

tideland

magazine



MEDIA KIT / 2024



about us

***Tideland* is the West Puget Sound's definitive lifestyle magazine and trusted guide to all that the Kitsap Peninsula and Bainbridge Island have to offer—from food and culture to parks, trails, community and commerce. We're here to highlight the voices and stories of the dynamic people and issues facing our region, while inspiring residents and visitors alike to enjoy, explore and care for our beautiful corner of the Salish Sea.**



reach & readership

Tideland is distributed quarterly to thousands of homes and businesses on Bainbridge Island. In addition, the magazine is available on Bainbridge Island ferries, at ferry terminals and across the Kitsap Peninsula at shops, cafes, museums, galleries, visitor centers and hotels. We reach **45,000 print and online readers** with each issue, making us a powerful avenue for engaging the most sought-after consumers in the area. *Tideland's* core readership is a highly desirable demographic that is educated, influential and engaged in their communities.

- 80%**
of residents own
their home
- 74%**
of adults hold a bachelor's
degree or higher
- \$145,500**
Median household income
- \$852,700**
Median home value
- 49.2**
Median age

LOCAL DISTRIBUTION

- Bainbridge Island ferries
- Bainbridge Island Museum of Art
- Suquamish Museum
- Eagle Harbor Books
- Liberty Bay Books
- Caffe Cocina
- Pegasus Coffee House
- White Horse Golf Club
- Port Gamble General Store
- Admiral Theatre
- (Plus dozens more)



2024 / **editorial lineup**

SPRING / **HEALTH & GREEN LIVING**

Ad reserve deadline: January 19

Material due: February 2

Mail date: March 1

SUMMER / **TRAVEL & ADVENTURE**

Ad reserve deadline: April 19

Material due: May 1

Mail date: May 31

FALL / **FOOD & DRINK**

Ad reserve deadline: July 19

Material due: July 29

Mail date: August 27

WINTER / **ARTS & CULTURE**

Ad reserve deadline: October 1

Material due: October 11

Mail date: November 11

departments

NEST: homes, gardens & local goods

EXPLORE: travel, adventure & the outdoors

EAT & DRINK: recipes, restaurants and more


THRIVE: health, sport & community

CULTURE: books, music, theater & art

VENTURE: business & innovation

HERITAGE: local history

WHAT'S ON: arts & entertainment

A person is holding a large, vibrant green leaf with several lobes. The person's hands are visible, adorned with several rings, including a prominent one with a large turquoise stone. The background is dark and out of focus, suggesting an outdoor setting with foliage.

“People love your magazine, and we have had **great interest** from the ad!”

—Sean Meek, Bainbridge Island Interiors

“You seem to be in the know, and **I love the art**. It reminds me of *Sunset Magazine*.”

—Lorna Jean Giger, Windermere Real Estate

“It’s the **most beautiful local magazine**, and I really like the variety of stories.
It feels authentic.”

—Korum Bischoff, Bainbridge Island Museum of Art

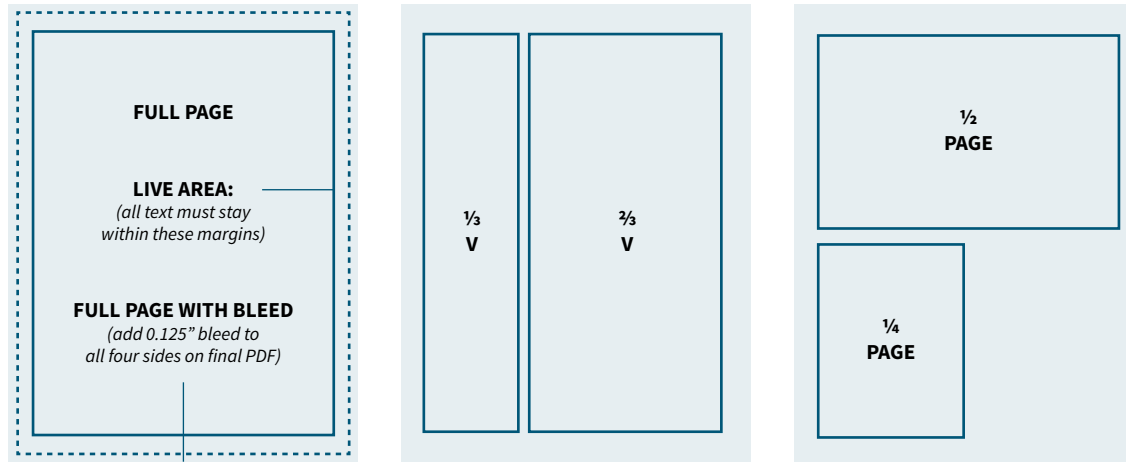
“I’ve had several calls from people **who’ve seen our ads** and have scheduled tours with them.”

—Carrie Chavez, Bainbridge Senior Living

ad sizes & prepping files

AD SIZE	NON-BLEED	BLEED	LIVE AREA
FULL PAGE	8.375" w x 10.875" h	8.625" w x 11.125" h	7.375" w x 9.875" h
2/3 VERTICAL	4.735" w x 9.68" h	--	--
1/3 VERTICAL	2.35" w x 9.68" h	--	--
1/2 PAGE	7.375" w x 4.7567" h	--	--
1/4 PAGE	3.6" w x 4.7567" h	--	--
2-PAGE SPREAD	16.375" w x 10.875" h	16.875" w x 11.125" h	14.75" w x 9.875" h

PRINTING SPECS / 8.375" w x 10.875" h / full color / perfect bound / quality papers



- Preferred file format: **PDF**
- Embed all fonts and flatten transparency
- CMYK is required on all images and graphics / no spot colors or RGB
- All ads and images in the ad must be 300 dpi resolution
- Bleeds must be included in full-page ads / **PLEASE NO CROP MARKS**

Please use the exact dimensions requested. If the ad size is incorrect, we may be able to assist in resizing if you provide all source files and fonts. We can only accept InDesign, Illustrator or Photoshop files. The ad resizing fee is \$50. Additional ad design fees start at \$115.

Tideland cannot be responsible for any errors in content, or for files prepared incorrectly.

advertising rates

RATES <i>(cost per issue)</i>	1x	2x	3x	4x
FULL PAGE	\$2,400	\$2,060	\$1,940	\$1,675
2/3 VERTICAL	\$2,090	\$1,775	\$1,670	\$1,460
1/2 PAGE	\$1,700	\$1,450	\$1,360	\$1,200
1/3 VERTICAL	\$1,265	\$1,080	\$1,000	\$935
1/4 PAGE	\$935	\$800	\$750	\$650

Guaranteed placement on any page, add 15%

PREMIUM POSITION	1x	2x	3x	4x
BACK COVER	\$3,850	\$3,470	\$3,270	\$3,080
INSIDE FRONT COVER OR PAGE 1	\$2,750	\$2,340	\$2,060	\$1,925
INSIDE BACK COVER	\$2,640	\$2,250	\$1,980	\$1,850
2-PAGE SPREAD	\$3,750	\$3,180	\$2,800	\$2,620

INTERESTED IN DIGITAL ADVERTISING? Grow your reach by sponsoring our biweekly e-newsletter for \$150/month. It hits 600+ inboxes every other week with hot tips on local events, magazine highlights and more. **Our open rate is 65% and our average click rate is over 10%.** Each edition highlights a sponsor with an image, short message and link.

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