

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!

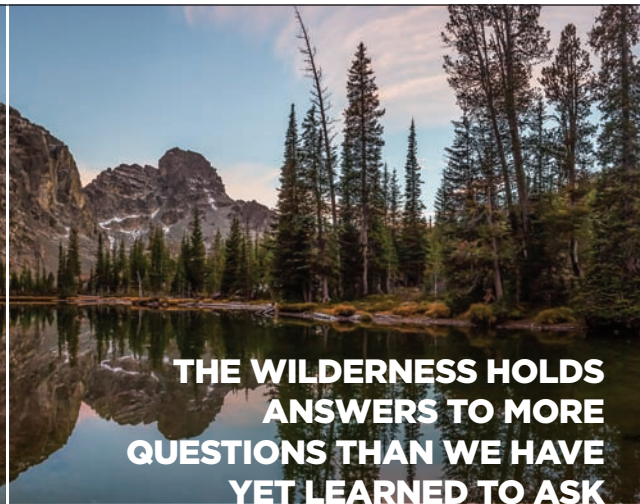


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409 E Coeur d'Alene Ave. Coeur d'Alene, ID 83814

www.nspiremagazine.com

Why Nspire?

➔ *Don't take our word for it.*



"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

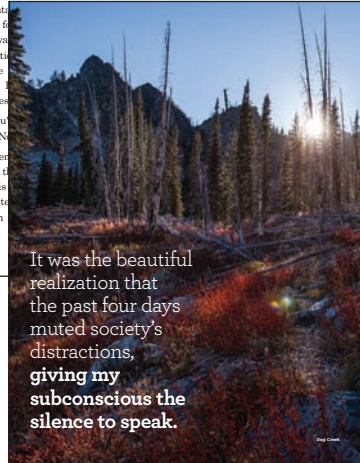
step, with the hope that the answer will be revealed under the next rock kicked free from my worn and tiredly placed trekking pole.

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 revelation. hot coons and Rumpel Minze — rise, adjust our head lamps and set off to

mountains home for the wa reflect of the Twin I times me. "N I rer recall of this been to lesson



that we master from getting into the wilderness right now. Writer and artist Nancy Wynne Newhall states that, "The wilderness holds answers to more questions than we have yet learned to ask." Experiencing the beauty of the forest, voluntarily throwing myself into the path into a potential hell, leaving my body and mind with the weight of the pack and the daily wilderness miles traveled, I begin to see the educational beauty of the answers those seven giants provided. Then, I recall a childhood lesson: white and black green to be used in one of two ways — for self-justification or for the betterment of others. It is at that moment that nature finally revealed itself. The gift was not something at the forest lake and making it through the million steps. It was the beautiful realization that the past four days muted society's distractions, giving my subconscious the silence to speak. "Your name, your talent, your life, the simplest person you possess, is granted to alter the heads of giants, to flow the world from the natural and to break the shackles of immaturity or, ultimately, to face the trials and perils of the life that you have been granted upon."

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

Nspire Magazine produces quality stories professionally written, photographed, and delivered in a glossy magazine representing the local market.

"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.*

"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.*

"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.*

"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

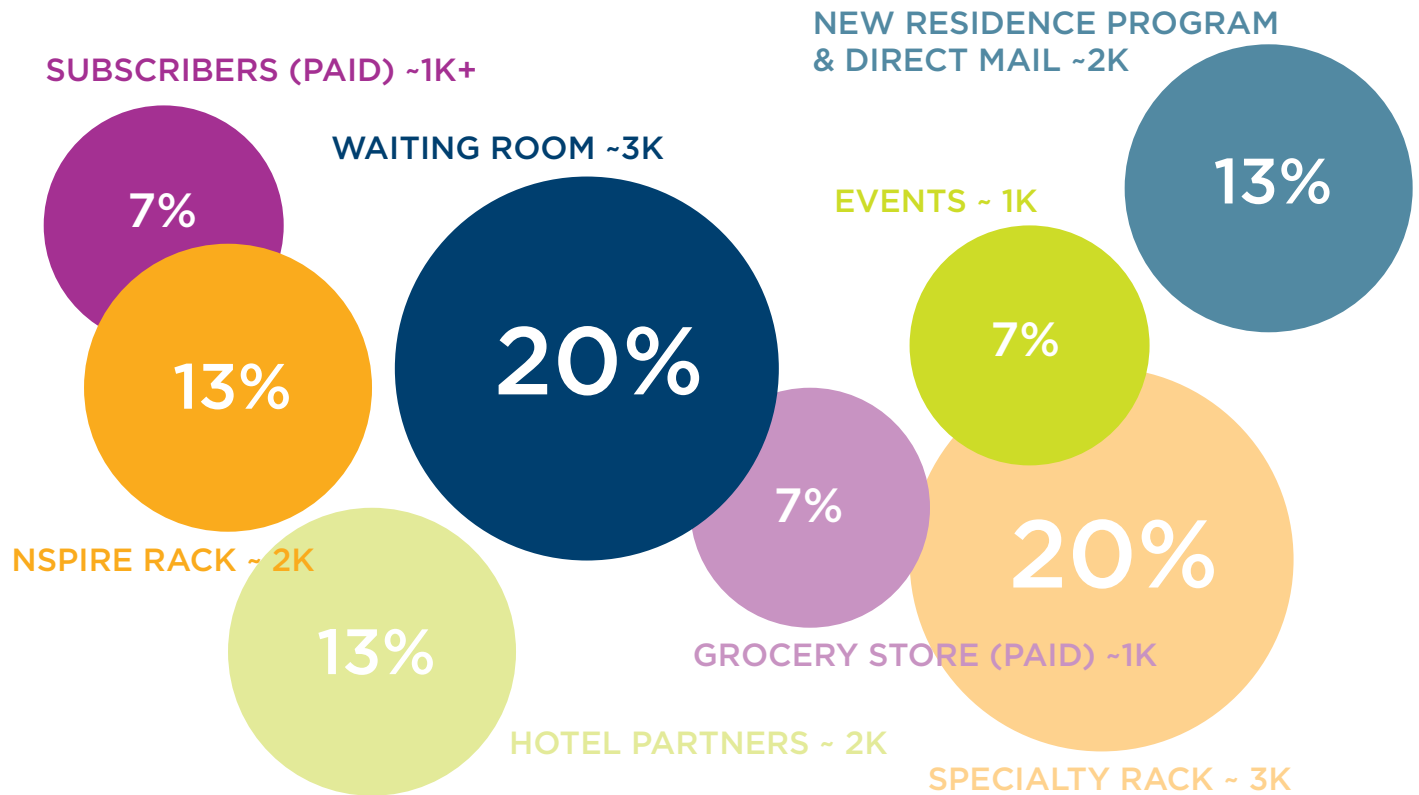
Weekly newsletter subscribers: 1,000+ (18% open rate, 4% click rate)

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.



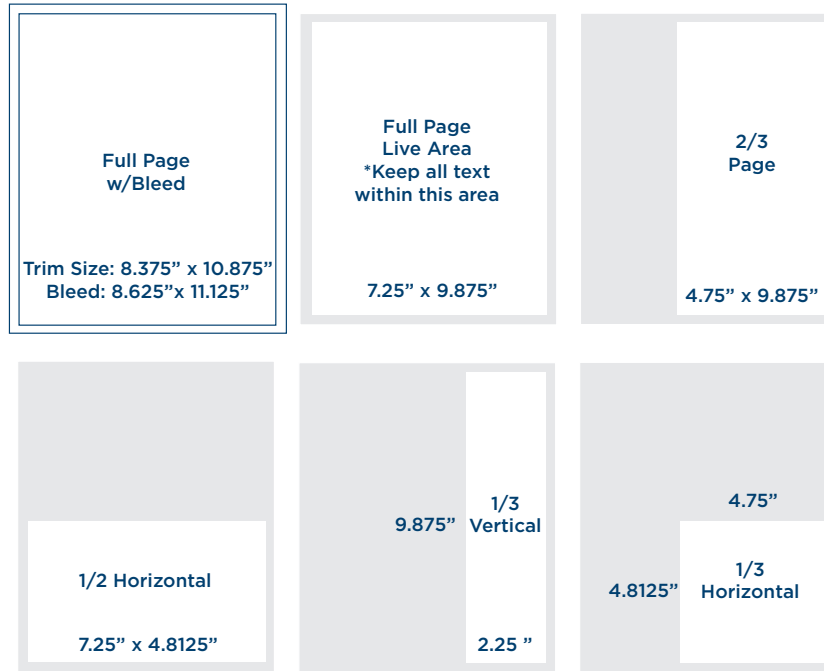
- Waiting Room: Largest distribution and most requested in the area. Monthly to over 400 locations in the region.
- Hotel Partners: Nspire has partnered with numerous lodging properties in the region for visitors and business travelers.
- Nspire Rack: Nspire is racked and available complimentary at advertiser 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.

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Print Advertising Rates & Deadlines

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



	Spokane Edition Fall/Winter	CdA Edition Winter/Spring	Spokane Edition Spring/Summer	CdA Edition Summer/Fall
Publish Date	October 31, 2017	November 13, 2017	March 26, 2018	May 29, 2018
Ad Space Deadline	Sept 29, 2017	October 13, 2017	February 23, 2018	April 27, 2018
Ads Due	October 9, 2017	October 20, 2017	March 2, 2018	May 4, 2018

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	n/a
1/2 Page	\$1,328	\$1,192	\$875
1/3 Page	\$808	\$730	n/a
Dining Listing	n/a	\$220	n/a

Need help designing your print 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 Advertising Rates

→ *nspiremagazine.com averaging 30k monthly page views*



LEADERBOARD AD - 728 pixels wide x 90 pixels high



BLOCK AD - 300 pixels wide x 250 pixels high

Main Page

Leaderboard	\$250 x month
2nd main	\$100 x month

Block Ad	\$150 x month
add newsletter	\$25 x week

Featured Sections

Adventure, Food, Home or Health.

Block Ad	\$100 x month
add newsletter	\$25 x week

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