

- Proudly serving our region since 1985 -

# NORTHWEST TRAVEL & LIFE



# 2024 MEDIA KIT

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Inspiring Extraordinary Travel

# 2024 Editorial Content

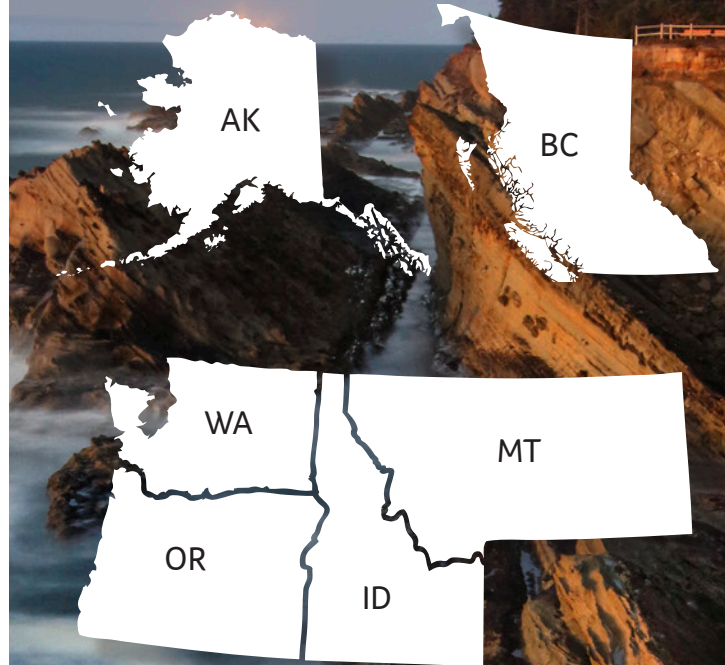
Our editorial content is a breath of fresh air, and covers regional travel and adventure, food and drink and other lifestyle topics, all showcasing Northwest destinations and brands.

## Regions

WA | OR | ID | MT | AK | BC

## Departments

- Quick Picks:** Destination or attraction-specific short articles.
- Discover:** Destinations one can explore easily in a day; topics range from neighborhoods to short excursions and usually highlight a local attraction.
- Taste:** What's cooking in the Northwest food scene; topics range from culinary trends and agritourism to urban food tours and chef profiles.
- Pour:** Northwest beverages, including wine/wineries, brew/breweries, spirits/distilleries, ciders, coffee, tea and beverage trends. Stories often include wine, beer or distillery trails in a given area.
- Weekend Getaway:** Itinerary-based stories about three days at a single destination, typically a city or a defined region.
- Off the Grid:** Stories about travel to destinations where the traveler unplugs from electronics for a more present and mindful travel experience.
- Regional Spotlight:** In-depth, feature-length editorial about travel to a specific region in the Northwest.
- Fly Here:** Highlights the amenities of a regional or international airport located in the Northwest.
- Gear Guide:** Puts a NW-based producer/purveyor of travel-related products in the spotlight with specific product recommendations.
- Spaces:** Covers leisure communities where readers can enjoy vacation rentals and/or pursue ownership.



# 2024 Reader Demographics

**83%**  
OF READERS WERE  
INFLUENCED BY  
SOMETHING THEY  
READ IN OUR  
MAGAZINE

**84%**  
TOOK 4 OR MORE  
1 TO 3 DAY TRIPS

**70%**  
VISITED A WINERY

**95%**  
DINE OUT OR SHOP  
WHILE TRAVELING

**53%**  
WENT CAMPING  
OR HIKING

**70%**  
ATTEND A DRINK  
OR FOOD EVENT

**76%**  
ATTENDED A LIVE  
PERFORMANCE

**63%**  
VISIT A MUSEUM OR  
ART GALLERY

**68%**  
TRAVEL TO THE SUN  
FALL/WINTER

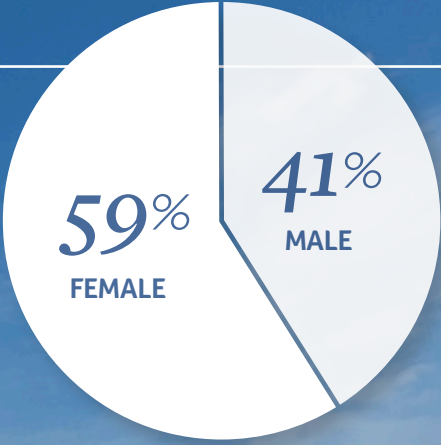
**80%**  
PARTICIPATE IN  
WATER/WINTER  
SPORTS

**48%**  
RENT/OWN RV

**65%**  
TOOK 3 OR MORE  
4+ DAY TRIPS

## AVERAGE AGE:

PRINT	53 YO
ONLINE	37 YO



HOUSEHOLD INCOME ..... \$220,000  
 EDUCATION ..... 80% graduated college  
 AVERAGE HOME VALUE ..... \$986,200

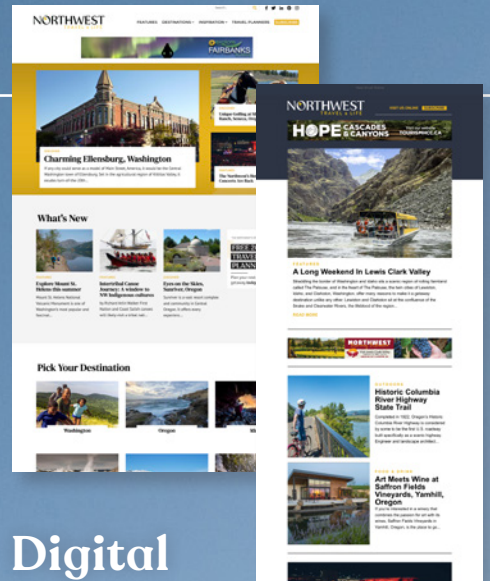
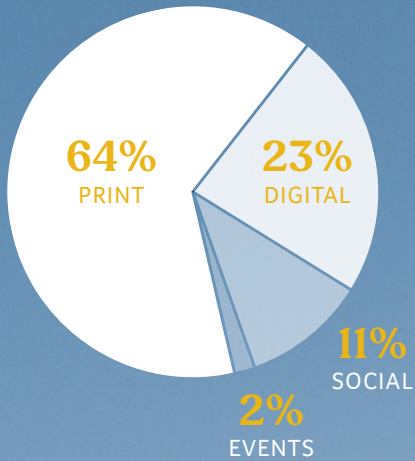
Source: Reader Survey 2022

## Our readers are active and affluent

- Passionate to be in the know about the community and regional experiences.
- Values responsible and sustainable travel.
- Curious about local history and cultural heritage when traveling.
- Wants to create more weekend getaways and adventure travel.
- Cares about personal brand style and fashion.
- Reads magazines, blogs monthly and 4-6 books a year.
- Loves to support great causes and believes in being responsible.
- Studies design trends, real estate and financial portfolio data every week.
- Loves a good beer and/or glass of wine and boutique coffee houses.
- Dreams and plans to think about second home.



**184,000**  
TOTAL MONTHLY  
ENGAGEMENT



**Print**  
**120,500**

**Paid Readership**

**31,000**

Subscribers

**43,000**

Newsstand Retail

**Qualified Hospitality**

**18,000**

Hotel/Resort

**25,000**

Airport/Terminals

**3,500**

Events

**4:1**

Print magazine  
readership average

**Digital**

**Website**

**30,000**

Monthly Visitors

**Newsletter**

**13,500**

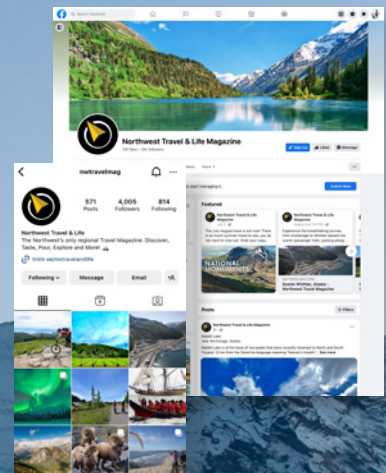
Subscribers

**Social**

**Facebook +  
Instagram**

**20,000**

Followers



**#1 PURCHASED REGIONAL  
TRAVEL MAGAZINE**

- PAID magazines are requested making it more valuable to the reader.
- Average PAID magazine time spent reading is 54 minutes.
- 3 out of 5 issues of Northwest Travel & Life magazine are referred back to.

**SUBSCRIBERS**

We are in 35 states with strong presence in the great NW

**NEWSSTAND**

We are in over 500 retail locations in the NW

**DISTRIBUTION WITH  
HALLMARK EVENTS**

**NEW ENHANCED  
DISTRIBUTION PARTNERS**

- BC Ferries
- Portland International Airport
- SeaTac International Airport
- Missoula Airport
- Victoria Clipper
- WA. State Ferries-San Juan Island
- Seattle Cruise Ship Terminal
- Northwest Event Show
- Travel + Words Conference
- Travel Tacoma
- Bremerton National Airport

# 2024 Editorial Calendar

JAN/FEB

## 52 Getaways Editor's Picks

Space 11/10/23  
Materials 11/17/23  
On Sale 1/4/24

- Kayaking the San Juans
- Girls' Getaways
- Washington's Okanogan Country
- Winery Lodging
- Traveling B.C.'s Sunshine Coast
- Exploring Idaho's Sunnyslope Region

**Special Section:**  
**Sunny Getaways**

MAR/APR

## City Escapes

Space 1/12/24  
Materials 1/19/24  
On Sale 3/5/24

- 3 Must-Do Seattle Itineraries
- Active Adventures in B.C.'s Lower Mainland
- A Garden-Lover's Guide to Portland
- Sustainable Stays: Hotels that Make a Difference
- **Regional Spotlight:** Columbia River Gorge
- **Weekend Getaway:** Wonderful Walla Walla
- **Fly Here:** Eugene
- **Gear Guide:** Culinary Gear
- **Spaces:** Brasada Ranch, Bend OR.
- **Off the Grid:** Best Birding in the NW

**Special Section:**  
**Indulgent Escapes**

MAY/JUN

## Spectacular Scenic Byways

Space 3/15/24  
Materials 3/22/24  
On Sale 5/6/24

- Road Tripping on Scenic Byways
- Classic NW Resorts
- Glamping Comes of Age
- Riding the Range: NW Guest Ranches
- **Regional Spotlight:** Glacier Country, MT
- **Weekend Getaway:** Surf's Up in Oceanside, Oregon
- **Fly Here:** Spokane
- **Gear Guide:** Pickleball Gear
- **Spaces:** The Lookout, Chelan WA
- **Off the Grid:** Backcountry Mule Trek in E. OR

**Special Section:**  
**Indigenous Tourism**

JUL/AUG

## Natural Wonders

Space 5/17/24  
Materials 5/24/24  
On Sale 7/5/24

- Escape to Crater Lake
- Discover Denali
- The Wonders of Yellowstone National Park
- Road Tripping Through Idaho
- **Regional Spotlight:** Okanogan Valley, B.C.
- **Weekend Getaway:** Exploring Oregon's Applegate Valley
- **Fly Here:** Juneau
- **Gear Guide:** Road Trip Gear
- **Spaces:** Seabrook, Pacific Beach WA
- **Off the Grid:** Cruising Haida Gwaii

**Special Section:**  
**Food Traveler**

SEP/OCT

## Harvest Getaways

Space 7/12/24  
Materials 7/19/24  
On Sale 9/6/24

- Family-Friendly Farm Stays
- 5 Towns that Celebrate Fall in Style
- Spectacular Fall Color Drives
- Best Pumpkin Patches & Corn Mazes
- **Regional Spotlight:** Olympic Peninsula
- **Weekend Getaway:** Exploring Whidbey Island
- **Fly Here:** Bellingham
- **Gear Guide:** Fall-Winter Outdoor Clothing
- **Spaces:** Suncadia, Cle Elum WA
- **Off the Grid:** RV Adventure on Canada's Vancouver Island

**Special Section:**  
**Beer & Wine Fests**

NOV/DEC

## Stress-Free Holiday Travel

Space 9/13/24  
Materials 9/20/24  
On Sale 11/5/24

- Perfect Off-Season Retreats
- Cities that Light Up the Holidays
- Sun Valley Ski-cation
- Aurora Chasing in the Far North
- **Regional Spotlight:** Idaho Panhandle
- **Weekend Getaway:** What's New in Whistler
- **Fly Here:** Bend-Redmond
- **Gear Guide:** Snow Sports Accessories
- **Spaces:** Whitetail, McCall ID
- **Off the Grid:** Backcountry Yurts

**Special Sections:**  
**Holiday Guide**  
**& Casino Escapes**

Editorial Calendar subject to change. Northwest Travel & Life retains all copyrights including reprints and reserves the right to edit any submitted material to meet our specifications for publishing and/or use in advertising and promotion.

# 2024 Print Rates

<b>TWO-PAGE SPREAD</b> 16.75" x 10.875" (trim) 17" x 11.125" (bleed)	<b>FULL PAGE</b> 8.375" x 10.875" (trim)  8.625" x 11.125" (bleed)	<b>1/2 PAGE DOUBLE TRUCK</b> 15.75"w x 4.81"h	<b>2/3 PAGE</b> 4.83"w x 9.87"h	<b>1/4 PAGE</b> 3.56"w x 4.81"h  <b>1/2 PAGE</b> 7.375"w x 4.81"h	<b>TRAVEL PLANNER</b>  <b>1/9 PAGE</b> 2.25"w x 2.5"h
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CIRCULATION 30,000  
FREQUENCY: 6X PER YEAR

AD SIZE	1-3X	4-6X	PREMIUM POSITION RATES	1-3X
Full Page	\$5,500	\$4,850	Inside Front Cover (C2)	\$6,250
2/3 Page (vertical)	\$4,000	\$3,550	Inside Back Cover (C3)	\$5,850
1/2 Page (horizontal)	\$3,250	\$2,850	Page 1	\$6,000
Half Page Double Truck	\$6,000		Page 2, 3	\$5,850
1/4 Page	\$2,450	\$2,000	Outside Back Cover (C4)	\$6,350
Travel Planner	\$850		Two-Page Spread	\$9,500

Guide covers will display online as well as publish in Northwest Travel & Life magazine 2x/year.

## Print Specs

Files should be 300dpi CMYK .pdfs with all fonts and graphics embedded.

- All content should not extend into .25" margins. NWTL is not responsible for content in this area that may be trimmed during printing/binding.
- Do not include printers marks such as color bars or crop marks in your file output.
- Convert all spot or PMS colors to CMYK.
- Northwest Travel & Life cannot guarantee color matches.

Please name your ad file:  
*YourCompany\_NWTL\_YearMonth.pdf*

Please include your organization's name in email subject line. Email materials to:  
[production@premiermedia.net](mailto:production@premiermedia.net)

### PAYMENT POLICY

Balance due upon receipt.

Payments are accepted through:

- ECH (bank transfer using QuickBooks)
- Credit cards add 3% for services charge
- Agencies add 15%.



# 2024 Digital Advertising - Web

## Digital Display Ads

Ad Type	Cost Per Ad	Ad Size
Reveal Ad	\$2,200	1920 x 250px
Anchor Ad	\$4,400	728 x 90px
Leaderboard 1	\$750	728 x 90px
Leaderboard 2	\$550	728 x 90px
Sidebar 1	\$850	300 x 250px
Sidebar 2	\$750	300 x 250px
Sidebar 3	\$650	300 x 250px

Add Ons	Added Cost	Size/Duration
Video Sidebar	\$350	300 x 250px - 15 Seconds

*Make your ad stand out with video. Create a video ad from a YouTube URL, Vimeo URL, or URL to a raw video file. You may also supply text, a photo, and logo. We limit video ads to one per month on each website.*

Sticky Note	\$750	300 x 250px
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*This new ad option offers short but sweet messaging. Up to 12 words. Presents as if on a "sticky note" in a hand writing font. This is the perfect vehicle to promote a time critical message and action.*

## Native Web Content Post

Please submit the following materials for the post.

- **Word Count:** 200 words max.
- **Thumbnail image:** 500 x 350px
- **Featured Image:** (optional) 1000px wide and between 250–500px tall is preferred. (.jpeg, .png, or static GIF)
- **Hyperlink:** Where you want to lead the consumers

### Pricing (One Month)

Native Content 1	\$1400
Native Content 2	\$900

## Deadline

Materials are due the 21st of the month prior.

Please include your organization's name in email subject line. Email materials to: [production@premiermedia.net](mailto:production@premiermedia.net)

### PAYMENT POLICY

- Balance due upon receipt.  
 Payments are accepted through:
- ECH (bank transfer using QuickBooks)
  - Credit cards add 3% for services charge
  - Agencies add 15%.

### RESCHEDULE FEE

There will be a 25% fee for rescheduling or cancellations on any Digital Content Package or a-la-carte purchase.

The screenshot displays the Northwest Travel & Life website with several ad placements highlighted:

- REVEAL:** A large banner at the top of the page.
- Leaderboard 1:** Located below the navigation bar.
- Charming Ellensburg, Washington:** A featured article with a large image.
- What's New:** A section with multiple small article thumbnails.
- Leaderboard 2:** Located below the 'What's New' section.
- Pick Your Destination:** A section with images for Washington, Oregon, Idaho, Montana, Alaska, and British Columbia.
- FREE 2023 TRAVEL PLANNERS:** A promotional banner for travel planners.
- Food & Drink:** A section with articles about wine country and local food.
- Native Content 1:** A large rectangular ad placement.
- Hotels & Retreats:** A section with images of various accommodations.
- Outdoor Adventures:** A section with images of outdoor activities.
- SUBSCRIBE TO NORTHWEST TRAVEL & LIFE MAGAZINE:** A subscription banner.
- Weekend Getaways:** A section with articles about weekend trips.
- Native Content 2:** Another large rectangular ad placement.
- Anchor:** A dark bar at the bottom of the page with the text "Anchor (sticks to bottom of screen)".

# 2024 Digital Advertising - Newsletter & Social

NORTHWEST TRAVEL & LIFE

## Leaderboard 1



FEATURED

### A Long Weekend In Lewis Clark Valley

Straddling the border of Washington and Idaho lies a scenic region of rolling farmland called The Palouse, and the heart of The Palouse, the heart-chole of Lewiston, Idaho, and Clarkston, Washington, offer many reasons to make it a getaway destination unlike any other. Lewiston and Clarkston sit at the confluence of the Snake and Clearwater Rivers, the lifeblood of the region.

READ MORE

## Leaderboard 2



OUTDOORS

### Historic Columbia River Highway State Trail

Completed in 1922, Oregon's Historic Columbia River Highway is considered by some to be the first U.S. roadway built specifically as a scenic highway. Engineer and landscape architect...



FOOD & DRINK

### Art Meets Wine at Saffron Fields Vineyards, Yamhill, Oregon

If you're interested in a winery that combines the passion for art with its wines, Saffron Fields Vineyards in Yamhill, Oregon, is the place to go...

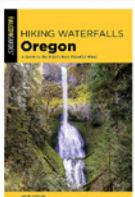
## Sponsored Post 1

### A Guide To Oregon's Waterfall Hikes

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Endorsed by Northwest Travel & Life

PURCHASE & COPY



## Sponsored Post 2



DISCOVER

### Unique Golfing at Silvie's Valley Ranch, Seneca, Oregon

The Links at Silvie's Valley Ranch in Eastern Oregon recently welcomed two new caddies to their team who graduated top of their class in caddie boot camp. They were selected from over 300 candidates all vying for a coveted spot on the caddie team. Their names are Charity and Charlie—and they are goals.

READ MORE

## Weekly Newsletter

Ad Type	Cost Per Ad	Ad Size
Leaderboard 1	\$650	728 x 90px
Leaderboard 2	\$450	728 x 90px
Sponsored Post 1	\$1,100	600 x 400px
Sponsored Post 2	\$990	600 x 400px

## Newsletter Sponsored Post

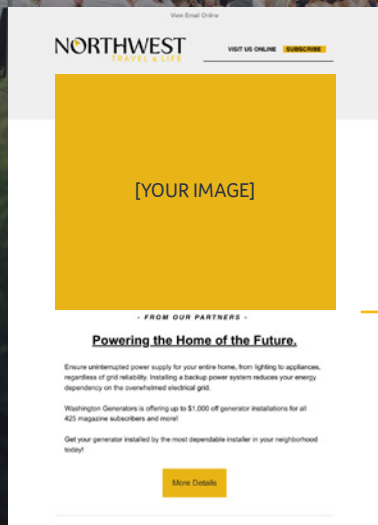
The sponsored post will be featured between posts of our content. Please submit the following materials; we will compile these into our newsletter.

- **Headline:** 7 words or fewer.
- **Body text:** 50 words max.
- **Image:** Horizontal 600 x 400px (.jpeg, .png, or static GIF)
- **Hyperlink:** Where you want the newsletter to lead the consumers

## Dedicated Newsletter \$1,800

Please submit the following materials; we will compile these into a newsletter.

- **Image/animation:** 1200 x up to 1550px (.jpeg, .png, GIF)
- **Hyperlink:** Where you want the newsletter to lead the consumers
- **Body text:** 100–400 words.



## Digital Content Package

Our Digital Content Package is a comprehensive multi-platform solution developed to broaden your reach to a targeted audience. It includes sponsored content prominently featured in Northwest Travel & Life's e-newsletter, targeted promotion on our social media channels to get your destination's information and inspiration into prospective travelers' hands, and digital ads on our website, reaching an audience specifically seeking travel inspiration.

### Includes

**NEWSLETTER FEATURE**  
13,500 RECIPIENTS

### SOCIAL MEDIA

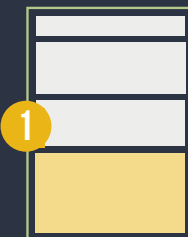
15,000 FOLLOWERS

4,000 FOLLOWERS



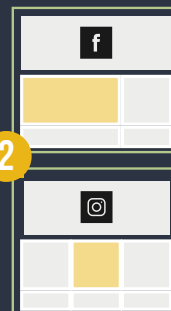
**DIGITAL ADS**  
LEADERBOARD & SIDEBAR BANNERS

**\$2,950**



### NEWSLETTER

- Top sponsored post in weekly newsletter
- Content Includes direct link to your website



### SOCIAL MEDIA

- Boosted post on Facebook & Instagram



### DIGITAL ADS

- Leaderboard & Sidebar
- Ads active for 30 days
- Includes direct link to your website

# 2024 Digital Specs & Deadlines

## Deadline

Materials are due the 21st of the month prior.

Please include your organization's name in email subject line. Email materials to: [production@premiermedia.net](mailto:production@premiermedia.net)

## Social Media

-  @NorthwestTravelMagazine
-  @NWTravelMag

## DEDICATED NEWSLETTER

- Image/animation: 1200 x up to 1550px (.jpeg, .png, GIF)
- Hyperlink: Where you want the newsletter to lead the consumers
- Body text: 100–400 words.

## NEWSLETTER SPONSORED POST

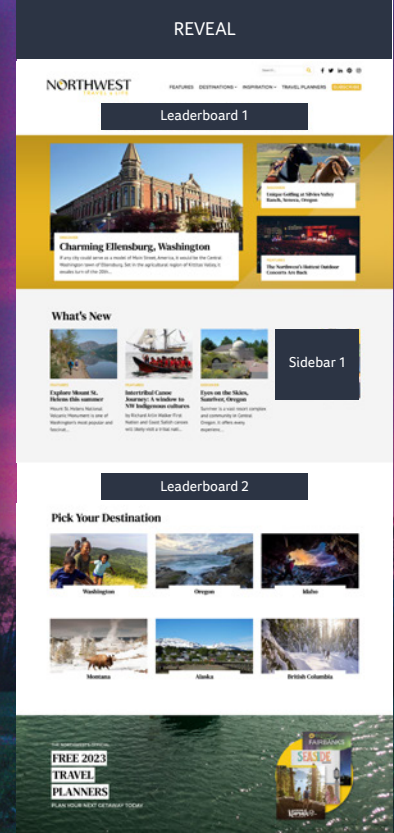
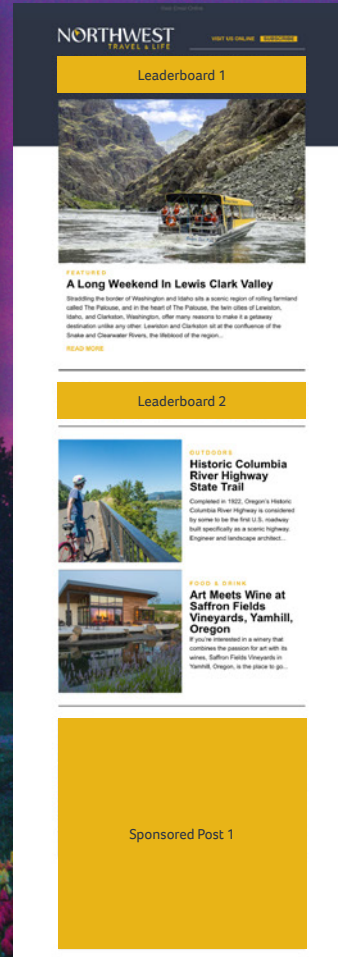
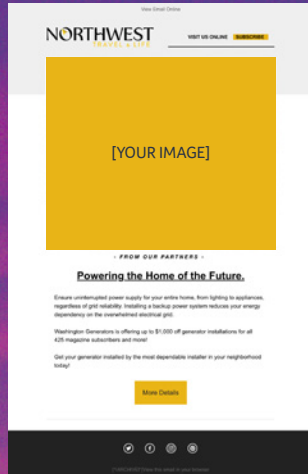
- Headline: 7 words or fewer.
- Body text: 50 words max.
- Image: Horizontal 600 x 400px (.jpeg, .png, or static GIF)
- Link to your website or page on your website

## NATIVE WEB CONTENT POST

- Word Count: 200 words max.
- Thumbnail image: 500 x 350px
- Featured Image: (optional) 1000px wide and between 250–500px tall is preferred. (.jpeg, .png, or static GIF)
- Hyperlink: Where you want to lead the consumers

## DIGITAL BANNER ADS

- RGB, 72 DPI Image/animation (.jpeg, .png, GIF)
- Hyperlink: Where you want the newsletter to lead the consumers
- Send artwork in the size of the ad that you ordered:
  - Leaderboard/Anchor: 728px x 90px
  - Sidebar: 300px x 250px
  - Reveal: 1920px x 250px



## SOCIAL MEDIA (FACEBOOK, INSTAGRAM)

- Link to an article or blog post on your site
- Submit photo OR video, see below:

## PHOTOS

- High quality/resolution photos for both Facebook and Instagram (Min 1, Max 10).
- Photos must be a standard aspect ratio (4:5, 5:4, 1:1)
- No macro photos, including close-up portraits of people, places, objects, etc.
- Photos should be colorful, symmetrical and eye-catching

## VIDEOS

- Video must be formatted for Mobile (Vertical, aspect ratio 9:16)
- Video length recommended between 5-30 seconds

## TRAVEL PLANNER

- Cover of your visitors guide
- Short description about your location, 40-50 words maximum
- Guide covers will display online as well as publish in Northwest Travel & Life magazine in the purchased bi-month.

# 2024 You're in Good Company



With the Most Trusted Name in Travel

# NORTHWEST TRAVEL & LIFE

*"Your magazine is absolutely brilliant, informative and reminds readers of the intense beauty of the Northwest."*

*"Thank you! I love this magazine. I am an Oregon native but I love how the magazine features the Northwest! My son lives in Montana so I am planning on giving his wife and him a gift subscription for this magazine for Christmas!"*

*"Thank you! I have gotten several tours because of your story. I sincerely appreciate working with you!"*



Our editorial team works hard to uncover what's fresh and undiscovered across the Northwest and present it in compelling, beautifully designed stories. We are proud to have received honorable mention recognition in the 2020 and 2023 FOLIO: magazine awards—the Eddie Award (for editorial excellence) and Ozzie Award (for design excellence).

## Connect with our Team

### CLAY SCHURMAN

Advertising Director  
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## PREMIER MEDIA GROUP

**PREMIER MEDIA GROUP**, honoree of dozens of national and regional journalism awards, was founded in 2001 and publishes *425*, *425 Business*, *South Sound*, *South Sound Business*, *Northwest Travel & Life*, and *Meeting News Northwest* magazines.

[premiermedia.net](http://premiermedia.net)



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