



# MEDIA KIT 2017

**JOURNAL** Serving Spokane  
& Kootenai Counties **OF BUSINESS**

[www.spokanejournal.com](http://www.spokanejournal.com)

# Who We Are



Who We Serve

The **Journal** of Business is an independent business newspaper that covers news primarily in the greater metropolitan area that includes Spokane, Washington, and Coeur d'Alene, Idaho. That market area includes more than 635,000 residents and serves as the business and media hub for a sprawling geographic area that spans much of Eastern Washington and Northern Idaho, and is known as the Inland Northwest. It is among the top 100 markets in the country.

The **Journal** is published bi-weekly, 26 times a year, and has an audited circulation of about 11,771. Using survey-determined pass-along rates from Circulation Verification Council, we know the Journal has more than 41,000 readers. Perhaps more importantly, as the page to the right portrays, Journal readers are well-educated business leaders and decision makers who are significant consumers of both retail and business-to-business products and services.

The **Journal** has been publishing since February 1986, and is owned by a subsidiary of Spokane-based Cowles Co., which also owns The Spokesman-Review daily newspaper, yet the Journal is operated independently and competes with the daily newspaper in the marketplace.

The **Journal's** comprehensive business coverage has earned it hundreds of awards for writing and design, including "Best Newspaper" of its size in

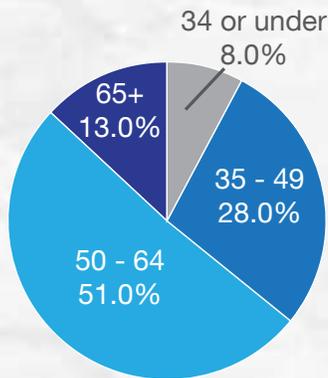
North America by the Association of Area Business Publications, and first place for "General Excellence" among non-daily newspapers from the Society of Professional Journalists. It also has been named Media of the Year by both the Spokane and Washington state boards of Realtors.

Each print-edition issue of the Journal of Business includes at least one industry-specific special section, ranging from Real Estate & Construction to Health Care to Manufacturing and Distribution. We also publish a host of supplemental magazines and compendiums, including an annual Book of Lists and the Market Fact Book. The Journal's award-winning coverage is also available to subscribers via the Journal's website, at [www.spokanejournal.com](http://www.spokanejournal.com), and through mobile and email technologies.

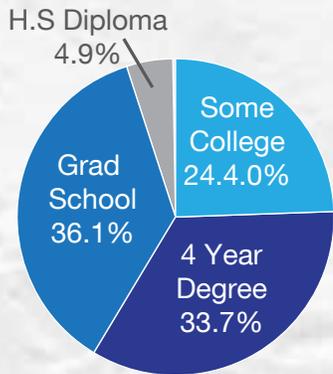


**509.456.5257**  
[info@spokanejournal.com](mailto:info@spokanejournal.com)  
[www.spokanejournal.com](http://www.spokanejournal.com)

# Readership

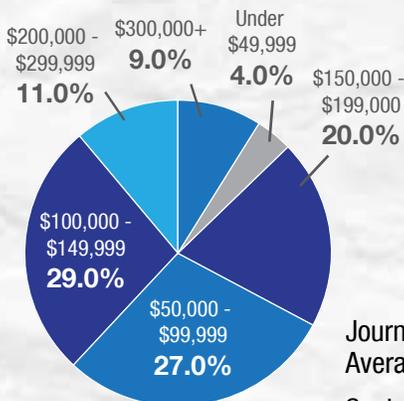


**Age\***



**Education**

(Highest level achieved - 94.2% have attended college)



**Household Income\***

Journal Reader  
Average = **\$148,000**

Spokane County  
Average = **\$52,000**

**Plan to buy:**

In the next 12 months.

Buy or sell home	<b>14.2%</b>
Expand or remodel home	<b>29.5%</b>
Buy/lease a vehicle	<b>26.3%</b>
Boat	<b>4.0%</b>
RV	<b>4.8%</b>
Lake/Recreation property	<b>5.6%</b>
Home Furnishings	<b>40.7%</b>
Jewelry	<b>___%</b>
Home entertainment equipment	<b>20.3%</b>

**Financial Plans:**

Plan to seek out in the next 12 months.

Personal loan	<b>20.6%</b>
Personal account	<b>9.0%</b>
Personal credit card	<b>4.5%</b>
Business loan	<b>6.1%</b>
Business account	<b>3.4%</b>
Business credit card	<b>1.8%</b>

**Professional Service Plans:**

Plan to seek out in the next 12 months.

Attorney	<b>52.0%</b>
Stock broker	<b>24.1%</b>
Insurance agent	<b>54.2%</b>
Financial Planner	<b>48.2%</b>
Accountant	<b>61.9%</b>
Real Estate Agent	<b>21.2%</b>
Travel agent	<b>18.0%</b>
Architect or Engineer	<b>12.3%</b>
IT or Computer Specialist	<b>21.9%</b>

**Key Business\***

**Decision Makers: 67.0%**

Owner/CEO/President	<b>40.0%</b>
Other Management	<b>37.0%</b>

**Approve or influence financial decisions 81.0%**

**Time spent with issue:**

<15 minutes	<b>12.7%</b>
15 - 29 minutes	<b>45.7%</b>
30 - 59 minutes	<b>32.9%</b>
>60 minutes	<b>6.4%</b>

*\* Circulation Verification Council*

**FACTOID 68%** of readers contacted a company because of an advertisement they saw in the Journal.

**FACTOID 33%** of readers anticipate considering a new health plan for themselves or family.

**FACTOID 96%** of readers say more than one person reads their copy of the Journal of Business.

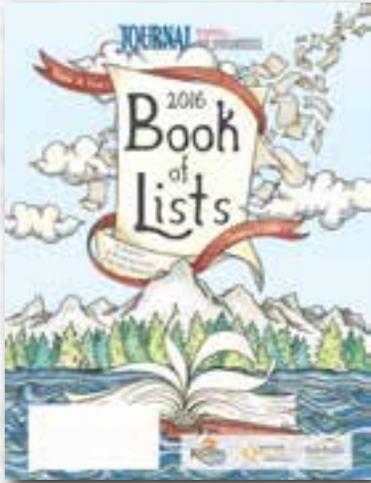
**DID YOU KNOW?**

The Journal has...  
Average audited circulation = About 11,771.  
**41,500 Readers**

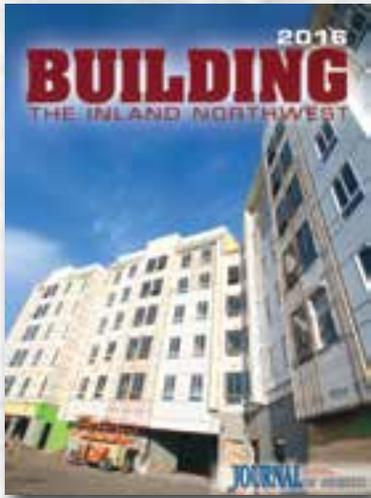
**Reach Your Market**

It happens to be our market, too.

# Publications



The Journal's Book of Lists is published in January of each year and is a valuable tool for conducting business in the Inland Northwest. It is a compendium of the dozens of comprehensive, industry-specific lists the Journal publishes throughout the year, each of which highlights the major players in given sectors, including banking, health care, real estate and construction, among others. Subscribers routinely use the book to identify key contacts, target new sales leads, compile mailing lists, research employment opportunities, check out the competition, and view the growing markets in our region. The sought-after publication is available both in print and online versions.



Building the Inland Northwest also is published annually, usually in March, and is known in the market as a key resource for getting your arms around the various development and construction projects planned or under way in the region. It provides a comprehensive look at the various sectors—from transportation to education and residential to commercial—that are driving the construction industry, including a forward look at the project pipeline.



The Journal's Market Fact Book offers information our readers need to stay on top of their industry, ahead of their competitors, and first in line for new prospects. It includes nearly 100 charts and graphs that accurately depict demographic, economic, real estate, health care, energy, education, taxes, transportation, and travel and tourism data in our region. It is an indispensable accumulation of statistical data and a valuable reference for anyone doing business in the Spokane metropolitan area, and includes insightful narratives by Journal editors to put those numbers into perspective.

What our readers say...

**“No publication covers the business of the Greater Spokane area better than your publication.”**

- Reader Survey

**FACTOID** of readers assist in the care or decision making for elderly or disabled people  
**27%**

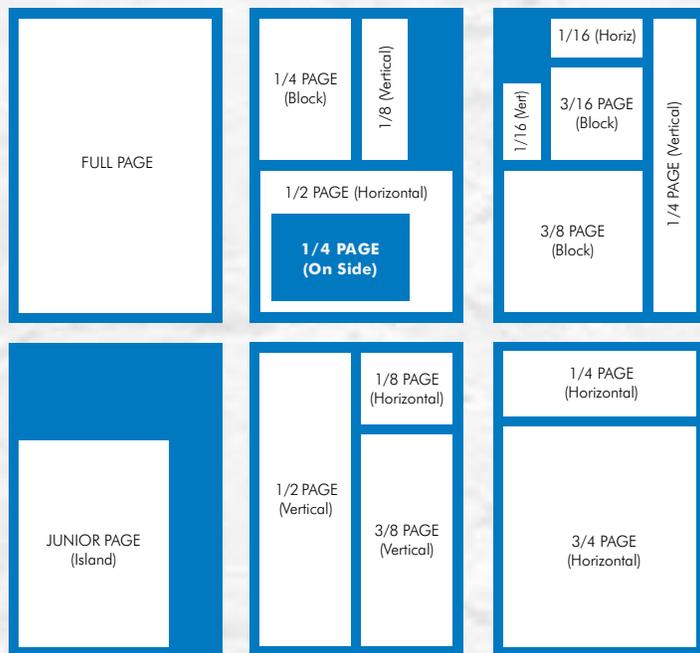


# Display Rates

## DISPLAY RATES

	25 TIMES	12-24	6-11	3-5	OPEN
FULL PAGE	\$1810	1935	2055	2170	2415
3/4 PAGE	1650	1755	1865	1975	2190
JR PAGE	1480	1585	1680	1780	1980
1/2 PAGE	1225	1305	1380	1460	1630
3/8 PAGE	1020	1085	1150	1225	1360
1/4 PAGE	755	800	865	910	1010
3/16 PAGE	645	690	730	770	865
1/8 PAGE	540	575	610	645	715
1/16 PAGE	450	475	520	550	610

Frequency per contract year (12 months). All rates are net per insertion.



## COLOR

Color rates are net.

3/4 - FULL	\$600	1/4 - 3/8	\$400	1/16	\$200
1/2 - JR	\$500	1/8 - 3/16	\$300	SPOT COLOR	\$195 <i>up to 2 colors</i>

## POSITION PREMIUMS:

- Back Page (any section) - Add 15%
- Pages 2, 3, 5, Center Spread - Add 15%
- Adjacent to "The List" - Add 15%
- Other requested positions - Add 10%

The Journal of Business is printed web offset on newsprint using 100-line screen.

Ad preparation can be performed at no additional charge, for more information contact your Sales representative.

## POSITION REQUESTS

You may request that your advertisement be placed in a specific location within the Journal. However, except when a premium position fee is paid, positions are not guaranteed and are subject to availability; no reservations are accepted that are dependent upon a specific position being assured, except when a premium position fee is paid. No premiums will be charged to advertisers not receiving space requested.

Please see Ad Specification Sheet for more information.  
For all Classified rates and specifications, please see separate card.

## PAGE UNIT

FULL PAGE

## WIDTH

## HEIGHT

3/4 PAGE

HORIZONTAL  
VERTICAL

9.5" 15.25"

9.5" 11.375"

7" 15.25"

JR PAGE

7" 10.25"

1/2 PAGE

HORIZONTAL  
VERTICAL

9.5" 7.5"

4.625" 15.25"

3/8 PAGE

HORIZONTAL  
VERTICAL  
BLOCK

9.5" 5.625"

4.625" 11.375"

7" 7.5"

1/4 PAGE

HORIZONTAL  
VERTICAL  
BLOCK  
ON SIDE

9.5" 3.625"

2.25" 15.25"

4.625" 7.5"

7" 5.25"

3/16 PAGE

HORIZONTAL  
VERTICAL  
BLOCK

7" 3.625"

2.25" 11.375"

4.625" 5.625"

1/8 PAGE

HORIZONTAL  
VERTICAL

4.625" 3.625"

2.25" 7.5"

1/16 PAGE

HORIZONTAL  
VERTICAL

4.625" 1.75"

2.25" 3.625"

**FACTOID**

**56%** of readers go wine tasting

# Digital Advertising Rates

## WEBSITE

**Leaderboard** 728 x 90 Pixels\*

320 x 50 Pixels

\*Please supply a smaller leaderboard in addition to the size above, for the adaptive sizing of our website. (320 x 50 pixels)

**Half Page**

300 x 600  
Pixels

**Medium Rectangle**

300 x 250  
Pixels

Web Ad Sizes	(in Pixels)	Month Rate
Leaderboard	728 x 90	\$350
Half Page	300 x 600	\$300
Medium Rectangle (Top)	300 x 250	\$350
Medium Rectangle (Bottom)	300 x 250	\$325

### WEB AD SUBMISSION GUIDELINES:

Ads submitted for our email marketing should be JPEGs in RGB color or GIFs in Indexed Color, and in the correct dimensions. The resolution should be 72 dpi and at a medium compression setting. Third party serving is available by providing the ad tag information and any instructions depending on host requirements. Please contact your Journal Representative concerning third party ad serving.

## MORNING EDITION

BUY ONE WEEKDAY  
OR THE WHOLE MONTH

**\$700** (Includes 4 emails)

The Journal's new Morning Edition will be emailed to thousands of subscribers every weekday morning. Choose a day of the week to sponsor and you'll be the exclusive advertiser for that day all month.

**HEADER AD**  
680 X 100 Pixels



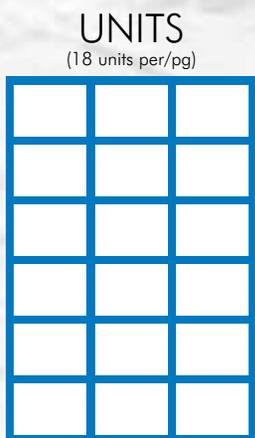
# Classified Ad Specifications

	25 TIMES	12-24	6-11	3-5	OPEN
PER UNIT	\$90	95	100	105	125
PER 1/2 UNIT	\$45	50	55	60	65

Add color for only \$30 a unit.

**REACH OVER 41,000 READERS**

To place a classified ad in the Journal of Business call **(509) 344-1279**



5% Discount for pre-paid ads

PAGE UNIT	WIDTH	HEIGHT
1/2 UNIT VERTICAL	1.4375"	2.25"
1/2 UNIT HORIZONTAL	3"	1.0685"
1 SINGLE	3"	2.25"
2 VERTICAL	3"	4.625"
2 HORIZONTAL	6.125"	2.25"
3 VERTICAL	3"	7"
3 HORIZONTAL	9.25"	2.25"
4 VERTICAL	3"	9.375"
4 HORIZONTAL	6.125"	4.625"

HEADING OF YOUR CHOICE

Single Unit size ad.  
(3" wide by 2.25" high)

## Preprinted Inserts

Send your brochure, flyer, or sales letter directly to the market's most affluent buyers as an insert in the Journal.

Preprinted inserts are far less expensive than direct mail because you don't have to worry about labels, postage, or handling!

Use our entire circulation to reach all of our business and professional readership.

### FULL SERVICE

The Journal's professional staff will assist you with the design and printing of your insert. With production rates starting as low as \$65 per hour, we can print a sales message that meets your specific needs.

### DISCOUNTS

Six or more full-run inserts placed per 12-month period qualify for a 10 percent discount. Full-run inserts may be counted towards the frequency requirements of a display advertising agreement.

Contact your Journal Representative for a quote, details and deadline information.

### SPECIFICATIONS

#### USPS regulations:

- Inserts **may not be** a self-mailer or carry first class or standard mail imprints.
- Inserts **may not be** an independent publication or a product.
- Inserts **must be consistent** in weight, size, and design for the entire run.
- Inserts **may not exceed the folded dimensions of the newspaper, which are 8" x 10.75"**. The Journal can have your piece folded for \$25 per thousand or you can have the printer trim your piece in the printing process.
- Please provide 3% overage for waste.
- Please submit artwork or samples. Contact your Journal representative for clarification regarding USPS regulations.
- For pieces exceeding 1 oz., submit a finished sample for a quote.
- Inserts must meet minimum rigidity criteria to survive the mechanical insertion process. Paper stock less than 60 pounds must be folded.

### RATES

Full run average: 11,500, call for current count.

WEIGHT	FULL RUN
1/4 oz. or less	\$111/M
1/4 to 1/2 oz.	122/M
1/2 to 3/4 oz.	138/M
3/4 to 1 oz.	149/M
1 to 1 1/4 oz.	159/M
1 1/4 to 1 1/2 oz.	169/M

# Editorial Schedule

Cover Date	Special Report	Up Close	List	Deadline
1. January 5	2017 Book of Lists*			Nov. 30, 2016
2. January 19	Real Estate & Construction	Women's Health	<i>Public Exercise Clubs</i>	January 12
3. February 2	Banking, Finance & Investment	Green	<i>Public Company Stock Performance</i> <i>Retailers of Organic &amp; Local Food</i>	January 26
4. February 16	Retirement Industry	Security	<i>Commercial Security Companies</i>	February 9
	Downtown Spokane Partnership*			January 13
5. March 2	Future of Health Care	Lending	<i>Hospitals &amp; Medical Centers</i> <i>Real Estate Appraisal Firms</i>	February 23
6. March 16	Financial Planning & Charitable Giving		<i>Largest Accounting Firms</i>	March 9
7. March 30	Law	Hospitality & Meetings	<i>Largest Law Firms</i> <i>Banquet &amp; Meeting Facilities</i>	March 23
	Building The Inland Northwest*		<i>Largest Heavy-Equipment Dealers</i>	February 24
8. April 13	Banking, Finance & Investment	Education, Training & Employment	<i>Banks</i> <i>Colleges &amp; Universities</i> <i>Temporary-Help Agencies</i>	April 6
9. April 27	Real Estate & Construction	Retirement Industry	<i>Golf Courses of the Inland Northwest</i>	April 20
	GSI's Advantage Spokane*			March 24
10. May 11	Health Care	Green	<i>Pediatric Health Care Clinics</i> <i>Spokane-Area Wineries</i> <i>Solar &amp; Wind Energy Companies</i>	May 4
	Valley Chamber Biz Expo*			May 1
11. May 25	Manufacturing & Distribution	Architecture & Engineering	<i>Leading Spokane Manufacturers</i> <i>Largest Architectural Firms</i>	May 18
	Market Fact Book*			April 28
12. June 8	Real Estate & Construction	Women's Health	<i>Leading Contractors</i>	June 1
	Agora Awards*			May 29
13. June 22	Banking, Finance & Investment	Aerospace	<i>Spokane-Area Credit Unions</i>	June 15
14. July 6	Health Care	Rising Stars*	<i>Physical Therapy Clinics</i>	June 28
15. July 20	Real Estate & Construction	Nonprofits	<i>Office and Business Parks</i>	July 13
16. August 3	Retirement Industry	Architecture & Engineering	<i>In-Home Care Providers</i>	July 27
17. August 17	Banking, Finance & Investment	Manufacturing & Distribution	<i>Spokane-Area Trucking Companies</i>	August 10
18. August 31	Real Estate & Construction	Agriculture & Food	<i>Commercial Real Estate Firms</i> <i>Food Producers</i>	August 24
19. September 14	Health Care	Green	<i>Employee Benefit Brokers</i> <i>Environmental Services Firms</i>	September 7
20. September 28	Retirement Industry	Law	<i>Largest Retirement Homes</i> <i>New-Car Dealers</i>	September 21
	Best Places to Work*			September 18
21. October 12	Real Estate & Construction	Women's Health	<i>Top 20 Spokane-Area Construction Projects</i> <i>Spokane-Coeur d'Alene Title Companies</i>	October 5
	University District*			September 8
22. October 26	Health Care	Taxes & Charitable Giving	<i>Largest Social-Service Nonprofits</i>	October 19
	Philanthropic Awards*			October 16
23. November 9	Banking, Finance & Investment	Architecture & Engineering	<i>Top 20 Inland Northwest SBA Lenders</i> <i>Largest Engineering Firms</i>	November 2
	Economic Forecast*			October 30
24. November 22	Real Estate & Construction	Education, Training & Employment	<i>Leading Industrial Parks</i>	November 15
25. December 7	Health Care	Wealth Management & Retirement	<i>Health-Care Plans</i>	November 30
26. December 21	Economic Outlook		<i>Largest Spokane County Employers</i> <i>Kootenai County's Largest Employers</i>	December 14
	GSI's Relocation Guide*			September 8

\*Early deadline

■ Magazine format