



# EASTSIDE

## MEDIA CORP

OutdoorsNW 

Woodinville  
MAGAZINE

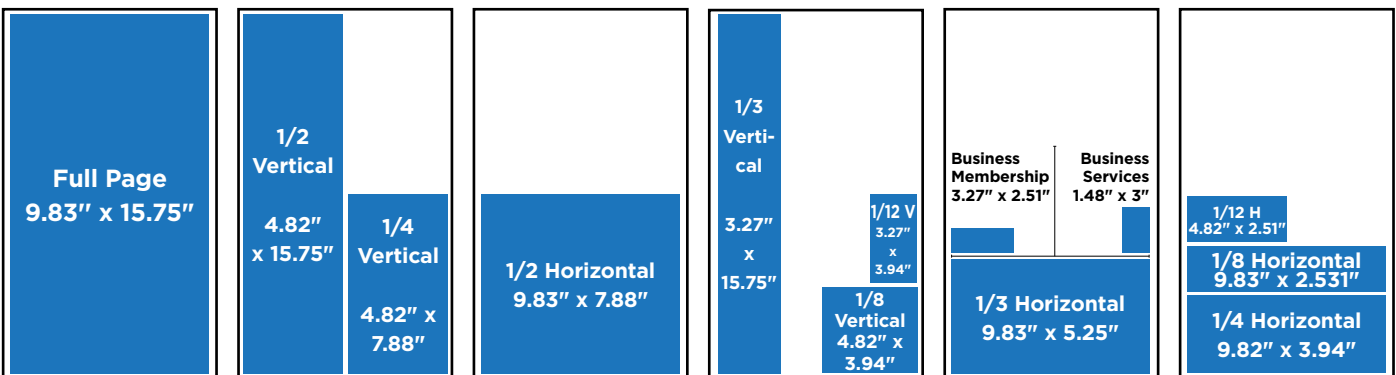
the  
Weekly  
woodinville weekly



## Rates

Size	1x Rate	5x Rate	13x Rate	26x Rate	52x Rate
Full page	\$1,895	\$1,610	\$1,421	\$1,232	\$948
1/2 H	\$1,195	\$1,015	\$896	\$778	\$598
1/2 V	\$1,195	\$1,015	\$896	\$778	\$598
1/3 H	\$797	\$678	\$598	\$518	\$399
1/3 V	\$797	\$678	\$598	\$518	\$399
1/4 H	\$597	\$508	\$448	\$388	\$299
1/4 V	\$597	\$508	\$448	\$388	\$299
1/8 H	\$299	\$254	\$225	\$195	\$149
1/8 V	\$299	\$254	\$225	\$195	\$149
1/12 H	\$199	\$170	\$149	\$129	\$99
1/12 V	\$199	\$170	\$149	\$129	\$99
Business Membership (monthly)	\$200	\$150	\$100	\$100	\$100
Business Services (weekly)	\$50	\$35	\$25	\$25	\$25
Classifieds (up to 42 words) Additional words .50 cents ea.	\$65	\$65	\$65	\$65	\$65
Legal Advertisements (Price is per column inch)	\$21	\$19	\$18	\$17	\$16
Obituary (includes 5 mailed copies)	\$74				

## Ad Size Examples



**PUBLICATION DATE:**  
Weekly on Friday  
**15,000 weekly readers,**  
print and online.

**ELECTRONIC TRANSFER**  
We accept:  
InDesign, PDF, tiff,  
PHOTOSHOP, JPG FILES.

**DEADLINES:**  
12 pm the Monday before  
publication.\*

**PAYMENT:**  
All ads must be pre-paid.  
We accept:  
VISA, MC, Discover,  
American Express.

**For more information, call (425) 483-0606  
or email [sales@nwnews.com](mailto:sales@nwnews.com)**

# Digital: Web

www.woodinville.com

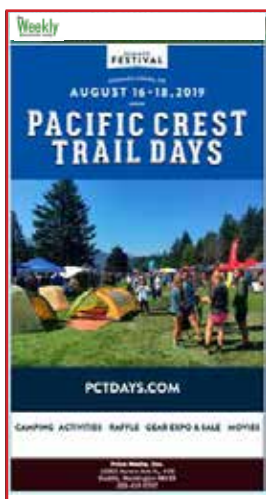
AD TYPE	Price	Sizes/Specifications
Leaderboard	\$295	728 x 90 pixels
Medium Rectangle	\$295	320 x 250 pixels



# Digital: Enewsletter/Dedicated Eblasts

## Your Dedicated Eblast

2,000+ Opt-in Subscribers\*  
\*Source: Constant Contact 2020



Your own dedicated message to over 2,000 emails!

- 600 pixels wide by any length + your URL
- Posting dates are flexible according to your needs.

\$595

## Woodinville Weekly Enewsletter

2,000+ Opt-in Subscribers\*  
\*Source: Constant Contact 2020



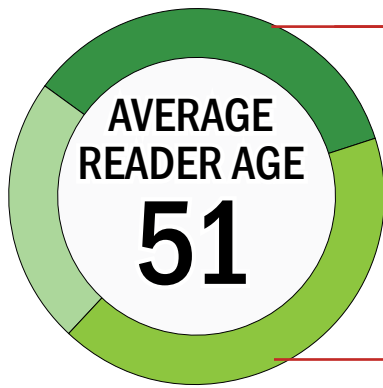
### Enewsletter

- Ads are integrated into the Enews editorial for a clean look and larger advertising message.
- Package your Enews with your Web and Print ads for a consistent look.

\$495/month  
**300x250 pixel ad spot**  
JPG, GIF, or Animated GIF format

For more information, call (425) 483-0606  
or email sales@nwnews.com

# Woodinville Weekly Reader Demographics

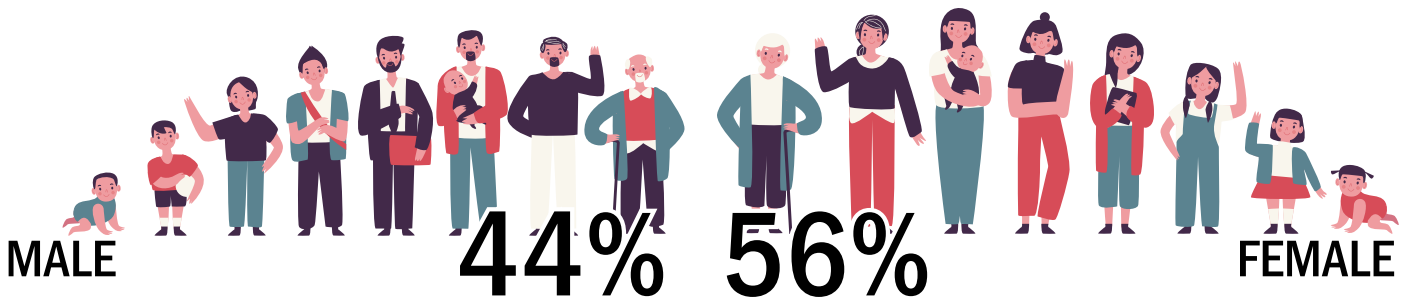


**31%** of readers are ages 35-44



AVERAGE HOUSEHOLD INCOME  
**\$118,000**

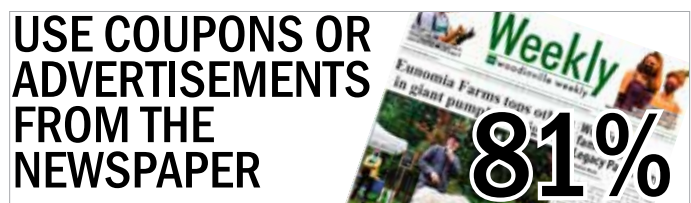
**48%** of readers are ages 45-65



**44%**

**56%**

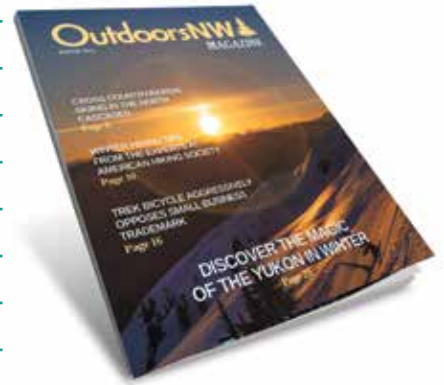
FEMALE



# OutdoorsNW

## Rates

Sizes	Dimensions (live image area)	Cost
Full page	8.25" x 10.75"	\$2975
2/3 V		\$2320
1/2 H	8.25" x 5.375"	\$1820
1/2 V	4.125" x 10.75"	\$1820
1/4 H	4.125" x 5.375"	\$1190
1/8 H	4.125" x 2.687"	\$610
1/8 V	2.067" x 5.375"	\$610
Marketplace	2.067" x 2.687"	\$345



## Premium rates

Premium Sizes	Dimensions (live image area)	Cost
Front Inside Cover	8.25" x 10.75"	\$3375
Back Inside Cover	8.25" x 10.75"	\$3375
Back Cover	8.25" x 10.75"	\$3535

## PUBLISHES:

- Spring - March 2025
- Summer - July 2025
- Fall - October 2025
- Winter - January 2026

**\*Premier Event Calendar Listing:**  
\$225 / per edition

**Send us:**

- Event Name/Date
- Logo
- 20 Words Text
- URL

**Bellingham Bay Marathon  
September 29, 2021**

Come run what is often called the most beautiful marathon in the Pacific Northwest. Full, Half, 10K, 5K and relay.

[www.bellinghambaymarathon.org](http://www.bellinghambaymarathon.org)



**2.067" x 2.687"**

## Ad Size Examples

<p><b>Full Page</b> 8.25" x 10.75"</p>	<p><b>2/3 V</b> 5.5" x 10.75"</p> <div style="display: flex; justify-content: center; gap: 5px;"> <div style="border: 1px solid black; padding: 2px; font-size: 8px;">             Event Listing 2.067" x 2.687"           </div> <div style="border: 1px solid black; padding: 2px; font-size: 8px;">             Marketplace 2.067" x 2.687"           </div> </div>	<p><b>1/2 H</b> 8.25" x 5.375"</p>	<p><b>1/2 V</b> 4.125" x 10.75"</p> <div style="display: flex; justify-content: center; gap: 5px;"> <div style="border: 1px solid black; padding: 2px; font-size: 8px;">             1/8 V 2.067" x 5.375"           </div> </div>	<p><b>1/4 H</b> 4.125" x 5.375"</p> <div style="display: flex; justify-content: center; gap: 5px;"> <div style="border: 1px solid black; padding: 2px; font-size: 8px;">             1/8 H 4.125" x 2.687"           </div> </div>
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[outdoorsnw@nwnews.com](mailto:outdoorsnw@nwnews.com) | [www.OutdoorsNW.com](http://www.OutdoorsNW.com)  
 (425) 483-0606

## Digital: Web

www.outdoorsnw.com



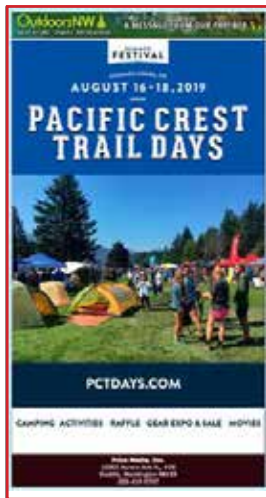
AD TYPE	Price	Sizes/Specifications
Leaderboard	\$495	728 x 90 pixels
Medium Rectangle	\$495	320 x 250 pixels



## Digital: Enewsletter/Dedicated Eblasts

### Your Dedicated Eblast

13,000 Opt-in Subscribers\*  
\*Source: Constant Contact 2022



Your own dedicated message to over 12,000 emails!

- 600 pixels wide by any length + your URL
- Posting dates are flexible according to your needs.

• \$885

Average Open Rate: 27%  
Average CTR: 1-2%

### OutdoorsNW Weekly Newsletter

12,000 Opt-in Subscribers\*  
\*Source: Constant Contact 2022



#### Newsletter

- Ads are integrated into the Enews editorial for a clean look and larger advertising message.
- Package your Enews with your Web and Print ads for a consistent look.

• \$495  
600 x 400 pixel ad spot

JPG, GIF, or Animated GIF format

• \$145  
Event Announcement  
Listing includes event name, date, city, URL and brief blurb.

Opens 23%  
Clicks 3%

#### 2023 Enews Posting Dates:

- Jan. 19
- Feb. 16
- Mar. 15
- Apr. 19
- May 17
- June 14
- July 19
- Aug. 16
- Sept. 20
- Oct. 18
- Nov. 15
- Dec. 20

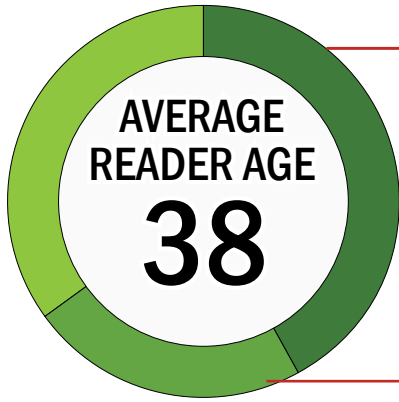
Art due one week prior to post

outdoorsnw@nwnews.com  
(425) 483-0606

Acceptable file formats:  
File size under 1MB  
JPG, GIF, Animated GIF  
Flash/Animate (SWF) formats

# OutdoorsNW

## OutdoorNW Reader Demographics



**42%** of readers are ages 35-44



AVERAGE HOUSEHOLD INCOME  
**\$104,000**

**23%** of readers are ages 45-54



MALE



**50%**



**50%**



FEMALE

HIKE



CAMP



BIKE



TRAVEL



RUN



BACKPACK



ENJOY WATER SPORTS



ENJOY SNOW SPORTS



# OutdoorsNW

## Sponsored Content

Sponsored content is an SEO strategy that utilizes digital content, including links, with the power of print. Our two to three-week strategies drive engagement to your brand.

A sponsored content strategy consists of:

### Week 1:

A Story: 400 to 600 words, including links and photos, published in a digital format on our website, including a monthly 300x250 digital display ad

### Week 2:

An e-blast: a fully dedicated e-mail blast to 13,000 newsletter subscribers driving traffic to your story.

### Week 3:

Print (optional): your story, including photos, published across two full pages.

You control the narrative. We find your audience.

Three-week strategy, including print  
**\$1,995**

Two-week strategy, digital only  
**\$995**





# Woodinville

## MAGAZINE



### Signature SPONSORSHIP RATES

Business Listing	2.067" w x 2.067" h	\$195
Eighth Page	4.042" w x 2.6" h	\$395
Quarter Page	4.062" w x 5.312" h	\$495
Half Page	8.25" w x 5.312" h	\$695
Full Page w/Bleed	8.5 w x 11" h	\$1,095

### Signature SPONSORSHIP RATES

Double Truck Centerfold	\$1,995
Page 3, w/Bleed	\$1,795
Inside Back Cover w/ Bleed	\$1,895
Back Cover w/ Bleed	\$1,995

## PUBLISHES:

- Summer - June 2025
- Fall - Sept. 2025
- Winter - Dec. 2025

## AD SIZE EXAMPLES

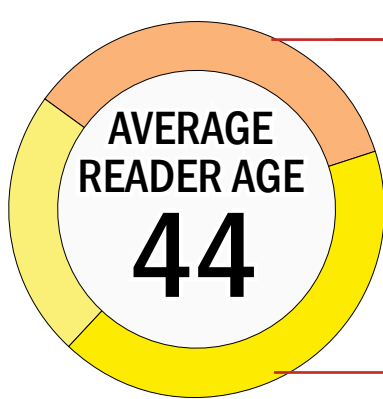
<p><b>FULL PG with Bleed</b> 8.5" X 11" (TRIM SIZE or Document Setup) 8.25" X 10.75" (LIVE IMAGE AREA) \$895</p>	<p><b>4.062" X 5.312"</b> 1/4 PG \$295</p> <p><b>8.25" X 5.312"</b> 1/2 PG HORIZ \$495</p>	<p><b>Business Listing</b> 2.067" x 2.067"</p> <p><b>4.062" X 10.75"</b> 1/2 PG VERT \$495</p> <p><b>4.042"x2.6"</b> 1/8 PG \$195</p>	<p><b>16.5" x 10.75" DOUBLE TRUCK with Bleed</b> 17" X 11" (TRIM SIZE or Document Setup) 16.75" X 10.75" (TOTAL "live" Page Area) \$1,495</p>	<p><b>16.5" x 10.75" DOUBLE TRUCK with Bleed</b> 17" X 11" (TRIM SIZE or Document Setup) 16.75" X 10.75" (TOTAL "live" Page Area) \$1,495</p>
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Eastside Media Corp | PO Box 11009, Olympia, WA 98508  
 (425) 483-0606 | rob@woodinville.com  
 www.nwnnews.com

# Woodinville

MAGAZINE

## Woodinville Magazine Reader Demographics



**48%** of readers are ages 35-44



AVERAGE HOUSEHOLD INCOME

**\$134,000**

**38%** of readers are ages 45-54





# Northshore

## MAGAZINE & Visitor's Guide

Annually | April 2025

### Signature SPONSORSHIP RATES

Double Truck Centerfold	\$2,695
Page 3, w/Bleed	\$1,795
Inside Back Cover w/ Bleed	\$1,895
Back Cover w/Bleed	\$2,495
Front Page Sticky Note	\$2,995

### SPONSORSHIP RATES

Business Listing	2.067" w x 2.067" h	\$225
Eighth Page	4.042" w x 2.6" h	\$395
Quarter Page	4.062" w x 5.312" h	\$595
Half Page	8.25" w x 5.312" h	\$895
Full Page w/Bleed	8.5 w x 11"h	\$1,495

### WWC Rate:

Business Listing	2.067" w x 2.067" h	\$195
Eighth Page	4.042" w x 2.6" h	\$295
Quarter Page	4.062" w x 5.312" h	\$450
Half Page	8.25" w x 5.312" h	\$650
Full Page w/Bleed	8.5 w x 11"h	\$1,095

### WWC Cuvée Rate

Business Listing	2.067" w x 2.067" h	\$150
Eighth Page	4.042" w x 2.6" h	\$195
Quarter Page	4.062" w x 5.312" h	\$295
Half Page	8.25" w x 5.312" h	\$595
Full Page w/Bleed	8.5 w x 11"h	\$895

## AD SIZE EXAMPLES

<p><b>FULL PG with Bleed</b> 8.5" X 11" (TRIM SIZE or Document Setup) 8.25" X 10.75" (LIVE IMAGE AREA) <b>\$1,495</b></p>	<p><b>4.062" X 5.312"</b> 1/4 PG <b>\$595</b></p> <p><b>8.25" X 5.312"</b> 1/2 PG HORIZ <b>\$895</b></p>	<p><b>\$225</b></p> <p><b>Business Listing</b> 2.067" x 2.067"</p> <p><b>4.062" X 10.75"</b> 1/2 PG VERT <b>\$895</b></p> <p><b>4.042"x2.6"</b> 1/8 PG <b>\$395</b></p>	<p><b>16.5" X 10.75"</b> <b>DOUBLE TRUCK with Bleed</b> 17" X 11" (TRIM SIZE or Document Setup) 16.75" X 10.75" (TOTAL "live" Page Area) <b>\$2,695</b></p>
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**Deadline for Ad Space: March 10**

**Deadline for Graphics March 15**

**In partnership with Woodinville Wine Country.**

**Eastside Media Corp | PO Box 11009, Olympia, WA 98508**

**(425) 483-0606 | sales@nwnews.com**

**www.nwnews.com**

# WOODINVILLE WEEKLY SPECIAL SECTIONS

Email [sales@nwnews.com](mailto:sales@nwnews.com) for pricing.

**Pages of Time:** monthly look at the history of Woodinville, as published in the Woodinville Weekly. Third week of the month.

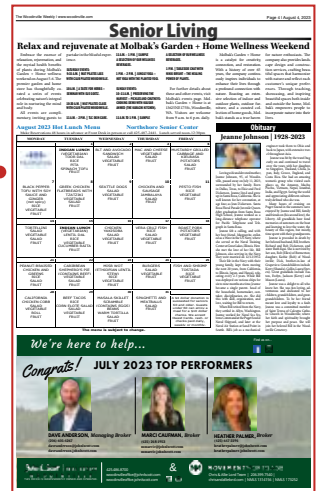
**Senior Living:** monthly section with a focus on senior living and health. First week of the month.

**Eat Sip Shop:** monthly section focused on local dining, entertainment, shopping, wineries and distilleries.

**Crossword/Sudoku:** weekly section.

**OutdoorsNW:** monthly feature focused on local outdoors and recreation.

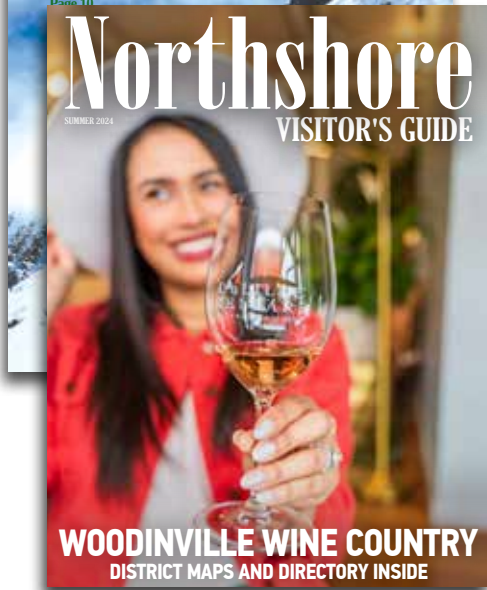
**Inserts & preprints:** \$374 - price based on full run - Minimum 3,500



## ANNUAL SPECIAL SECTIONS AND PUBLICATIONS CALENDAR

January	February	March	April
	Valentine's Day Spring sports preview Woodinville Magazine (winter)	Summer Explorations OutdoorsNW (winter)	Easter Services Northshore Magazine & Visitor's Guide OutdoorsNW (spring)
May	June	July	August
Mother's Day	Woodinville Magazine (summer) Graduation tab Father's Day	OutdoorsNW (summer)	Fall sports preview
September	October	November	December
Woodinville Magazine (fall)	OutdoorsNW (fall)	Winter sports preview	Woodinville Magazine

For more information, call (425) 483-0606  
or email [sales@nwnews.com](mailto:sales@nwnews.com)



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