

Nspire

Magazine

The Spirit of Living in the Pacific Northwest

ADVENTURE ~ FOOD ~ HOME ~ HEALTH (AND A LOT OF LOVE)

Nspire Magazine features recipes from top chefs, takes you on great outdoor adventures, and opens the doors to beautiful homes and architecture. Each issue of Nspire also shares fitness tips, organic gardening techniques, and healthy food ideas. Live Nspired.

Nspire Magazine is the fastest growing magazine in the area with paid subscribers daily/weekly. Get your advertising message in front of our coveted readers - your target market!



P 208-930-0114 F 208-765-0769
409 E Coeur d'Alene Ave. Coeur d'Alene, ID 83814

www.nspiremagazine.com

Why Nspire?

➔ *Don't take our word for it.*

ARCHITECTURE THAT IGNITES CONVERSATION

In the entryway of the Hill's riverside home stands a 7-ton rock the shape of Idaho. A 13-foot rotating water wheel adorns the side of the Stanton's house in Black Rock. And inside the Head's European lakeside castle sits a great room with a ceiling taller than a two-story house. It's conversation architecture, the kind that piques your interest and makes you want to know more.

By KRISTINA LYMAN Photography by BENJAMIN POWELL

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ONE BIG ROCK

Some people have an obsession. Others have wishes from their hearts. And one local hill house has the mother of all conversation pieces: a 7-ton rock standing in the entryway of their 5,000-square-foot home on the Spokane River.

"I absolutely give people talking," Brad says.

The granite water feature weighs 13 feet and is shaped like the state of Idaho. Interior designer Margery Rick discovered the rock near the Canadian border while hunting for stones she planned to incorporate in the Hill's home. When she saw it, she knew she had found something special.

"It was in that shape," she says. "We didn't touch it. We just got the fountain in."

Preparing the spot for the fountain was a huge engineering endeavor. The footing had to be reinforced with rebar and poured concrete. The rock itself, which was lowered in through the roof, was anchored to the concrete.

The Hills love their fountain and the sound of the water that trickles down both sides of the rock. In unique, they know. But they enjoy it and so do their guests.

"People always ask 'what are you doing with a rock in your home?'" Brad says. "Maybe we're crazy, but why not?"

PHOTOGRAPHY BY BENJAMIN POWELL



The details matter to us because we know how important they are to you.

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AND DEVELOPMENT, LLC.

Nspire Magazine produces quality stories professionally written, photographed, and delivered in a glossy magazine representing the local market. Readers are responding and each issue of Nspire Magazine receives wonderful praise. Here are just a few...

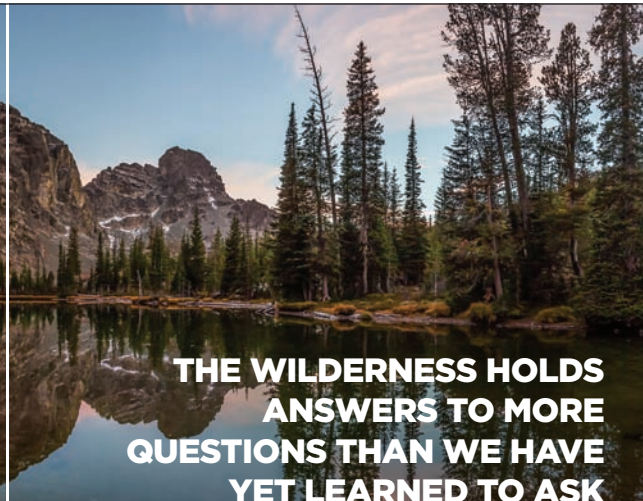
"I read your magazine for the first time in a surgical waiting room at KMC. I have to say, not only is it an extremely well done local magazine, but this is one of the best put together magazines I've ever seen. I've now gone through 4 others that I've found, and planned a couple day trips to local waterfalls that I didn't previously know of. Very happy that I found this and will continue to keep reading and enjoying." - *Andre W.*

"I found your magazine in the Doctor's office the other day. I read some of it while I was there, but did not finish it. So the nice receptionist said I could take one home. It was so interesting. My husband and I have lived in Coeur d'Alene our entire lives. I was fascinated with the stories about some of the mountain lakes. We can hardly wait to go and see them. I absolutely love your magazine." - *Sincerely, Joyce K.*

"I was leary at first... But I love it!! Thank you!!" - *Lorri D.*

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THE WILDERNESS HOLDS ANSWERS TO MORE QUESTIONS THAN WE HAVE YET LEARNED TO ASK

"You are being punished for your wickedness," Coyote said to the seven giants. "I will punish you even more by changing you into seven mountains. I will make you very high, so that everyone can see you. You will stand here forever to remind people that punishment comes from wrongdoing." - Nez Perce oral tradition.

Sweat beads off the brim of my cap as I glance back to see how Heather is faring. We crest the last grueling push into our final night's camp and the same lingering thoughts that have possessed me for the last 48 miles continue their disorganized occupation of my mind, driving my

step, with the hope that the answer will be revealed under the next rock kicked free from my worn and tiredly placed trekking pole.

The trail has been oddly quiet for hours now, the miles push my thoughts deeper with every step traveled. The brutal terrain and elevation gains pry loose the

internal demons that the range we circumnavigated is named for. I wonder where Heather's thoughts have taken her, as mine are once again dragged deep within. "You're here for a reason," my subconscious whispers. "Focus, focus," it repeats, as my exhausted legs grudgingly carry me into the Dog Lake basin.

Dropping my gear, I slump to the log and gaze out over the mirrored of the giants begins to release its hot cocoa and Rumpel Minze — rise, adjust our head lamps and set off to



It was the beautiful realization that the past four days muted society's distractions, giving my subconscious the silence to speak, giving my subconscious the silence to speak.

that we receive from gazing into the wilderness night sky.

Writer and artist Nancy Wynne Sherball notes that, "The wilderness looks answer to more questions than we have yet learned to ask." Remembering the beauty of the Devil, voluntarily throwing myself into the path of the pack and the daily wilderness roller coaster, I begin to view the educational beauty of the wilderness these seven giants revealed. Thus, I read a traditional lesson volume and effort given to be used in one of two ways — for self-education or for the betterment of others.

It is at that moment the answer finally revealed itself. The gift was not something in the wilderness and making it through the outdoor days. It was the beautiful realization that the past four days muted society's distractions, giving my subconscious the silence to speak. "You mean your values, your life, the slightest power you possess, is granted to shatter the bonds of ignorance, to free the world from the wicked and to break the shackles of immorality or adversity, to face the trials and punishment of the demons you have been giving space to."

Find your silence, connect with yourself and realize your purpose. Use your voice, and use it for love.

"The photography is excellent work through out. The articles are so well written that I could smell the pine needles and hear the trickling water and I'm pretty sure a bug went up my nose. Seriously, Final Impression was the cherry on top for me, I found it breathtaking on so many levels." - *Kathy J.L.*

"I snagged a copy of this magazine at lunch today, fascinated by the stimulating conversation shared with my wife while she conquered yet another level of that Candy crushing game, I needed something to interest me and I found it. This magazine is great, the articles I found interesting and well written. The photographer deserves credit too! Pick up a copy." - *Tim G.*

"Well done publication! Phenomenal layouts and great articles. Represents this area authentically and with smart writing. I appreciate the fact you publish locally and support our community businesses and organizations." - *Tami M.*

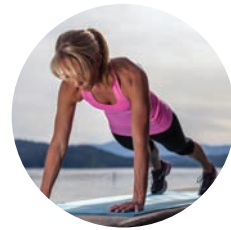
"Eagerly await each new issue! Summer/Fall 2014 is the best ever; favorite articles "Take a Hike" and "Brewery Hop"; also great "Recipes From Top Chefs"! Kudos to Nspire!" - *Barbara C.*

"Nspire Magazine is the only magazine in on my coffee table!" - *Amanda M.*

Demographics & Stats



*Reaching our audience with quality content
Go ahead - Google us ;)*



Active, educated, & motivated to live life.

Female 68%

Male 32%

Age: 25-55 over 70%

Nspire Magazine is currently receiving paid subscriptions from a local and national audience on a daily/weekly basis.

Our local readers typically have a draw to the outdoors and resonate with our adventure stories, especially our hiking series. Home ideas and recipes from our local chefs are very popular too.

Our out of town/national readers are drawn to the open lifestyle the Pacific Northwest offers and the quality of living represented in our amazing housing market and exceptional builders. They want to experience our natural playground and come home to the finer living qualities that are typically more affordable than in the larger metropolitan communities.

Nspire reaches hundreds of thousands annually with a consistent online presence in numerous avenues. Overall reach of Nspire Magazine's online content is over 2 million a year (conservative estimate).

Nspire Magazine Facebook likes: 2,700+

Nspire News (IP) Facebook likes: 13,700+

Nspire Magazine Adventure Group: 1,220 members

Website page views: 350,000+ annually

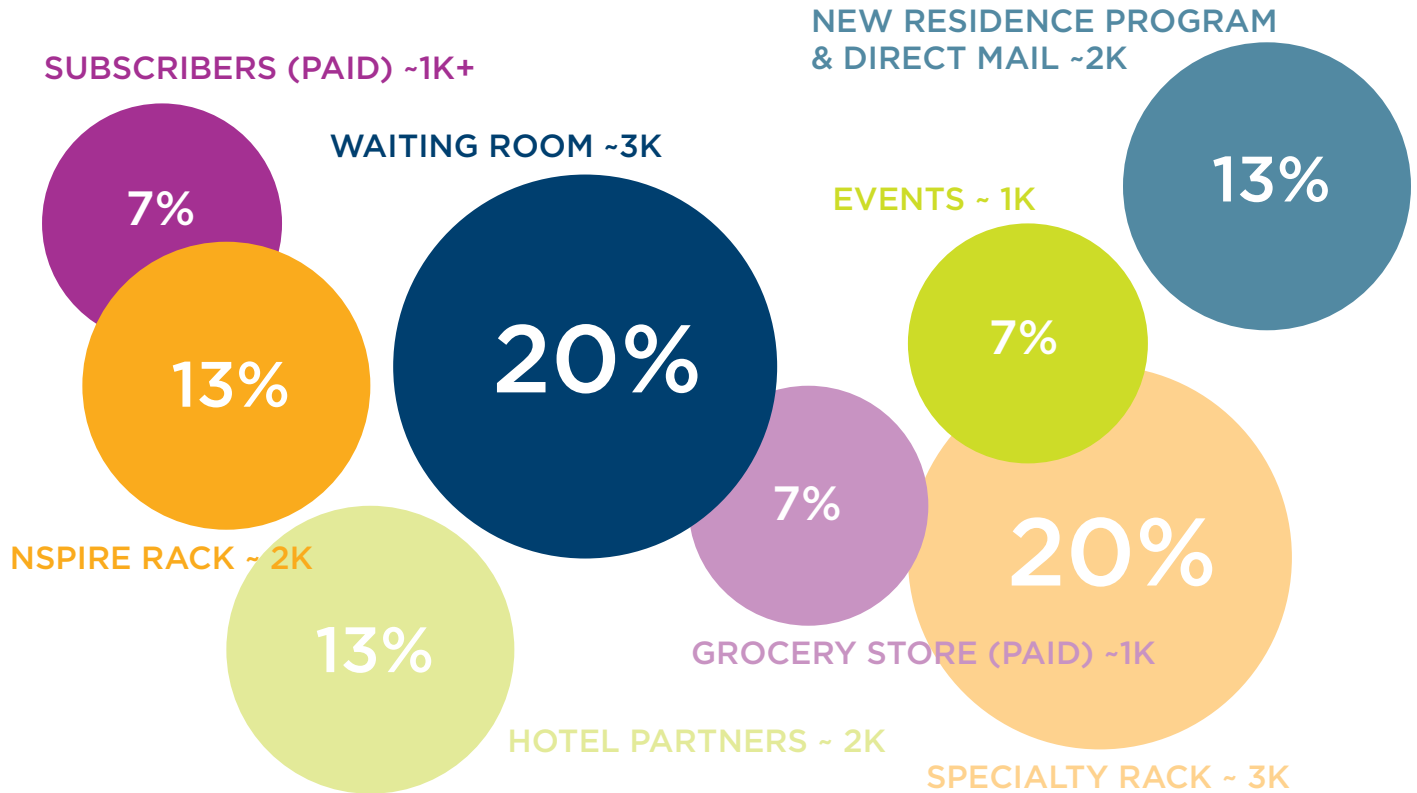
Weekly newsletter subscribers: 1,000+ (18% open rate, 4% click rate)

Targeted Distribution

→ *It's no surprise that we keep hearing "I see your magazine everywhere!"*

Nspire Magazine produces 2 local editions, a Coeur d'Alene and Spokane version. Both editions are distributed to paid subscribers, in stores for purchase, and homes over a specified value in Eastern Washington and North Idaho.

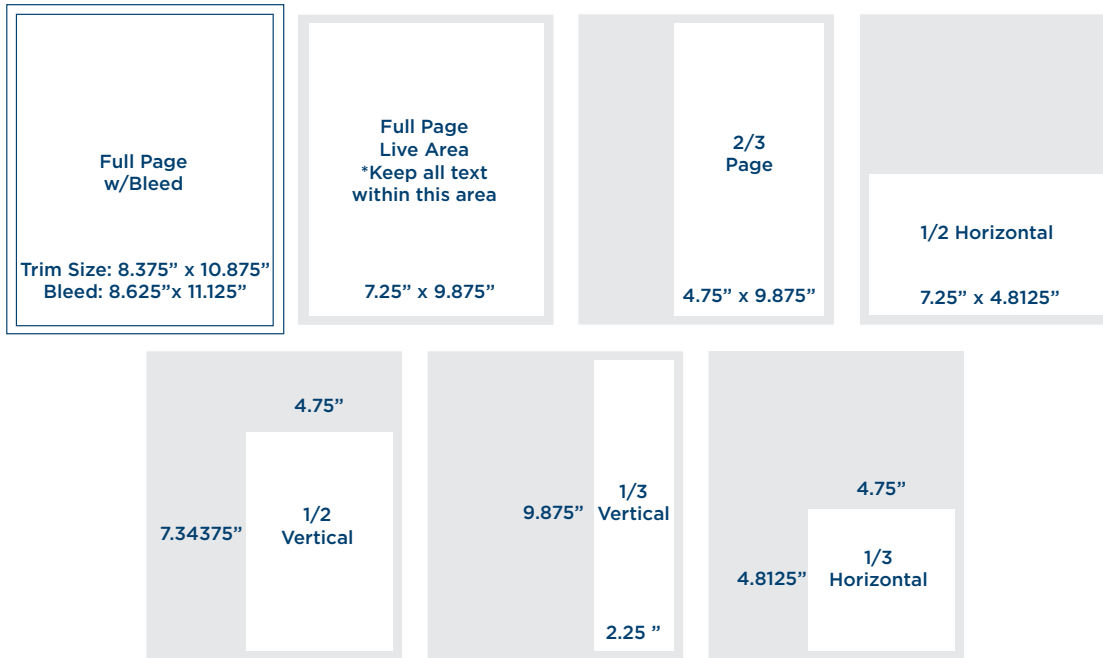
Targeted complimentary distribution will remain mostly in the respective regions the magazine represents. Spokane edition will be available in waiting rooms/hotels/Nspire racks in the Spokane area, while the Coeur d'Alene Edition will target mainly the Coeur d'Alene region.



- Waiting Room: Largest distribution and most requested in the area. Monthly to over 400 locations in the region.
- Hotel Partners: Nspire has partnered with numerous lodging properties in the region for visitors and business travelers.
- Nspire Rack: Nspire is racked and available complimentary at advertiser and other key locations.
- Grocery Store (paid): Nspire is available for purchase in locations through out Eastern Washington, North Idaho, & Western Montana. This includes area grocery stores, book stores and others.
- New Residence Program & Direct Mail: Nspire is delivered directly to the doors of new area residences. Nspire is also direct mailed to homes in the region over a certain value.
- Subscribers (paid): Mailed to over 1,000 paid subscribers throughout the United States!
- Events: Nspire is available at several events including but not limited to Spokane Indians Baseball Games, Business After Hours, Wine Women & Shoes, many other regional events.
- Specialty Rack: Nspire Magazine targets the surrounding region and is racked in select locations outside our general market through Certified Folder Display.

Advertising Rates & Deadlines

➔ *Now offering a 4x rate for select ad sizes!*



	Spokane Premier Edition	CdA Edition	Spokane Edition	CdA Edition
Publish Date	June, 2017	June, 2017	September, 2017	November, 2017
Ad Space Deadline	June 15, 2017	Closed	Sept 1, 2017	September 29
Ads Due	June 20, 2017	Closed	Sept 8, 2017	October 6

Ad Size	1X	2X	4X
2-Page Spread	\$3,960	\$3,460	\$3,100
Full Page	\$2,198	\$1,982	\$1,550
2/3 Page	\$1,548	\$1,390	\$1,390
1/2 Page	\$1,328	\$1,192	\$875
1/3 Page	\$808	\$730	\$730
Dining Listing	n/a	\$220	n/a

Online Advertising

Leaderboard	\$250 x month	300w x 250h
2nd main	\$100 x month	
Block Ad	\$150 x month	
add newsletter	\$25 x week	728w x 90h

Leaderboard Ad

Need help designing your ad? We can help. Let our team of professionals design your ad for you. Professional design service fees are \$200 per ad.

Ad design will begin upon receipt of all required ad materials. Once the ad is created a proof will be sent to client for revisions. After revisions client will receive one final proof to verify that corrections have been made. Any additional corrections will incur an additional charge.

Print ads submitted to Nspire Magazine should be provided in a high resolution CMYK PDF format at 300 dpi. Online ads submitted to Nspire Magazine should be provided as a jpg saved for web at 72dpi.