

Nspire Magazine

The Spirit of Living in the Pacific Northwest

Packed with article features readers return to issue after issue. Featuring recipes by top chefs, great outdoor adventures, beautiful homes and architecture, stories of art and inspiration, fitness tips, organic gardening techniques, healthy ingredients, conservation, local hikes, world travel and a new “idea” section is why each issue of Nspire delivers a package like no other magazine in the Pacific Northwest.

Finally a regional magazine offering local businesses the chance to advertise their products & services to a captive audience. Just thumb through one issue and see for yourself why Nspire Magazine has exploded on the scene and quickly become a recognized brand name through out the region drawing attention from national retailers!

Affordable advertising without sacrificing quality. Nspire Magazine’s dedicated team of top writers and award winning photographers work to provide a quality product that engages with readers. Advertisers and readers benefit from less ads and more editorial then any other magazine resulting in longer rate of retention and more views of your ad.

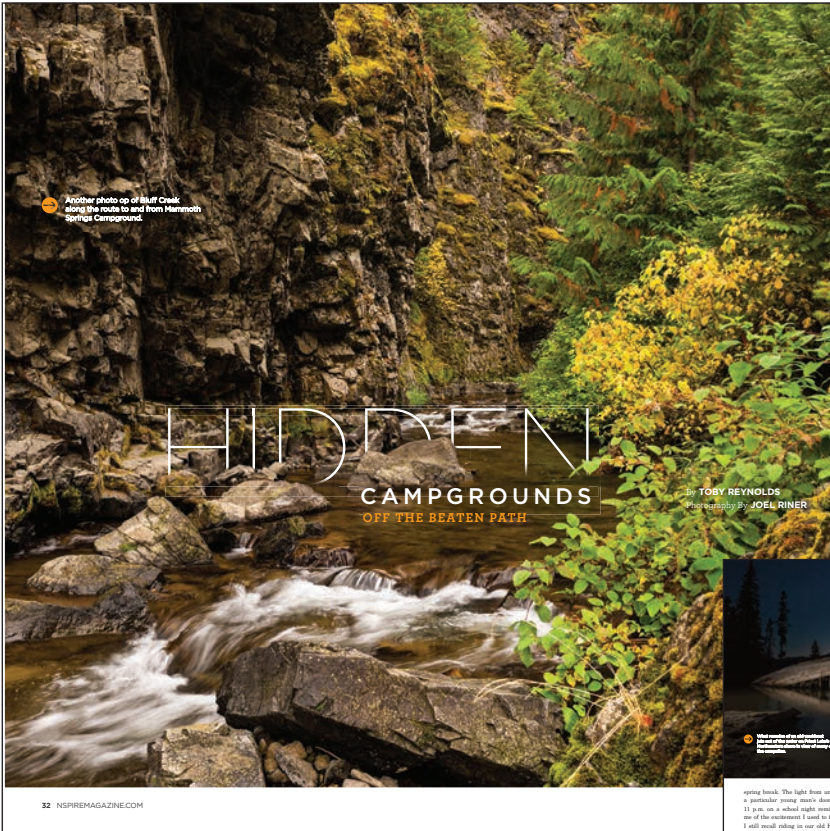


P 208-930-0114 F 208-765-0769
409 E Coeur d’Alene Ave. Coeur d’Alene, ID 83814

www.nspiremagazine.com

Why Nspire?

➔ Don't take our word for it.



ADVENTURE

As humans we tend to be creatures of habit. We eat at the same few restaurants, play at the same few parks, take the same routes to work. Given enough time, our bodies become accustomed to waking up the same hour every weekday, and at a different hour when the weekend comes. If we're not careful, we even start to put our shoes on the same way each time — left foot first, right foot second or vice versa.

Well, camping is no different. When it comes to braving the outdoors for a weekend we tend to gravitate to what we know, what we are familiar with. What is comfortable for us. Of course, 'comfort' is relative when associated with camping. I once heard an old scoutmaster say, 'I've been on hundreds of camping trips,

Remember when you were a child, how special it felt when you discovered a new secret hideout? Surely this place was yours and yours alone. You just knew no one else could possibly have known about it. And remember when it seemed that everywhere you went opened your eyes to a bigger world? When just to go outside and run around your

By TOBY REYNOLDS
Photography by JOEL RINER

With well over 35 million acres of public land, including 30 state parks and 15 wilderness areas, one would think it would be easy to discover a new campsite in Idaho.

spring break. The light from under a particular young man's door at 11 p.m. on a school night reminded me of the excitement I used to feel. I still recall riding in our old Ford station wagon as we made our way up Lake Park if only from here and there, sunlight streaming through the trees, and in many like you jolting back and forth across our path. It was new worlds to me I've only been back here once, but it is still special to me. Isn't that as it should be?

As a manager once I spent some time living in the wilderness of North Idaho. Most days I'd head out into the woods with my well-worn tent and my trusty hatchback to get lost. We were some athletes, but the sense of discovery and adrenaline was what kept us going back out. On one particularly long expedition we happened on an extremely active watering hole created by a natural

spring and surrounded by oaks. As we ventured on, our path led us through an old clear cut to a steep ridge. We followed a game trail down through a thick patch of blackberries into a deep ravine where a mountain stream spilled wide over the back of a sharp bend with natural parkland with some unshaded granite by the backside. Across the pond we discovered a sparkling fountain of what is, in this day, the most exquisite water I have ever tasted. When I look back on that summer in the wilderness, the water played a big role of it was wonderful taking my family to this place. I'd like for them to experience it. They never follow through and I've never the lightest reason I don't go out of wilderness. I want to remember it the way it was. Once a place like this has been discovered, it's never the same experience twice. I never went back there.

Experience is the best defense in any criminal court.

We offer skilled representation in the following practice areas:

- Major Crimes
- Domestic Violence
- Child Abuse/Neglect
- Sexual Assault
- Child Custody
- Drug Crimes
- Domestic Violence
- Sex Crimes
- Child Abuse/Neglect
- Domestic Violence
- Sex Crimes

60 YEARS OF SERVICE

AD&B
ATTORNEYS AT LAW

702 North 4th Street Coeur d'Alene, ID 83814 Phone: 208-449-1179 Toll Free: 855-958-0512 adattorneys.com

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

➔ *The region's #1 lifestyle magazine in print and online.*

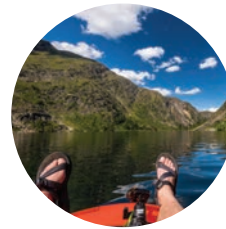
OVER 2 MILLION IMPRESSIONS ONLINE

Nspire Social Media Likes: 20,000+

Website Visitors: 100,000+ annually

Website page views: 500,000+ annually

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



More paid subscribers and 5 star reviews than any other lifestyle magazine in the region.

Advertise to our readers because they're active, educated, & motivated to live life.

Female 68%

Male 32%

Age: 25-55 over 70%

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 lost 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).

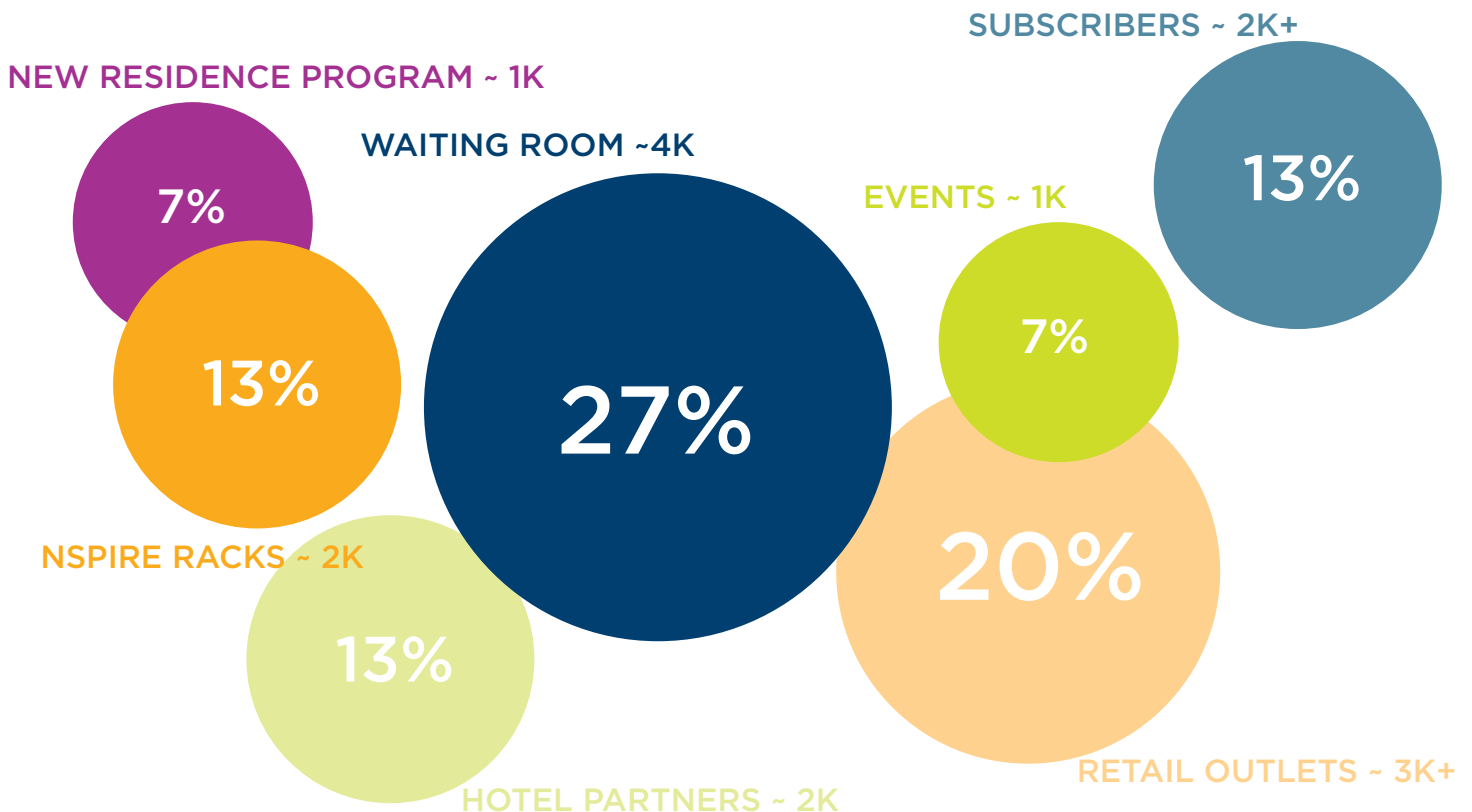
Targeted Distribution

→ *Nspire Magazine increases retail outlet distribution 300% for 2018. Soon will available at new national retail outlets in the region!*

15,000 PRINTED COPIES PER EDITION

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.



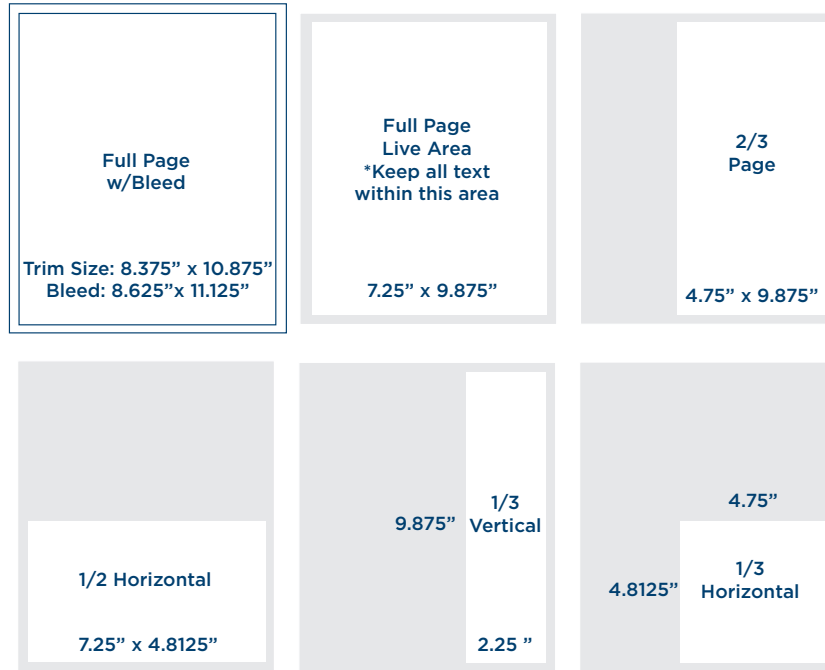
- **Waiting Room:** Largest distribution and most requested in the area. Delivered monthly to over 400 locations in Coeur d'Alene, Post Falls, Hayden, Liberty Lake, Spokane Valley, and Downtown Spokane.
- **Hotel Partners:** Nspire has partnered with numerous lodging properties in the region for visitors and business travelers.
- **Nspire Racks:** We have our own racks and our team will deliver complimentary to advertiser locations.
- **Retail Outlets:** Nspire is available for purchase in over 100 locations through out Eastern Washington, North Idaho. Now to expand to a larger area at the request of a national retail outlet.
- **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:** FASTEST GROWING SEGMENT! Mailed to over 2,000 readers.
- **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.

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Print Advertising Rates & Deadlines

Space in Nspire Magazine is limited so what are you waiting for? Book your ad placement today and guarantee your placement for the many years to come!



	CdA Edition Summer	Spokane Edition Summer	CdA Edition Winter	Spokane Edition Winter
Publish Date	May 24, 2018	June 21, 2018	Nov 08, 2018	Dec 06, 2018
Ad Space Deadline	April 27, 2018	May 25, 2018	Oct 12, 2018	Nov 09, 2018
Ads Due	May 2, 2018	May 30, 2018	Oct 17, 2018	Nov 14, 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	\$1,648	\$1,490	\$1,320
1/2 Page	\$1,328	\$1,192	\$875
1/3 Page	\$808	\$730	\$575
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 40k 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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