



Whatcom magazine

A friendly spirit springs from the pages of *Whatcom Magazine*, inviting readers to experience the best in Whatcom County culture, design, food, home and travel. Combining style and substance, *Whatcom Magazine* strives to capture the vitality of our community for our discriminating audience.

For advertising rates and information, please contact your Advertising Sales Executive or call 360.715.2278

THE BELLINGHAM HERALD | 1155 N STATE STREET | BELLINGHAM, WA 98225

ADVERTISING DEADLINES & CONTENT



AT A GLANCE

When it comes to living well, there's no one-size-fits-all solution. But there are some common threads that can help you get started. Here are some ideas to get you on your way.

LIVING WELL



Tee time in Palm Springs

Where sun, sand and caddy are par for the course

BY BOB LARSEN

Under some of the most scenic desert views in the world, the new Palm Springs Golf Club is a gem. With its lush greenery and golden sand dunes, it's a true oasis in the desert.

The club's location is perfect for a weekend getaway. The views are stunning, and the weather is just what you need to relax and enjoy the game.

For more information, visit www.palmspringsgolfclub.com. The club is open to all skill levels, and there are plenty of options for food and drink.

Photo: [Name]



W List

Best of our favorite things based on Whatcom County

BY [Name]

1. [Item]

2. [Item]

3. [Item]

4. [Item]

5. [Item]

6. [Item]

7. [Item]

8. [Item]

9. [Item]

10. [Item]

W LIST



Salad days

Glorious greens, imaginative toppings and domestic delights make these seasonal stars

BY [Name]

When it comes to eating well, there's no one-size-fits-all solution. But there are some common threads that can help you get started. Here are some ideas to get you on your way.

The key to a healthy diet is balance. It's not about restriction, it's about making smart choices. Here are some tips to help you get started.

1. Focus on whole grains. They provide fiber and essential nutrients. 2. Choose lean proteins. They help you feel full and provide essential amino acids. 3. Eat plenty of fruits and vegetables. They provide vitamins, minerals, and antioxidants. 4. Stay hydrated. Water is essential for overall health. 5. Get regular exercise. It helps with weight management and overall well-being.



GOOD TASTES

Skipping into summer

INSPIRED BY [Name]

Bright colors are back in fashion, but this time it's in a more subtle and sophisticated way. For men, it means embracing ultra-comfortable lightweight fabrics. For the rest of us, it's all about the details.

SHIRT TO SHIRT

WE SHIRT
 \$120-\$150
 \$100-\$120
 \$80-\$100

Light Weight Knit
 \$60-\$80
 \$40-\$60
 \$20-\$40

Light Weight Knit
 \$100-\$120
 \$80-\$100
 \$60-\$80

Light Weight Knit
 \$120-\$150
 \$100-\$120
 \$80-\$100



LOOKING GOOD

CALENDAR

2009 Issue	Cover Story	Features	Ad Reservation Deadline	Camera-Ready Deadline
February	American Indian Artistry	Lake Samish Living	Fri, Nov 21	Fri, Dec 12
April	Second Homes in Whatcom	Bountiful Brunches	Tue, Jan 27	Fri, Feb 13
June	Executives' Healthy Pursuits	Deck the Yard	Fri, Mar 27	Fri, Apr 17
August	Birding Takes Off	Yachting the San Juans	Fri, May 29	Fri, Jun 19
October	Whatcom's Medical Mavens	Best Foot Forward	Tue, Jul 28	Fri, Aug 14
December Pub Nov 20	Festive Splendor	Home for the Holidays	Fri, Sep 18	Fri, Oct 9

Editorial content is subject to change.

READERS & DISTRIBUTION

High income households
spend double
the average on

Households earning over \$100,000
spend more than \$1,000
annually on personal care
products and services

APPAREL
FURNISHINGS
ENTERTAINMENT
HOME MAINTENANCE
EDUCATION

TARGETED MAILING 12,300 Copies

Mailed to high-income households within these and other Whatcom County communities

Alabama Hill **Lummi Island**
Birch Bay **Lynden**
Edgemoor **Samish**
Fairhaven **Sehome**
Ferndale **Silver Beach**
Geneva **South Hill**

NEWSSTANDS 3,000 Copies

BELLINGHAM

Barnes & Noble
Chrysalis Inn & Spa
Fairhaven Market
Fairhaven Village Inn
Haggen at Barkley Village
Haggen on Meridian
Haggen at Sehome
Herald Building Lobby
Hotel Bellwether
Sudden Valley Deli Market
Village Books

BIRCH BAY

Semiahmoo Golf & Country Club

FERNDALE

Haggen
Samuels Furniture
Silver Reef Casino

LYNDEN

Grandiflora
Homestead Farms

ONLINE

TheBellinghamHerald.com

The Bellingham Herald's web site, which reaches 363,000 Washington and British Columbia residents each month, provides Internet-savvy readers online access to the publication.

High income households
spend 96% more
on dining out
than the average

Households earning
over \$100,000
contribute
\$4,949 per year
to charity

ADVERTISING SPECIFICATIONS & RATES

Whatcom Magazine is a first-class, beautifully-printed publication of The Bellingham Herald.

Follow these guidelines, and your advertisement will turn out the same way.

DESIGN SPECIFICATIONS

ADS WITHOUT BLEED

Full Page (A) - 7.375" wide x 9.5" deep

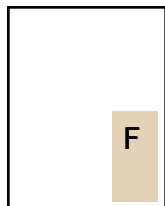
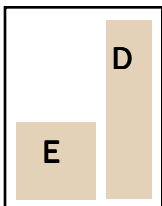
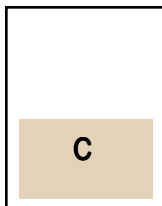
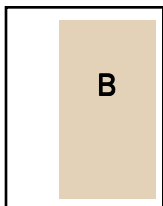
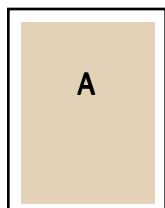
2/3 Page Vertical (B) - 4.833" x 9.5"

1/2 Page Horiz. (C) - 7.375" x 4.625"

1/3 Page Vert. (D) - 2.292" x 9.5"

1/3 Page Sq. (E) - 4.833" x 4.625"

1/6 Page Vert. (F) - 2.292" x 4.625"

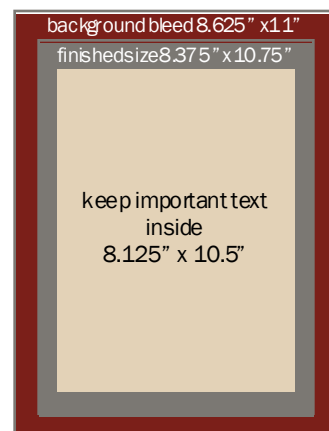


FULL PAGE ADS WITH BLEED

Type Safety 8.125" x 10.5"

Final Trim 8.375" x 10.75"

Bleed 8.625" x 11"



PRICING

	Open	4X	6X
Back Cover	\$3,100		
Inside Front Cover	\$2,325		
Page 3 Full Page	\$2,600		
Inside Back Cover	\$2,050		
Full Page w/ Bleed	\$2,047	\$1,733	\$1,575
Full Page (A)	\$1,859	\$1,573	\$1,430
2/3 Page Vertical (B)	\$1,554	\$1,315	\$1,195
1/2 Page Horizontal (C)	\$1,170	\$990	\$900
1/3 Page Vertical (D) or Square (E)	\$800	\$677	\$615
1/6 Page Vertical (F)	\$429	\$363	\$330

ALL AD POSITIONS INCLUDE FULL COLOR

FILE PREPARATION

PREPARE A PDF

Embed all images and fonts. Convert all colors to CMYK. Export to PDF.

PREPARE AN EPS

Convert all fonts to paths or outlines. Embed all images or links. Convert all colors to CMYK. **Native vector files not saved as EPS format are unacceptable.**

Our systems cannot support the following document types: Microsoft Word; Microsoft PowerPoint; Aldus PageMaker, Microsoft Publisher, CorelDraw and Freehand.

WHATCOM MAGAZINE GRAPHIC DESIGN SERVICES

We offer complimentary ad layout services. Provide a print of your layout and any graphics you require. All graphics should be at least 300 dpi at the size they will appear in the ad.

If you have any other questions regarding your ad, please call Design Services at 360.756.2832.

All rates include full color. Bleeds are allowed on full-page ads only.

All advertisements are subject to acceptance by the publisher, who reserves the right to reject any materials deemed not in keeping with publication standards. Liability for any error for which the publisher may be held legally responsible will not exceed the cost of the space. Publisher is not liable for incidental or consequential damages. Exact color matching cannot be guaranteed.