

# Our Plans

We understand that having a great product is not enough. As a magazine, it is part of our mission to make sure that our stories, and your advertisements, are reaching as many of the right people as possible. That is why we aggressively market our own product as aggressively as you market yours.

## Print Media / Billboards

As a print publication, we take pen and ink advertising seriously. To put our money where our mouth is, we buy print ads in other publications and we have purchased a large billboard at the corner of Browne and Main in downtown.

## Radio

*Spokane Metro Magazine* sponsors airtime and purchases ads on local radio stations. We choose stations that target women and educated, upper income households to encourage shopping in local stores, subscriptions, newsstand sales, and overall brand awareness.

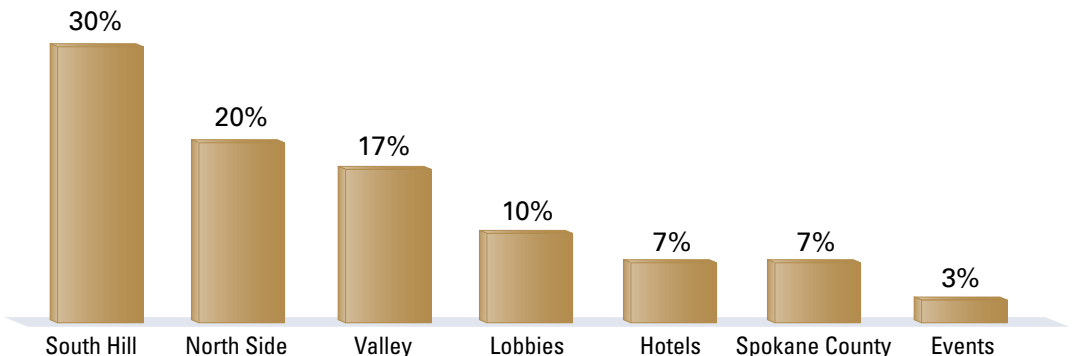
## Events / Trade Shows

We are the only magazine in the area to have a full time event planner on staff. We believe that hosting events increases brand awareness and reader loyalty better than anything else we do (short of having a great magazine). We want that increased loyalty to translate directly to your advertisement. Ask us about possible cross-promotional opportunities.

## Sponsorships

Philanthropic support for local charities is a responsible way to build and keep brand awareness; helping people help people is just the right thing to do. So far we've contributed to and supported Cancer Care Northwest, Wishing Star Foundation, The Lands Council, The Arthritis Foundation, The Vanessa Behan Crisis Nursery, Spokane Preservation Advocates and The Museum of Arts & Culture. If you have a 501c3 charity you would like us to consider, please let us know.

We print an average of **15,000 copies per month** throughout the year. We work hard to keep circulation as effective as possible, and while the specific addresses may change, the overall strategy remains the same. Below is a sampling of one month's mailing:



*The remaining copies are available for purchase at Auntie's, Barnes & Noble and Hastings. We are included in the monthly Welcome New Neighbor basket and we send a free copy to everyone who requests a relocation packet through the CVB website.*