





# MISSION

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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.**

Live | Think | Explore | Washington

# CONTENT

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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 brain.

## Live

Food + Drink

Home + Design

Mind + Body

## Think

Business  
Ventures

Nonprofits

Startups

## Explore

Trip  
Planners

Lodging

Northwest  
Destinations

# AUDIENCE

PRINT

Expected Total Annual Readership\*:

# 230,000



### The 1889 Reader

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

Median Age:

 **47**

Female

 **55%**

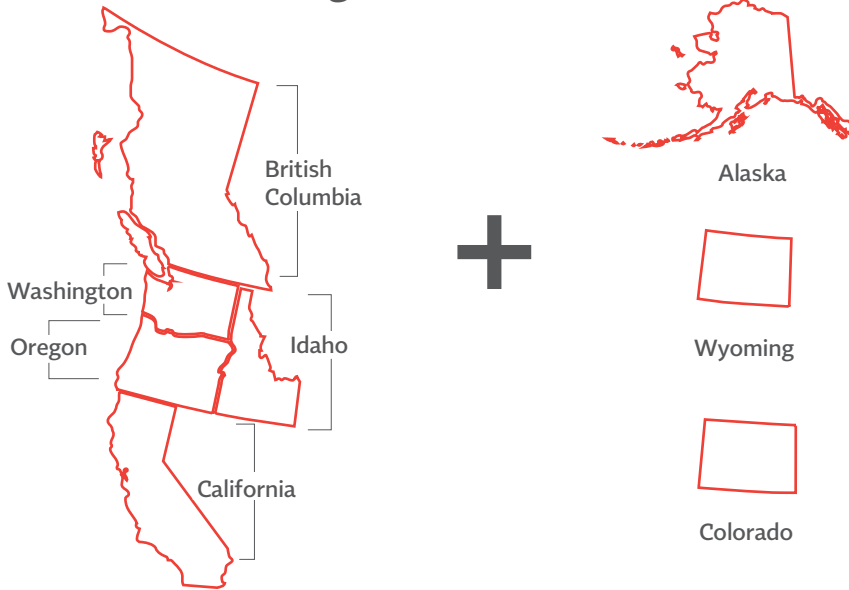
Male

 **45%**

Homeowners

 **85%**

Newsstand distribution throughout Pacific Northwest region.



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

# CALENDAR

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We like to plan ahead so that you can, too. Here is a quick glance at some of the major themes in each issue. Contact your Statehood Media Account Executive for a more detailed list.

## 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

\*Editorial calendar subject to change

# 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](mailto:advertising@StatehoodMedia.com)**

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

# RATES

## DIGITAL CONTEST PACKAGE

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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).

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**PACKAGE TOTAL**

**\$3,500**

**For more details about the digital contest package, please contact your Statehood Media Account Executive or [advertising@StatehoodMedia.com](mailto:advertising@StatehoodMedia.com)**

# 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:

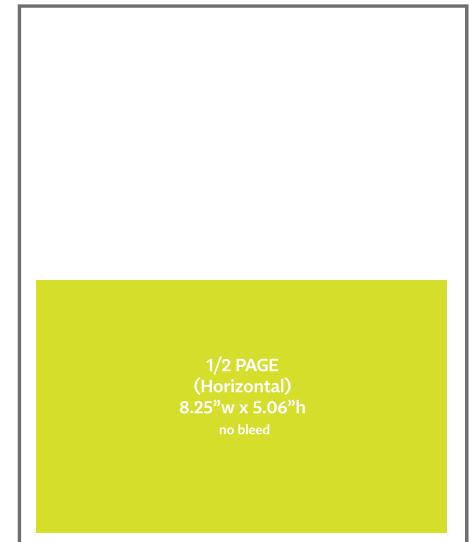
70 SW Century Drive  
Suite 100-218  
Bend, OR 97702

## 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





# CONTACT

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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](mailto:advertising@StatehoodMedia.com)



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