



MEDIA KIT 2024

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

www.spokanejournal.com

Who We Are



North America by the Association of Area Business Publishers, 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 700,000 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 had an audited net average circulation of about 7,015 in its most recent audit. Using survey-determined pass-along rates from Circulation Verification Council, we know the Journal has about 30,000 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.

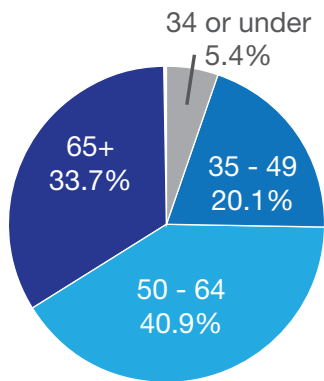
The **Journal's** comprehensive business coverage has earned it hundreds of awards for writing and design, including "Best Newspaper" of its size in



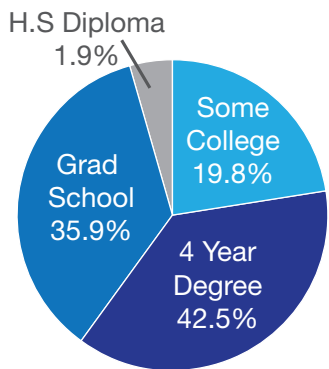
509.456.5257

info@spokanejournal.com
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Readership

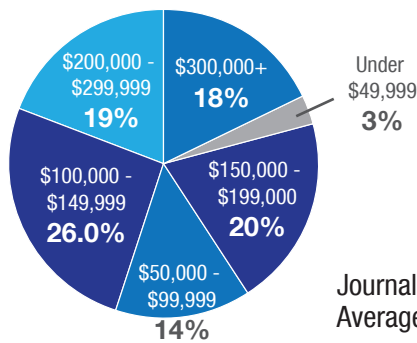


Age*



Education

(Highest level achieved - 98% have attended college)



Household Income*

Journal Reader
Average = **\$200,472**

Spokane County
Average = **\$59,000**

Plan to buy:

In the next 12 months.

Buy or sell home	15%
Buy/lease a vehicle	23%
Boat	3.7%
RV	4.1%
Lake/Recreation property	5.9%
Sport Vehicle	4.4%

Financial Plans:

Plan to seek out in the next 12 months.

Personal loan	15.6%
Personal account/card	7.0%
Business loan	6.7%
Business account/card	8.2%

Professional Service Plans:

Plan to seek out in the next 12 months.

Attorney	49%
Stock broker	22%
Insurance agent	56%
Financial Planner	53%
Accountant	57%
Real Estate Agent	18%
Travel agent	13%
Architect or Engineer	13%
IT or Computer Specialist	19%

**Key Business*
Decision Makers: 85.0%**

Managers, senior managers, owners, principals

**Approve or influence
financial decisions 78.0%**

Time spent with issue:

<15 minutes	15%
15 - 29 minutes	34%
30 - 59 minutes	41%
>60 minutes	10%

* Circulation Verification Council

**DID YOU
KNOW? 63%**

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

DID YOU KNOW?

25% of readers anticipate considering a new health plan for themselves or family.

DID YOU KNOW?

72% of readers say more than one person reads their copy of the Journal of Business.*

*Circulation Verification Council

DID YOU KNOW?

The Journal has...

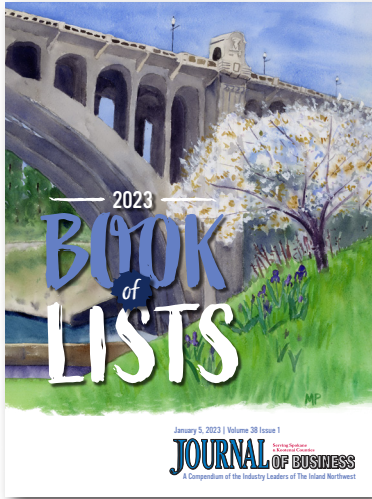
Average audited circulation = About 7,015.

30,819 Print Readers | 43,205 Digital Readers

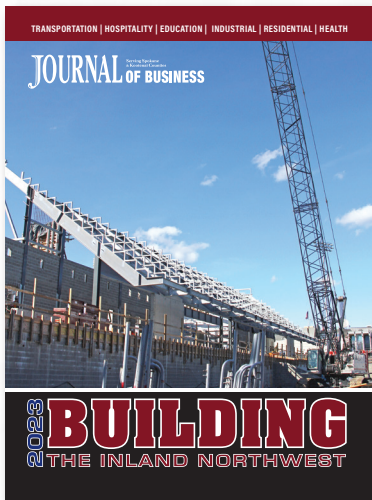
Reach Your Market

It happens to be our market, too.

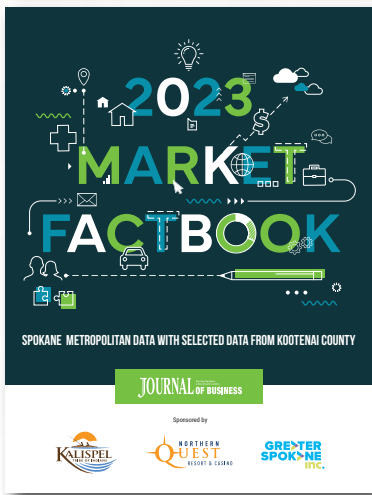
Publications



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?

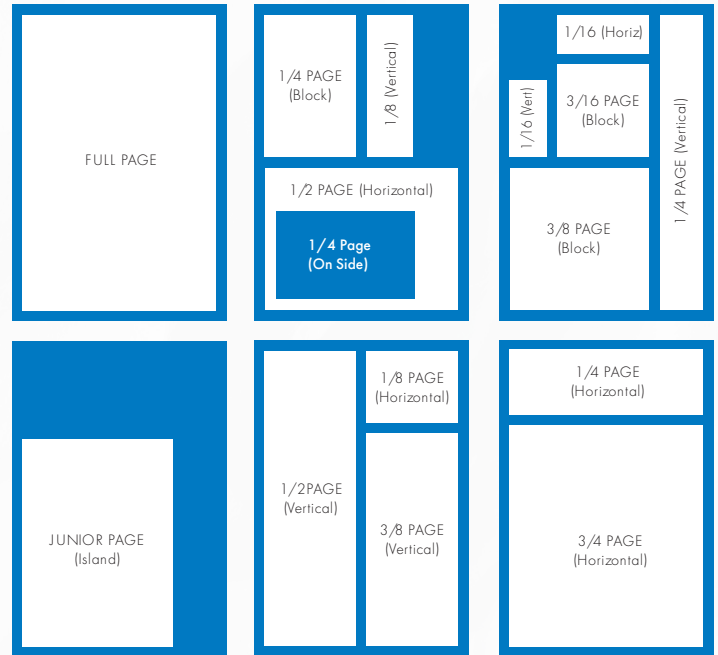
33% of readers assist in the care or decision making for elderly or disabled people

Display Rates

DISPLAY RATES

	25 TIMES	12-24	6-11	3-5	OPEN
FULL PAGE	\$2090	2230	2365	2505	2785
3/4 PAGE	1900	2025	2145	2275	2525
JR PAGE	1710	1825	1930	2055	2280
1/2 PAGE	1420	1500	1590	1680	1880
3/8 PAGE	1165	1245	1325	1420	1560
1/4 PAGE	865	915	1000	1050	1165
3/16 PAGE	745	800	840	880	1000
1/8 PAGE	625	660	695	745	825
1/16 PAGE	515	555	605	635	705

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.

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

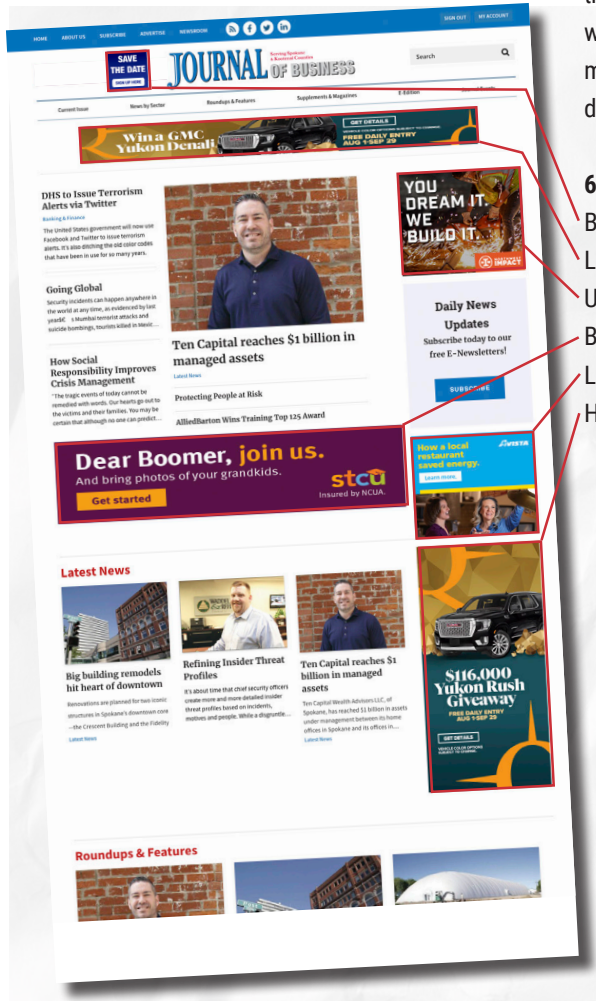
FULL PAGE		9.5"	15.25"
3/4 PAGE	HORIZONTAL	9.5"	11.375"
	VERTICAL	7"	15.25"
JR PAGE		7"	10.25"
1/2 PAGE	HORIZONTAL	9.5"	7.5"
	VERTICAL	4.625"	15.25"
3/8 PAGE	HORIZONTAL	9.5"	5.625"
	VERTICAL	4.625"	11.375"
	BLOCK	7"	7.5"
1/4 PAGE	HORIZONTAL	9.5"	3.625"
	VERTICAL	2.25"	15.25"
	BLOCK	4.625"	7.5"
	ON SIDE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

52% of readers go wine tasting

Digital Advertising Rates

Web ads appear on the Spokane Journal website throughout the month. Choose from 5 different size ads.*



- 6 Spots
- Button
- Leaderboard
- Upper Rectangle
- Banner
- Lower Rectangle
- Half Page

DIGITAL PRODUCT PRICING		
Web Ad Sizes	(in pixels)	Monthly Rate
Leaderboard	728x90 320x50	\$450
Home Page Banner	750x200 320x50	\$375
Button	125x125	\$300
Medium Rectangle Upper	300x250	\$450
Medium Rectangle Lower	300x250	\$425
Half Page	300x600	\$400

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.

Note that when buying a leaderboard size, you must provide art for both a 728x90 and 320x50 size.

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.

Email Advertising Rates

MORNING EDITION & WEEK IN REVIEW

Buy one day for the whole month

The **Morning Edition** is e-mailed every weekday morning, our **Business Calendar** is e-mailed every Monday, and our **Week in Review** is e-mailed every Saturday morning, all to thousands of subscribers. Choose a day of the week to sponsor and you'll appear that day in emails all month.

WEEKLY REPORTS

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

TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Banking & Finance	Real Estate & Construction	Education & Workforce	Health Care



- Get more than 30,000 proactive impressions monthly from an opt-in mailing list of Journal subscribers.
- Four days of industry news in the Inland Northwest and around the region. Choose your sector.
- Progress on the latest industry developments in the Inland Northwest and recognizing leaders and rising stars in the market.

EMAIL 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.

Analytics for website and email advertising will be available by request. Analytics will be available after the fifth business day of the following month of insertion. Please contact your Journal Account Executive for information.

MORNING EDITION

Email Ad Sizes	(in pixels)	Monthly Rate
Upper Leaderboard	728 x 90	\$900 (4 Emails)
Medium Rectangle	300 x 250	\$500 (4 Emails)
Lower Leaderboard	728 x 90	\$350 (4 Emails)

BUSINESS CALENDAR OR WEEK IN REVIEW

Email Ad Sizes	(in pixels)	Monthly Rate
Upper Leaderboard	728 x 90	\$775 (4 Emails)
Medium Rectangle	300 x 250	\$450 (4 Emails)
Lower Leaderboard	728 x 90	\$350 (4 Emails)

Email Ad Size (in pixels) Monthly Rate

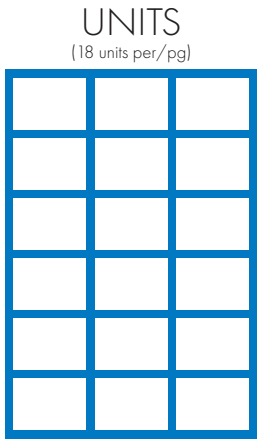
INDUSTRY SECTOR EMAILS

Leaderboard (Includes top and bottom)	728 x 90	\$950 (4 Emails)
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Classified Ad Specifications

	25 TIMES	12-24	6-11	3-5	OPEN
PER UNIT	\$100	105	110	115	135
PER 1/2 UNIT	\$55	60	65	70	75

Add color for only \$30 a unit.



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 30,000 READERS

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



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 affordable production rates, 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"**.
- 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	\$115/M
1/4 to 1/2 oz.	125/M
1/2 to 3/4 oz.	145/M
3/4 to 1 oz.	155/M
1 to 1 1/4 oz.	165/M
1 1/4 to 1 1/2 oz.	175/M

Editorial Schedule

	Cover Date	Special Report	Up Close	List	Deadline
1	January 4	2024 Book of Lists*			Nov. 24, 2023
2	January 18	Real Estate & Construction	Diversity, Equity & Inclusion	Public Exercise Clubs	January 10
3	February 1	Banking, Finance & Investment	24 Influencers in '24'	Public Company Stock Performance Retailers of Organic & Local Food	January 25
4	February 15	Retirement Industry	The Startup Ecosystem	Commercial Security Companies	February 8
5	February 29	Health Care	Hospitality & Meetings	Hospitals & Medical Centers Banquet & Meeting Facilities	February 22
6	March 14	Financial Planning & Charitable Giving		Largest Accounting Firms	March 7
7	March 28	Law	Commercial Design	Largest Law Firms Largest Heavy-Equipment Dealers	March 21
		Building The Inland Northwest*			March 4
8	April 11	Banking, Finance & Investment	Retirement Industry	Banks Golf Courses of the Inland Northwest	April 4
9	April 25	Real Estate & Construction	Education, Training & Employment	Real Estate Appraisal Firms Colleges & Universities	April 16
10	May 9	Architecture & Engineering	Icons*	Largest Architectural Firms Top 20 Spokane-Area Construction Projects	May 2
11	May 23	Manufacturing & Distribution	Charitable Giving	Leading Spokane Manufacturers	May 16
		Market Fact Book*			May 2
12	June 6	Real Estate & Construction	Women in Leadership*	Leading Contractors Women-Owned Businesses	May 30
		Downtown Spokane Partnership*			
13	June 20	Banking, Finance & Investment	Mid-Year Economic Review	Spokane-Area Credit Unions	June 13
14	July 3	Health Care	Architecture & Engineering	Largest Physical Therapy Clinics Minority-Owned Businesses	June 26
15	July 18	Real Estate & Construction	Agriculture & Food	Office & Business Parks Food Producers	July 11
		Spokane Valley Magazine*			June 19
16	August 1	Retirement Industry	Charitable Giving	In-Home Care Providers	July 25
17	August 15	Banking, Finance & Investment	Manufacturing & Distribution	Spokane-Area Trucking Companies	August 8
18	August 29	Real Estate & Construction	Green	Commercial Real Estate Firms Environmental Services Firms	August 22
19	September 12	Health Care	Rising Stars*	Employee Benefit Brokers	September 5
20	September 26	Retirement Industry	Law	Largest Retirement Homes New-Car Dealers	September 19
		GSI Connect*			August 9
21	October 10	Real Estate & Construction	The Beverage Industry Best Places to Work*	Spokane-Cd'A Title Companies Spokane-Area Wineries Breweries	October 3
22	October 24	Health Care	Charitable Giving Philanthropic Awards*	Pediatric Health Care Clinics Largest Social-Service Nonprofits	October 17
23	November 7	Banking, Finance & Investment	Architecture & Engineering Economic Forecast*	Top 20 Inland Northwest SBA Lenders Largest Engineering Firms	October 31
24	November 21	Real Estate & Construction	Wealth Management & Retirement	Leading Industrial Parks Wealth Management Firms	November 14
25	December 5	Health Care	Education, Training & Employment with Workforce Summit*	Health Care Plans Temporary-Help Agencies	November 27
26	December 19	Economic Outlook		Spokane County's Largest Employers Kootenai County's Largest Employers	December 12
		Spokane Sports Mag*			November 15

*Early Deadline Magazine Format **Bold:** Associated with event

12/2023