

WHAT is Inland Publications?

CORE MEDIA

THE PACIFIC NORTHWEST INLANDER (SINCE 1993)

Published every Thursday, *The Inlander* has become the region's foremost authority on entertainment, events and arts as well as a respected source for award-winning, in-depth local news and commentary.

WEEKLY

WWW.INLANDER.COM (SINCE 2000)

This newly-overhauled website offers unique searchability for the region's events. It also has archival features, blogs, current movie information, social networking and online contests.

ANNUAL MANUAL MAGAZINE (SINCE 2004)

This beautiful, high-gloss magazine has become the official "Insider's Guide to the Inland Northwest", produced by the team of journalists from *The Inlander*. A year-round reference book replete with over 200 pages on a variety of topics, including: food, family, outdoors, nightlife, arts and shopping.

EARLY SEPTEMBER

InHealthNW MAGAZINE (SINCE 2004)

The region's premiere magazine aimed specifically towards those conscious about health and wellness. Special sections target the issues most important to our readers, while providing additional opportunity and visibility for our advertisers. Last year's sections included Healthy Smiles, Stress Free, Healthy Kids and Women's Health.

BI-MONTHLY

Also online at www.inhealthnw.com

THE MENU (LAUNCHED IN 2010)

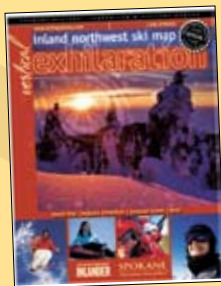
An indispensable dining guide to the Inland Northwest, this uniquely-sized gloss publication offers stunning photos and an extensive array of menus from the region's foremost dining and entertainment establishments. *Eat, Drink* and *Celebrate* sections, navigable by Name, Neighborhood, and Cuisine Type, make this a must-have resource for locals and tourists alike.

MID-APRIL



Bloomsday Results Booklet (SINCE 2005)

Bloomsday and Inland Publications combine forces to produce this commemorative, gloss cover race re-cap publication, providing details on each year's race, historical race facts and finishing times for all participants.



Inland Northwest Ski Map (LAUNCHED FALL OF 2008)

This large-format fold-out map highlights ski destinations from Washington, Idaho, Montana and Canada within 250 miles of Spokane. Extensive distribution outside our region effectively identifies the Inland Northwest as a bona fide ski destination.



Snow News (SINCE 2001)

Inland Publications produces three editions per season for Ski the Northwest Rockies, focusing on our region's healthy downhill skiing and boarding community.



Growing and adapting to meet reader demand.

DISTRIBUTION

MORE COPIES THAN EVER

- More than 51,000 copies of *The Inlander* are distributed each week
- 4-6% weekly return rate – meaning that 94-96% of our print run is picked up by readers every week

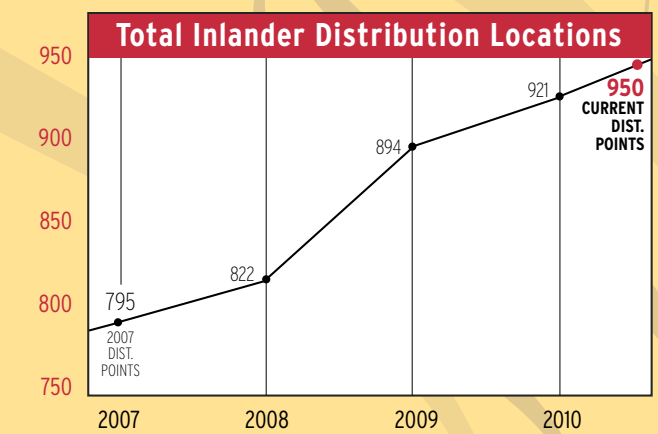
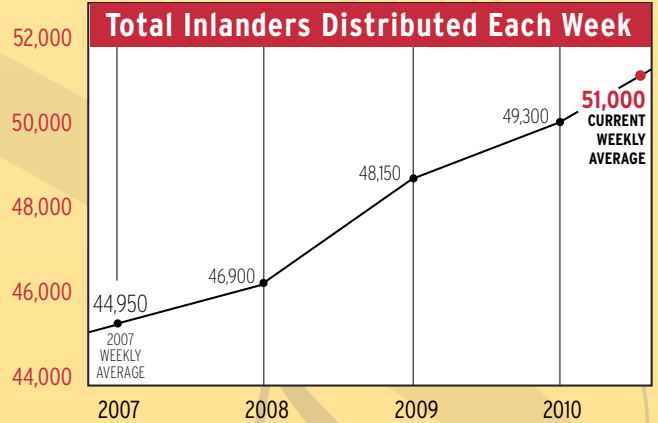
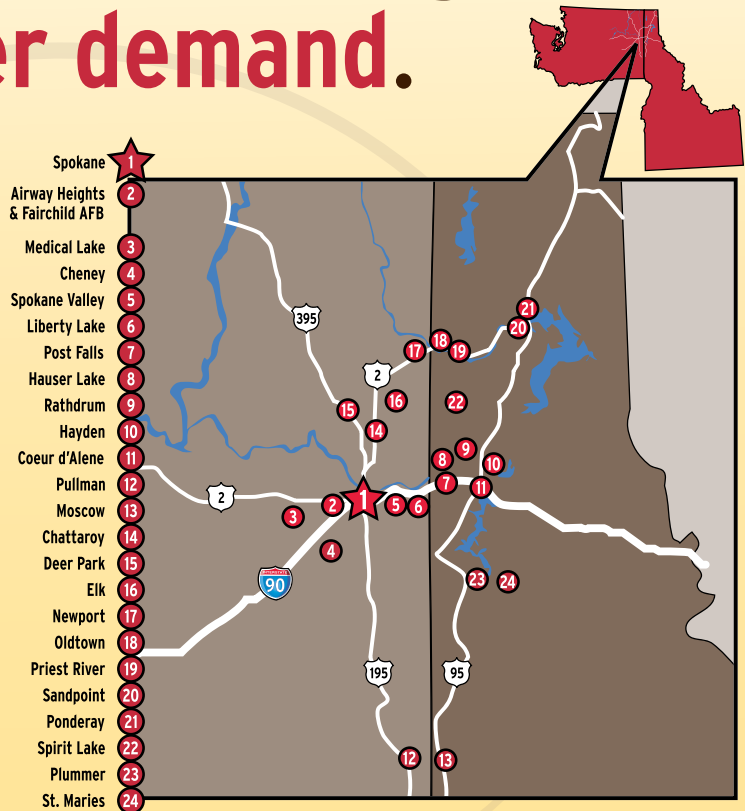
MORE LOCATIONS THAN EVER

- Each of our 950+ distribution points is monitored weekly to ensure that our supply meets our reader's demand
- Papers can be found as far north as Sandpoint, and south to Pullman/Moscow

MORE CONVENIENT THAN EVER

THE INLANDER is distributed to high-traffic areas at businesses throughout the region. Readers can easily find their copy of *The Inlander* as they go about their weekly routine.

- Restaurants – 26.9%
- Grocery Stores – 17.5%
- Coffee Shops – 8.3%
- Retail – 5.9%
- Hospitals – 6.1%
- Bars – 5.1%
- Gas Stations – 4.3%
- Hotels – 2.1%
- Colleges – 2.4%
- Other Businesses – 21.5%



THE PACIFIC NORTHWEST
INLANDER

HOW do we COMPARE?

LOCAL MARKET MEDIA USE



SPOKANE COUNTY & KOOTENAI COUNTY

THE INLANDER is read by **39.5%** of all adults in our immediate region, making it one of the Inland Northwest's most-used media.

On the right is a list comparing local media that evaluates total number of users for each media. The list includes all locally produced television newscasts, all radio stations in our market, the primary sections of our daily newspapers, as well as other weekly, monthly and bi-monthly publications.

METHOD OF COMPARISON:

Television	7-day cume
Radio	7-day cume
Sunday & Weekly Newspapers/Magazine	4-edition cume
Weekday Newspapers	5-edition cume

**THE PACIFIC NORTHWEST
INLANDER**

TOTAL ADULTS

100% 460,900

KHQ-TV (5pm/6pm Newscasts)	41.3	190,600
The Pacific Northwest Inlander	39.5	182,000
KREM-TV (5pm/6pm Newscasts)	37.5	171,700
Spokesman-Review (Sunday Section One)	37.3	160,100
Spokesman-Review (Weekday Section One)	34.0	156,500
KXLY-TV (5pm/6pm Newscasts)	27.9	128,500
Spokesman-Review (Sun. Sports Section)	21.7	100,000
Spokesman-Review (Wkdy Sports Section)	19.6	90,600
KHQ-TV (Morning Newscasts)	18.4	84,600
Spokesman-Review (Sun. Movie/Ent. Section)	17.4	80,200
KREM-TV (Morning Newscasts)	16.5	76,100
Spokesman-Review (Wkdy Movie/Ent. Section)	16.3	75,202
KKZX-FM	16.0	73,700
Spokane/Coeur d'Alene Living	15.5	71,400
Journal of Business	15.5	71,400
KZZU-FM	14.5	66,900
KREM-TV (11pm Newscasts)	14.5	66,800
KHQ-TV (11pm Newscasts)	14.1	64,900
KXLY-TV (Morning Newscasts)	12.5	57,500
KHTQ-FM	12.1	55,700
InHealthNW Magazine	12.0	55,100
NW Homes & Lifestyles Magazine	10.9	50,400
KISC-FM	10.7	49,300
Coeur d'Alene Press (Wkday Section One)	9.6	44,200
Coeur d'Alene Press (Sunday Section One)	9.1	41,900
KXLY-TV (11pm Newscasts)	8.6	39,800
KCDA-FM	8.4	38,800
KXLY-AM	8.3	38,400
KQNT-AM	8.3	38,300
KEYF-FM	8.1	37,500
KIXZ-FM	8.1	37,200
KEZE-FM	7.3	33,600
KPBX-FM	6.4	29,400
KBBB-FM	6.1	28,200
KXLY-FM	5.7	26,400
KDRK-FM	5.5	25,600
OutThere Monthly	5.3	24,500
KAYU (10pm Newscasts)	5.0	23,100
KZBD-FM	4.7	21,700
KEEH-FM	4.7	21,600
KTSL-FM	4.3	19,700
KSFC-FM	3.7	17,300
KXLX-AM	3.5	16,000
PRIME	3.1	14,000
KMBI-FM	2.5	11,600
KEWU-FM	2.5	11,500
KJRB-AM	2.4	11,200
KICR-FM	2.4	11,200
KQQB-FM	2.3	10,700
KGA-AM	2.3	10,600
KSPO-FM	1.8	8,600
CATALYST	1.8	8,400
KAGU-FM	1.7	8,000
KEYF-AM	1.6	7,600
KVNI-AM	1.6	7,600
KPTQ-AM	1.4	6,500
KKRS-FM	1.1	4,900

WHO reads **The Inlander**?

READER PROFILE

The Inlander reaches a higher percent of its market (39.5%) than ANY OTHER WEEKLY in the United States.

TOTAL ADULT READERS 182,000

\$64,735:

average income of *Inlander* readers

80%

of *Inlander* readers are homeowners.

115,000

Inlander readers are between the ages of 18-49.

The Inlander reaches adults of all ages, but reaches younger readers best.

AGE BREAKDOWN

	% OF READERS	% OF MARKET
Age 18 - 34	36.5%	31.5%
Age 35 - 44	17.9%	17.0%
Age 45 - 54	17.7%	18.7%
Age 55 - 64	14.7%	15.5%
Age 65 +	13.0%	17.2%

The Inlander reaches people in all income categories, but is particularly good at reaching high-income readers.

HOUSEHOLD INCOME

	% OF READERS	% OF MARKET
Under \$25K	8.8%	13.2%
\$25K - \$35K	8.7%	11.5%
\$35K - \$50K	33.8%	27.6%
\$50K - \$75K	19.5%	21.2%
\$75K - \$100K	12.0%	14.3%
\$100K - \$150K	12.9%	9.2%
\$150K +	4.3%	2.9%

The Inlander reaches people of all education levels, but reaches highly-educated readers best.

EDUCATION

	% OF READERS	% OF MARKET
Some High School or less	1.8%	7.5%
High School Graduate	34.8%	33.0%
Some College	27.5%	26.8%
College Graduate	21.6%	21.8%
Advanced Degree	13.6%	10.3%



THE PACIFIC NORTHWEST
INLANDER

2010 RATE CARD • COLOR ADVERTISING



The Pacific Northwest Inlander ~ Spokane, Washington

Rates Effective 01/01/10

SHORT TERM	FREQUENCY DISCOUNTS	1 UNIT	2 UNITS	3 UNITS	4 UNITS	5 UNITS	6 UNITS	8 UNITS	9 UNITS	10 UNITS	12 UNITS	15 UNITS	16 UNITS	20 UNITS
		OPEN RATE		128	256	384	512	640	768	1024	1152	1280	1536	1920
4 CONSECUTIVE	10%	117	234	351	460	570	684	904	1017	1121	1333	1666	1761	2201
7 ADS IN 13 WEEKS	12%	115	230	344	451	559	671	887	998	1100	1308	1635	1728	2160
13 CONSECUTIVE	16%	110	221	331	434	538	646	854	960	1058	1258	1573	1663	2079
LONG TERM		1 UNIT	2 UNITS	3 UNITS	4 UNITS	5 UNITS	6 UNITS	8 UNITS	9 UNITS	10 UNITS	12 UNITS	15 UNITS	16 UNITS	20 UNITS
13 ADS IN 52 WEEKS	14%	113	225	338	443	549	659	871	979	1079	1283	1604	1696	2120
18 ADS IN 52 WEEKS	18%	108	216	325	426	527	633	837	941	1037	1233	1542	1630	2038
26 ADS IN 52 WEEKS	25%	101	201	302	395	490	588	778	875	964	1147	1433	1516	1895
52 ADS IN 52 WEEKS	35%	90	179	269	352	437	524	693	780	859	1023	1278	1352	1690
		SIZE DISCOUNTS		2%	3%	3%	4%	4%	5%	6%	6%	7%	7%	

BLACK & WHITE ADVERTISING

Black and white advertisements are accepted at a discount from the standard price. Black & White onlyDeduct \$18 per advertising unit

PREMIUM POSITION

Premium advertising space (located on pages three through fifteen) sells for 12% above normal space charges. The back cover and page 2 are a 20% premium. Premium positions are sold on a first come, first served basis. Check with your account executive for availability.

CLASSIFIED ADVERTISING

Classified section advertising is available. See separate rate sheet for pricing information.

INSERT ADVERTISING

Insert advertising is available. See separate rate sheet for pricing information.

NON-PROFIT/ POLITICAL ADVERTISING RATE

Advertisers with proof of non-profit status and political candidates or ballot issue supporters qualify for this discounted, non-commissionable rate \$95 per advertising unit

ADVERTISING DEADLINES

SPACE RESERVATION Thursday, 3pm
(seven days prior to distribution date)

SUBMIT CAMERA READY ADS Friday, 5pm
(six days prior to distribution date)

AD COPY/ARTWORK SUBMISSION Friday, Noon
(six days prior to distribution date)

ALL ADVERTISING FINAL Monday, 3pm
(three days prior to distribution date)

SPACE CANCELLATION Friday, 5pm
(six days prior to distribution date)

E-MAIL ADS TO design@inlander.com