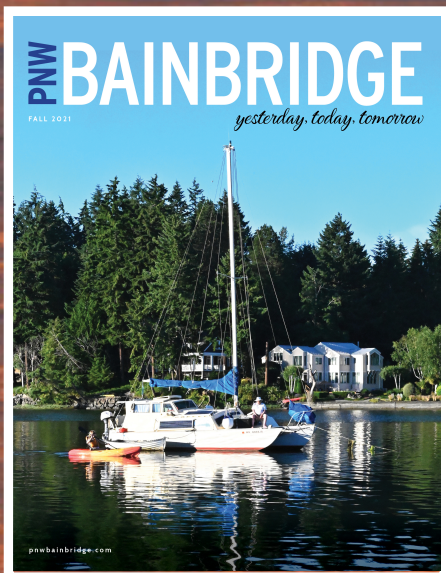


# PNW BAINBRIDGE

*yesterday, today, tomorrow*

**From the moment you first arrive on Bainbridge**, you realize our island is an exceptional place. Glimpses of unrivaled natural beauty span the island from its mountains, forests, open spaces, parks and trails to the glistening waters of the Puget Sound. That natural beauty is complemented by a growing and diverse business community, superb dining and entertainment, nationally acclaimed schools, world-class art, and a host of recreational opportunities all which contribute Bainbridge's reputation and enduring appeal.

Ultimately though, it is the island's people, its one-of-a-kind residents, that truly make it remarkable. **Artists, entrepreneurs, doctors, chefs, athletes, teachers, volunteers, caregivers, philanthropists (and many, many more)** collectively comprise a well so deep of talent and passion it's sometimes hard to believe how lucky we are to have such incredible neighbors. It's a shared love for our island home and one another that makes Bainbridge a magical place... and the stories of our people fill the vibrant pages of PNW Bainbridge magazine.



**MEDIA KIT 2021-22**

For help reserving ad space, contact Natalie Rodriguez by calling **206.486.4097**, emailing her at [pnwbainbridge@gmail.com](mailto:pnwbainbridge@gmail.com) Or online at [PNWBainbridge.com](http://PNWBainbridge.com)



# Market Demographics



Just shy of **25,000 residents**, Bainbridge Island is in the **top 10% of cities** in the state of Washington. But in terms far beyond its size, Bainbridge is home to financial opportunity. Per the most recent census, the median income of Bainbridge Island households was more than **\$115,000**, the median home costs more than **\$1M**, and the median age of an islander is around 50 years old. That wealth has created a strong local economy – one which stretches beyond the shops and restaurants of Winslow and Lynwood Center which may first pop to mind. According to the WA Dept of Commerce, more than **3,000 companies** call Bainbridge home, with almost 500 of them based in brick and mortar businesses. Islanders have **robust buying power**, and strongly value doing business with local vendors whenever possible.

Today's Bainbridge is recognized as a **jewel of the PNW** whose residents proudly support homegrown businesses spread across a half-dozen commercial districts around the Island.



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# In Each Issue



We believe that within our upbeat, good news pages, readers will quickly recognize and identify with some of the subjects, but that it will also create a forum for discovery, a medium to also learn something new too. Our initial slate of features written by local writers, come complete with stunning original photography and design, and will include:

- **Spotlight** A peek inside the hearts and minds of some of our most intriguing residents
- **Shorts** A series of bite-size 7-minute reads that discuss a range of topics from local businesses, to interesting people, to what's new or unknown around town
- **Secrets** The stories behind our island's most intriguing mysteries and noteworthy trivia
- **In Focus** Snapshots shared by islanders who were in the right place at the right time
- **Deep Dive** An in-depth feature reserved for the stories that need a more serious take

- **Bainbridge By Design** Exquisite photography and the stories behind the Rock's most interesting homes, architects, designers and builders
- **Feast on This** Everything you need to know about our island's best restaurants, eateries, cafes, bars, bistros, chefs and award-winning breweries, wineries and distilleries
- **On the Rock** Bite-sized snippets of events you'll not want to miss



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# Advertising

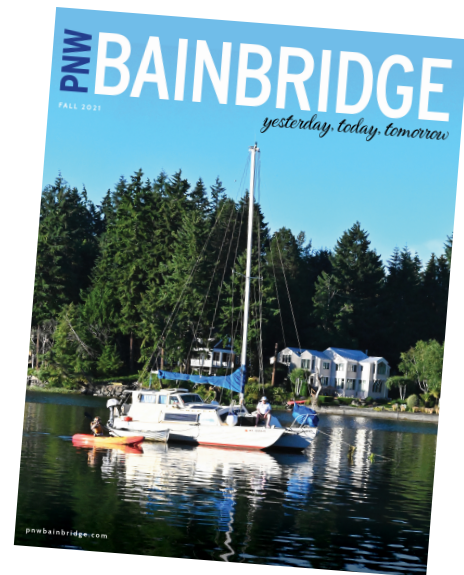
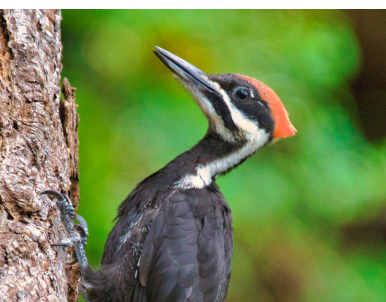
## Print Rates

Placement	1X	2X	3X	4X
Back Cover	\$4,400	\$3,960	\$3,565	\$3,207
Inside Ft/Fa	\$3,420	\$3,080	\$2,770	\$2,493
Inside Back	\$3,420	\$3,080	\$2,770	\$2,493
Full	\$3,200	\$2,800	\$2,592	\$2,332
Half	\$1,600	\$1,440	\$1,300	\$1,175
Third	\$1,050	\$950	\$850	\$775
Quarter	\$800	\$720	\$650	\$590

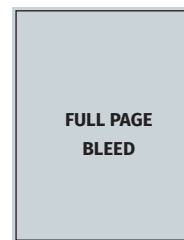
Four-issue contracts that are paid in full at time of contract signing will be discounted an additional 10%

## Editorial Calendar

Issue/Date	Camera-Ready Ads due
Premier Issue (Q1/February)	1/1/22
Summer 2022 (Q2/June)	5/1/22
Fall 2022 (Q3/September)	8/1/22
Winter 2022 (Q4/Late Nov)	10/20/22
Spring 2023 (March)	2/1/23
Summer 2023 (June)	5/1/23
Fall 2023 (September)	8/1/23
Winter 2023 (Late Nov)	10/20/23



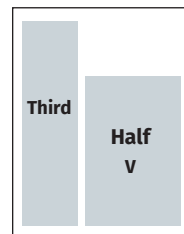
## Ad Specs



**Full page**  
Trim: 8.375" x 10.875"  
Bleed .125" on all four sides

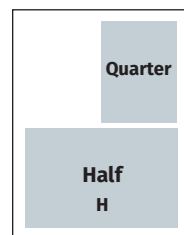
**Half Horizontal**  
7.375" x 4.7975"

**Half Vertical**  
3.54" x 9.875"



**Quarter**  
3.54" x 4.7975"

**Third**  
2.4583" x 9.875"



## Production

All ads should be submitted in **Hi-Res PDF** format using **CMYK** and include all **fonts embedded**.

All artwork must be in **CMYK** and actual size at **300 dpi**.

All full page ads must **include bleeds**.

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**PNWBainbridge.com**





# PNW BAINBRIDGE

*yesterday, today, tomorrow*



## Editor In Chief

**Alli Schuchman** heads up the editorial team and contributors to PNW Bainbridge. Former editor of the acclaimed Bainbridge Island magazine, Alli's background is in writing, graphic design, marketing and public relations. Alli reliably writes the Bainbridge by Design feature taking readers inside the island's most interesting homes while getting to know the people who live there. Rock residents for nine years, Alli, along with her husband Alan and daughter Elle, feel lucky to live in such a magical place. Alli loves tennis, fitness, cooking (well, eating!), art, all kinds of animals (including the furry Schuchmans, Kizzy, Zuri and Fig), and her whacky and wonderful friends.



## Publisher

**Natalie Rodriguez** has a natural gift in bringing people together. As CEO and founder of Tour Bainbridge, she has shared the island's charm with thousands of people from around the globe, highlighting the best of what Bainbridge has to offer. Natalie, with her husband Paul and their two children, landed on Bainbridge nearly six years ago. She immediately fell in love and was compelled to share the palpable heartbeat of the island with the rest of the world. With a background in sales and team management, Natalie knows how to lead with courage, compassion, and confidence, and hopes to share the beauty of Bainbridge with visitors and locals alike, for years to come.



## Contributing Editor

**Connie Bye** has been a professional writer and editor for more than three decades, including at The St. Louis Post-Dispatch, The Kansas City Star and The St. Louis Business Journal. She has written about topics ranging from environmental issues to schools and government, but she most enjoys stories about people and community life. She and her husband Dale moved to Bainbridge Island nine years ago to be near their daughter's family. They have performed in numerous Ovation musicals and sing with the group Crescendo. They live near Winslow with their little dog Molly.



## Contributing Editor

**George Soltes** is an interventional radiologist at the University of Washington, where he performs a variety of minimally invasive procedures. Before going into medicine, he earned an English degree and has been fascinated by words ever since. He lives on Bainbridge Island with his wife, three children and a rotating assortment of animals. George enjoys running, cycling, exploring the outdoors, and meeting and writing about the fascinating people in his community.

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