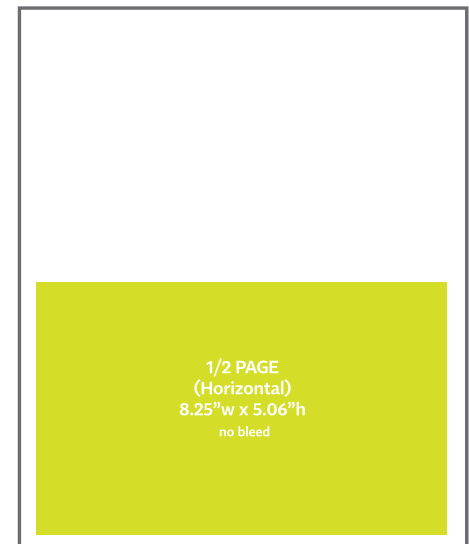
70 SW Century Drive
Suite 100-218
Bend, OR 97702

MORE 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 COVERS	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

Questions: Contact our Production Department at 541.728.2764

AD SIZE



RATES

PRINT

ISSUE FREQUENCY

6X per year

4-COLOR	1X	3X	6X	*MULTI-PUB
Quarter Page	\$1,100	\$950	\$800	\$700
Half Page	\$2,050	\$1,800	\$1,550	\$1,300
Full Page	\$3,400	\$2,950	\$2,550	\$2,300
Two-Page Spread	\$6,460	\$5,605	\$4,845	\$4,400
Explore Guide (1/6 Page)	\$500	—	\$400	—

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

PREMIUM PLACEMENTS

(per issue)

Inside Front Cover	\$4,000
Inside Back Cover	\$3,800
Back Cover	\$5,000

**For more information, please contact your
Statehood Media Account Executive or
advertising@StatehoodMedia.com**

*Ad build available for additional fee.
Contact your Account Executive for details.

DIGITAL ADVERTISING

Website Ad Locations

Leaderboard (728 x 90 px)

Banner Top (728 x 90 px)

Deluxe Package Placement

Banner middle (728 x 90 px)

Sidebar - Top (300 x 250 px)

Sidebar - Mid (300 x 250 px)

Sidebar - Bot (300 x 250 px)

Featured Eat | Stay | Play

Footer (728 x 90 px)

Newsletter Ad Locations

Banner Top (728 x 90 px)

Banner Middle

Banner Bottom

Footer (600 x 400 px)

Eat | Stay | Play Listing

High Desert Museum

The High Desert Museum

BOOK HERE

PLAN HERE

1889mag.com

Digital Advertising

Ad size	Price
Leaderboard	728x90
Banner - Top	728x90
Banner - Middle	728x90
Banner - Footer	728x90
Sidebar - Top	300x250
Sidebar - Middle	300x250
Sidebar - Bottom	300x250

*We promise 10,000 impressions for any sidebar or banner. We sometimes need to run the ad longer than a month to reach that goal. Please allow for this extra time when advertising an event.

Newsletter Advertising

Ad size	Price
Banner- Top	728x90
Banner - Middle	728x90
Banner - Bottom	728x90
Footer	600x400

Banner Bundle:

Any newsletter banner + any website banner except leaderboard.

Our newsletter currently reaches 1,000 subscribers.

Eat | Stay | Play Listing

Be a part of our exclusive online Eat | Stay | Play guide. For only \$500, we'll build a page on our site to showcase everything that's great about your business. We'll keep the page up forever!

Featured Eat | Stay | Play Listing: We'll feature your listing on the front page (included for new listings).

Eat | Stay | Play Digital + Print
Includes printed listing in 1889.

Eat | Stay | Play Bundle

Deluxe Package and Contests

Deluxe Package

We work together to create a custom package to suit your advertising needs. Feature your video in a Trip Planner or on one of our region pages. Add your own content, photos, and links to a special section of one of our articles. What about a full width splash page on our front page? We'll brainstorm with you and create something together. If you want to add your content to one of our articles, it will be there forever.

Contest

A contest is a great way to promote your business. It's especially effective for resorts and destinations. See the contest page for full details.

Contest with print option	\$3,500
Contest—digital only	\$800

Contest

ALASKAN ADVENTURE CONTEST

GrayLine Alaska

Experience the journey of a lifetime on a four-night tour of the Denali wilderness.

ENTER THE CONTEST

WIN A TRIP TO ALASKA

ENTER THE CONTEST

RATES

DIGITAL CONTEST PACKAGE

A digital contest package with 1889 is the most efficient and effective way to promote your business to an engaged and targeted audience. All contests run for one month.

The 1889 DIGITAL CONTEST PACKAGE CONSISTS OF:

WEB LANDING PAGE



1889Magazine.com webpage with contest details, description and entry form. Includes image and/or video gallery to engage user.

CUSTOM NEWSLETTER



In-house designed newsletter solely dedicated to promoting contest. Sent to entire newsletter subscriber list.

ADVENTURE MAIL BANNER AD



Newsletter banner ad (600x250 px) included in separate bi-weekly newsletter sent to entire newsletter subscriber list.

SOCIAL MEDIA



Boosted posts promoting contest on Facebook as well as posts on Twitter and Instagram.

QUARTER PAGE IN PRINT



Announcement of contest on the 1889 online page in the print issue during the month the contest is running. Includes image(s), description and link to web landing page (*subject to print deadlines).

PACKAGE TOTAL

\$2,500

For more details about the digital contest package, please contact your Statehood Media Account Executive or advertising@StatehoodMedia.com

CONTACT

We have Account Executives located throughout the Pacific Northwest and surrounding region:



For more advertising information, please contact your regional Statehood Media Account Executive or

advertising@StatehoodMedia.com



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Bend, Oregon 97702
541.728.2764