



MEDIA KIT 2019

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

www.spokanejournal.com

Who We Are



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, and through mobile and email technologies.



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 10,668. Using survey-determined pass-along rates from Circulation Verification Council, we know the Journal has about 38,000 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.

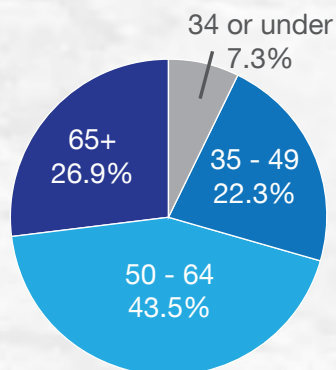
The **Journal's** comprehensive business coverage has earned it hundreds of awards for writing and design, including "Best Newspaper" of its size in



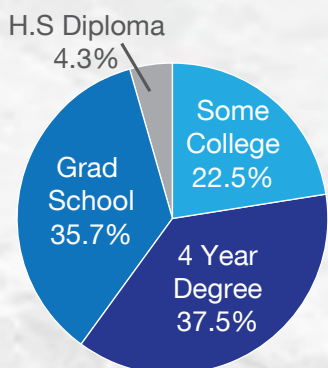
509.456.5257

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Readership

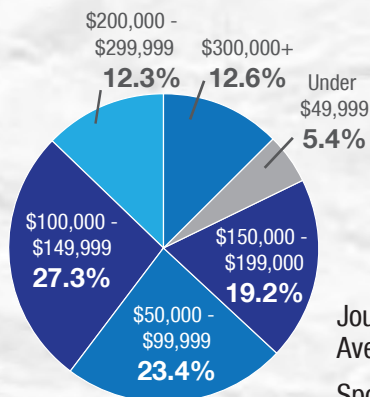


Age



Education

(Highest level achieved - 95% have attended college)



Household Income*

Journal Reader
Average = **\$156,000**

Spokane County
Average = **\$53,000**

Plan to buy:

In the next 12 months.

Buy or sell home	15%
Buy/lease a vehicle	27%
Boat	7%
RV	4%
Lake/Recreation property	6%
Home Furnishings	40%
Home entertainment equipment	18%

Financial Plans:

Plan to seek out in the next 12 months.

Personal loan	16.7%
Personal account/card	11.4%
Business loan	9.9%
Business account/card	5.9%

Professional Service Plans:

Plan to seek out in the next 12 months.

Attorney	42%
Stock broker	25%
Insurance agent	48%
Financial Planner	45%
Accountant	53%
Real Estate Agent	23%
Travel agent	14%
Architect or Engineer	11%
IT or Computer Specialist	18%

Key Business*

Decision Makers: 81.0%

Managers, senior managers, owners, principals

Approve or influence financial decisions

80.0%

Time spent with issue:

<15 minutes	12.5%
15 - 29 minutes	52.8%
30 - 59 minutes	28.4%
>60 minutes	3.8%

* Circulation Verification Council

DID YOU KNOW? 65%

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

DID YOU KNOW?

31% of readers anticipate considering a new health plan for themselves or family.

DID YOU KNOW?

78% 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 11,052.

42,000 Readers

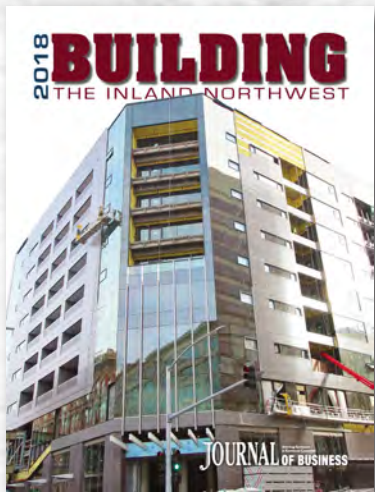
Reach Your Market

It happens to be our market, too.

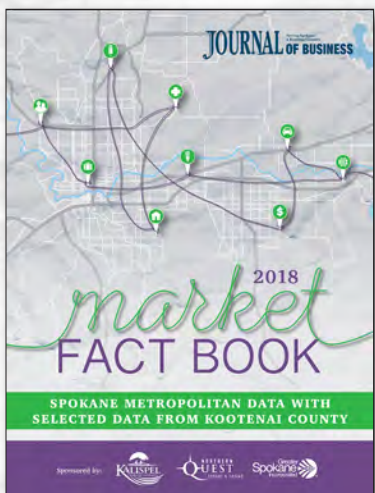
Publications



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



DID YOU KNOW?

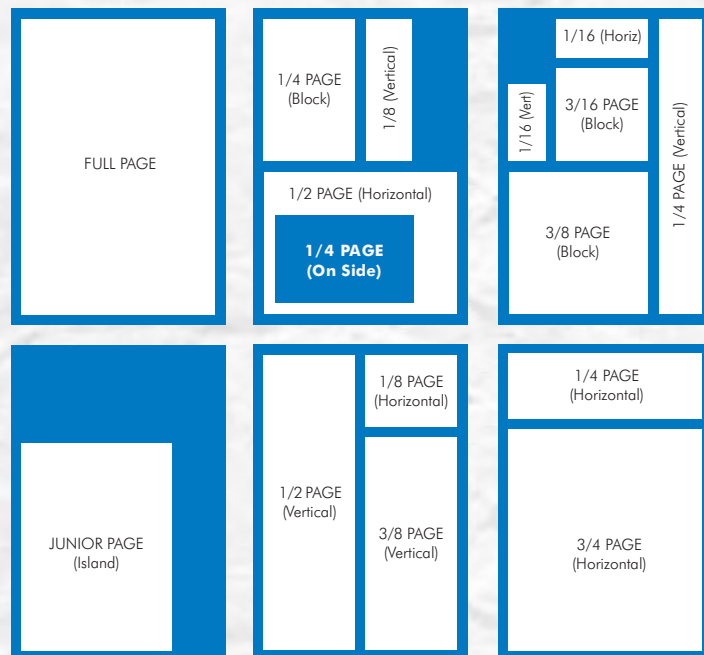
30% of readers assist in the care or decision making for elderly or disabled people

Display Rates

DISPLAY RATES

	25 TIMES	12-24	6-11	3-5	OPEN
FULL PAGE	\$1875	2005	2125	2250	2500
3/4 PAGE	1710	1815	1930	2045	2270
JR PAGE	1535	1640	1740	1840	2050
1/2 PAGE	1270	1350	1430	1510	1690
3/8 PAGE	1055	1120	1195	1270	1405
1/4 PAGE	780	825	895	945	1045
3/16 PAGE	670	715	755	795	895
1/8 PAGE	560	595	630	670	740
1/16 PAGE	465	490	540	570	630

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

WIDTH HEIGHT

FULL PAGE		9.5"	15.25"
3/4 PAGE	HORIZONTAL	9.5"	11.375"
	VERTICAL	7"	15.25"
JR PAGE		7"	10.25"
1/2 PAGE	HORIZONTAL	9.5"	7.5"
	VERTICAL	4.625"	15.25"
3/8 PAGE	HORIZONTAL	9.5"	5.625"
	VERTICAL	4.625"	11.375"
	BLOCK	7"	7.5"
1/4 PAGE	HORIZONTAL	9.5"	3.625"
	VERTICAL	2.25"	15.25"
	BLOCK	4.625"	7.5"
	ON SIDE	7"	5.25"
3/16 PAGE	HORIZONTAL	7"	3.625"
	VERTICAL	2.25"	11.375"
	BLOCK	4.625"	5.625"
1/8 PAGE	HORIZONTAL	4.625"	3.625"
	VERTICAL	2.25"	7.5"
1/16 PAGE	HORIZONTAL	4.625"	1.75"
	VERTICAL	2.25"	3.625"

DID YOU KNOW?
53% of readers go wine tasting

Digital Advertising Rates

WEBSITE



Web ads appear on the Spokane Journal website throughout the month. Choose from 3 different size ads.*

4 Spots
Leader Board Top
Medium Rectangle
Bottom Rectangle
Half Page

* See back of sheet for ad sizes and prices

MORNING EDITION

Buy one weekday for the whole month

The Journal's **Morning Edition** is 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.



WEEKLY SECTOR REPORTS

The Journal's **Weekly Sector Reports** are e-mailed to thousands of subscribers Monday through Thursday. Choose a sector and you'll be the exclusive advertiser for that day all month.

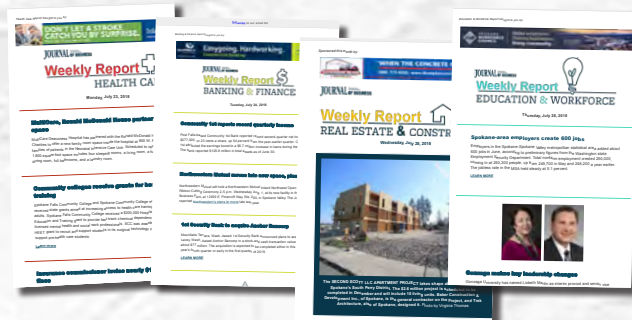
- Get nearly 25,000 proactive impressions monthly from an opt-in mailing list of Journal subscribers.
- Industry news in the Inland Northwest and around the region. Choose your sector.
- Progress on the latest in industry developments in the Inland Northwest.
- Recognizing leaders and rising stars in the market.

MONDAY
Health Care

TUESDAY
Banking
& Finance

WEDNESDAY
Real Estate
& Construction

THURSDAY
Education
& Workforce



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 Account Executive concerning third-party ad serving and average monthly impressions.

DIGITAL PRODUCT PRICING

Web & Email Ad Sizes	(in pixels)	Monthly Rate
Leaderboard (1:8)	728x90	\$395
Half Page (1:2)	300x600	\$350
Medium Rectangle Top (1:1)	300x250	\$395
Medium Rectangle Bottom (1:1)	300x250	\$370
Morning Edition Email	728 x 90	\$795 (4 Emails)
Weekly Sector Report Email	728x 90	\$725 (4 Emails)

Leaderboard 728 x 90 Pixels*

Medium Rectangle
300 x 250
Pixels

Half Page

300 x 600
Pixels

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

320 x 50 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.

UNITS
(18 units per/pg)

3% 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"

REACH ABOUT 32,000 READERS

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

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

Call for current full run average count.

WEIGHT	FULL RUN
1/4 oz. or less	\$113/M
1/4 to 1/2 oz.	124/M
1/2 to 3/4 oz.	141/M
3/4 to 1 oz.	152/M
1 to 1 1/4 oz.	162/M
1 1/4 to 1 1/2 oz.	172/M

Editorial Schedule

Cover Date	Special Report	Up Close	List	Deadline
1. January 3	2019 Book of Lists*			Nov. 30, 2018
2. January 17	Real Estate & Construction	Women's Health	<i>Public Exercise Clubs</i>	January 10
3. January 31	Banking, Finance & Investment	Green	<i>Public Company Stock Performance</i> <i>Retailers of Organic & Local Food</i>	January 24
4. February 14	Retirement Industry	Startups	<i>Commercial Security Companies</i>	February 7
5. February 28	Health Care	Icons	<i>Hospitals & Medical Centers</i>	February 21
	Downtown Spokane Partnership*			January 28
6. March 14	Financial Planning & Charitable Giving		<i>Largest Accounting Firms</i>	March 7
7. March 28	Law	Hospitality & Meetings	<i>Largest Law Firms</i> <i>Banquet & Meeting Facilities</i> <i>Largest Heavy Equipment Dealers</i>	March 21
	Building The Inland Northwest*			March 4
8. April 11	Banking, Finance & Investment	Retirement Industry	<i>Banks</i> <i>Golf Courses of the Inland Northwest</i>	April 4
9. April 25	Real Estate & Construction	Education Training & Employment with <i>Workforce Summit*</i>	<i>Real Estate Appraisal Firms</i> <i>Colleges & Universities</i> <i>Temporary-Help Agencies</i>	April 18
10. May 9	Architecture & Engineering	Aerospace	<i>Largest Architectural Firms</i> <i>Spokane-Area Wineries</i>	May 2
11. May 23	Manufacturing & Distribution	Charitable Giving	<i>Leading Spokane Manufacturers</i>	May 16
	Market Fact Book*			April 29
12. June 6	Real Estate & Construction <i>Women In Leadership*</i>	Women In Leadership	<i>Leading Contractors</i> <i>Women & Minority Owned Businesses</i>	May 30
13. June 20	Banking, Finance & Investment Spokane Valley Magazine*	Green	<i>Spokane-Area Credit Unions</i>	June 13 June 10
14. July 3	Health Care	Agriculture & Food	<i>Largest Physical Therapy Clinics</i> <i>Food Producers</i>	June 26
15. July 18	Real Estate & Construction	Architecture & Engineering	<i>Office & Business Parks</i>	July 11
16. August 1	Retirement Industry	Charitable Giving	<i>In-Home Care Providers</i>	July 25
17. August 15	Banking, Finance & Investment	Manufacturing & Distribution	<i>Spokane-Area Trucking Companies</i>	August 8
18. August 29	Real Estate & Construction	Green	<i>Commercial Real Estate Firms</i> <i>Environmental Services Firms</i>	August 22
19. September 12	Health Care	<i>Rising Stars*</i>	<i>Employee Benefit Brokers</i> <i>Spokane-Area Breweries</i>	September 5
20. September 26	Retirement Industry	Law	<i>Largest Retirement Homes</i> <i>New Care Dealers</i>	September 19
	GSI Connect*			August 7
21. October 10	Real Estate & Construction <i>Best Places To Work*</i>	Women's Health	<i>Top 30 Spokane-Area Construction Projects</i> <i>Spokane-Coeur d'Alene Title Companies</i>	October 3 October 1
22. October 24	Health Care	Charitable Giving <i>Philanthropic Awards*</i>	<i>Largest Social Service Nonprofits</i>	October 17
23. November 7	Banking, Finance & Investment <i>Economic Forecast</i>	Architecture & Engineering	<i>Top 20 Inland Northwest SBA Lenders</i> <i>Largest Engineering Firms</i>	October 31 October 29
24. November 21	Real Estate & Construction	Education, Training & Employment	<i>Leading Industrial Parks</i>	November 14
25. December 5	Health Care	Wealth Management & Retirement	<i>Health Care Plans</i>	November 28
26. December 19	Economic Outlook		<i>Spokane County's Largest Employers</i> <i>Kootenai County's Largest Employers</i>	December 12