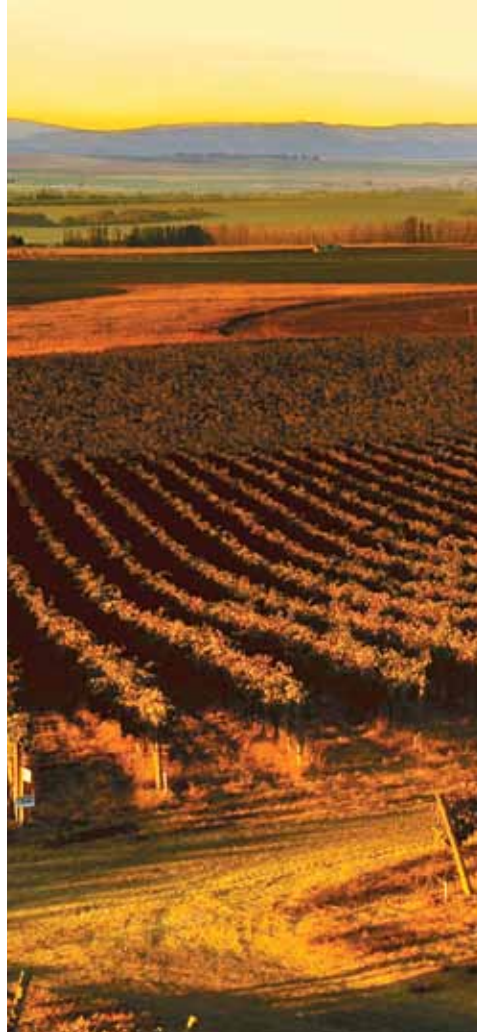


MID Columbian

THE CENTRAL WASHINGTON MAGAZINE

KIONA
PUBLISHING INC
2010 RATE SHEET



Mid-Columbian:

The Central Washington Magazine brings its readers a panorama of regional scenery, sophisticated dining, distinguished wineries, and fascinating destinations, including overseas travel adventures.

Mid-Columbian is dedicated to showcasing the best of Central Washington, from Yakima to Spokane to the Columbia River Gorge and the Tri-Cities. The region abounds with attractions, fascinating personalities, and even technological innovations. From its majestic mountains and canyons to its high desert, its fine vineyards and its delectable bounty of apples, cherries, and pears, the Mid-Columbia region is filled with stories just waiting to be told.

From recent *Mid-Columbian* articles:

"In villages clustered along the Yakima River, much talk throughout the long winter of

1805 concerned the amazing encounter some residents had with a stranger who had come from lands beyond buffalo country." Finding Chief Kamiakin (Fall 2006).

"An imposing castle, fortified walls transformed into a paradise for joggers and bicyclists, a cuisine among the best in Italy, a Palio, and a street musicians' festival are only a few of Ferrara's growing number of attractions." A Little-Known Treasure in Northern Italy (Fall 2006).

"From the moment you turn your vehicle onto the Cellars's drive and pass through the beautiful steel gate, you realize that this will be no ordinary winery visit. The Cellar's Estate Winery is truly beyond compare in the burgeoning wine regions of the Walla Walla Valley." Experience an Exquisite Wine Cellar in Splendid Surroundings (Fall 2006).

Our readership consists of sophisticated

residents of, and visitors to, the spectacular and spectacularly diverse Mid-Columbia region. Because our publication is distributed throughout the Western United States, advertisers' advertising reaches not only those residing in or exploring this unique part of the country, but curious readers who are potential visitors to the area.

The *Mid-Columbian's* generous newsstand and bookstore shelf life ensures that the magazine's advertisers' messages are seen by readers for two months and beyond, as *Mid-Columbian* is a magazine that readers keep. With more than 75,000 readers in cities throughout the West Coast, Southwest, Northwest, and Canada, the advertiser's cost per ad view is only pennies per issue. No other regional magazine offers the advertiser so much for so little!

P.O. Box 4250 ■ West Richland, WA 99353 ■ Phone: 509-947-0675 ■ Fax: 509-967-2400

For more information: ads@mid-columbian.com

DISTRIBUTION

The *Mid-Cumbian*, a regional lifestyle publication, is distributed locally in the Mid-Columbia region as well as throughout the western United States, Alaska, and Canada.

For each issue, 22,000+ copies are distributed, with an estimated readership of over 75,000+. This distribution demonstrates Kiona Publishing's commitment to producing great content as well as exceptional display advertisements to as many readers as possible. It also results in increased sales and return on investment for those companies that advertise in *Mid-Cumbian*.

WASHINGTON

Aberdeen
Anacortes
Arlington
Auburn
Battleground
Bellevue
Bellingham
Bothell
Bremerton
Burien
Cheney
Clarkston
Colfax
College Place
Colville
Dayton
Duvall
Edmonds
Ellensburg
Enumclaw
Everett
Federal Way
Ferndale
Gig Harbor
Goldendale
Grandview
Hoquiam
Issaquah
Kennewick
Kent
Kirkland
Lacey
Liberty Lake
Lind
Longview
Lynnwood
Maple Valley

Marysville
Mead
Mercer Island
Mill Creek
Monroe
Moses Lake
Mt. Vernon
Mukilteo
Okanogan
Olympia
Pasco
Port Orchard
Port Townsend
Poulsbo
Prosser
Pullman
Puyallup
Redmond
Renton
Richland
Seattle
Selah
Sequim
Shelton
Shoreline
Silverdale
Spanaway
Spokane
Stanwood
Stevenson
Sumner
Sunnyside
Tacoma
Toppenish
Tumwater
Union Gap
Vancouver
Veradale

Walla Walla
Wapato
Wenatchee
White Salmon
Woodinville
Yakima
Zillah

OREGON

Albany
Aloha
Bandon
Beaverton
Bend
Biggs
Boardman
Brookings
Canby
Cannon Beach
Cascade Locks
Clackamas
Coos Bay
Cornelius
Corvallis
Cottage Grove
Depot Bay
Eugene
Florence
Grants Pass
Gresham
Hermiston
Hillsboro
Hood River
Klamath Falls
Lake Oswego
Lakeside
Lincoln City

Madras
Medford
Milwaukie
Mosier
Multnomah
Falls
Newburg
Newport
Odell
Oregon City
Parkdale
Pendleton
Portland
Redmond
Reedsport
Roseburg
Salem
Sandy
Scappoose
Springfield
Stanfield
The Dalles
Tigard
Troutdale
Tualatin
Umatilla
Wood Village
Yachats

IDAHO

Boise
Coeur D'Alene
Grangeville
Hayden Lake
Lewiston
Moscow
Ponderay

Post Falls
Rathdrum
Twin Falls
Worley

MONTANA

Anaconda
Belgrade
Bigfork
Billings
Bozeman
Butte
East Glacier
Emigrant
Ennis
Great Falls
Hamilton
Helena
Libby
Livingston
Miles City
Milltown
Missoula
Red Lodge
Rocker
Stevensville
Whitefish
Wolf Point

UTAH

Cedar City
Green River
Kanab
Logan
Moab
Ogden

Orem
Panguitch
Park City
Price
Provo
Salt Lake City
Springdale
St. George

CALIFORNIA

Fresno
Long Beach
Los Angeles
Oakland
Orange
Sacramento
San Diego
San Francisco

ARIZONA

Flagstaff
Phoenix
Mesa
Scottsdale
Tempe
Tucson

NEVADA

Carson City
Virginia
Las Vegas
Reno

ALASKA

CANADA

Distribution: 22,000+ Copies Per Issue

- 7,500+ to regional subscribers
- ≈5,300 copies distributed via newsstands
- 8,200+ to Mid-Columbia businesses
- 1,000+ distributed at special events

Benefits:

- Readership of 75,000+ per issue
- 60-day newsstand shelf life
- Each issue published online
- Hyperlinks on ads to advertisers' Web sites
- Readership matches your target market

Stores:

Large bookstore chains, independent bookstores, supermarkets, and select Barnes & Noble, Borders, Hastings, Yokes, Costco, Albertsons, Fred Meyer, etc. stores



DEMOGRAPHICS

Advertise today and take advantage of the sales power of this great regional magazine! The *Mid-Cumbian* reaches thousands of affluent readers, which means excellent return on investment.



Target Readers

Age	35-75+
Male/Female	38%/62%
Married/Single	55%/45%
Household Income	\$38,000-\$200,000+
Average Price of Home	\$121,000
Own/Rent Homes	61%/31%
Drive Alone to Work	75%
College Education or Degree	49.12%
Average Readers per Magazine	3-5
Readership per Issue	108,000+

Target Market

Regional Population	579,870
Target Market Population	239,428

SIZES

Proofs:

Outside artwork must be supplied with a digital color proof (matchprint). We are not responsible for color consistency if a proof is not provided.

Media:

Digital files must be emailed or supplied on CD.

Formats:

Press-ready PDF or high resolution jpeg (preferred). PDFs must be created with the following settings: 300 dpi, only CMYK, all layers flattened, and all fonts embedded or outlined. All images and graphics included. No other applications are accepted. Film is not accepted.

Graphics, Colors, Fonts:

All graphics must be high resolution, at least 300 dpi at 100% in the document. Only CMYK process colors are to be used. RGB files are not accepted. For further help, call 509-967-0831.

Online Banner Advertising

Want more sales? Banner ads are a cheap and effective way to bring more business and interest to your company and Web site. Place your ad on our Web site for a very low monthly price.

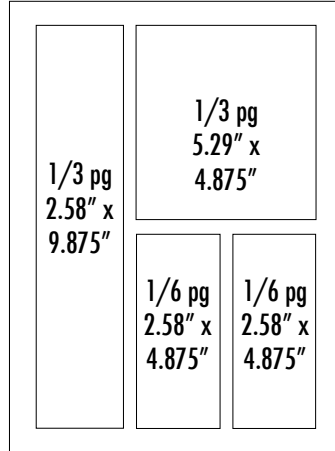
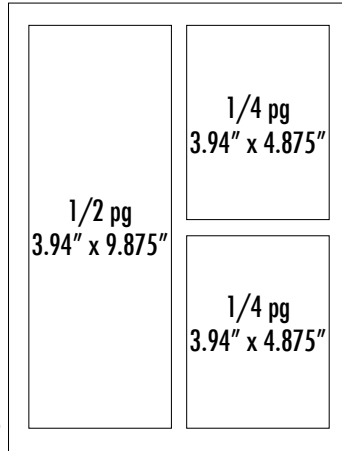
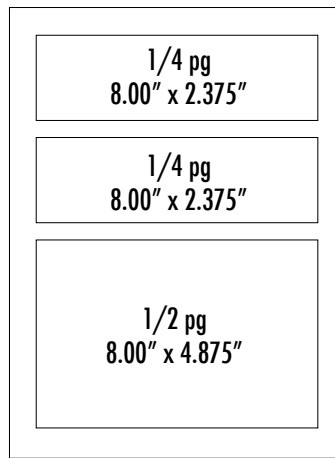
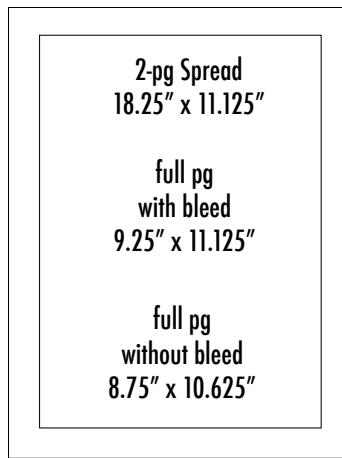
Only \$35 a month for 760 x 125 pixel ad.

FMI: ads@mid-columbian.com

2010 RATES

Discount Options Available

Payment in advance for advertising in one issue earns a 3% discount. Payment in advance for the contract total earns an additional 3% discount. Multiple-page placements earn a 3% discount.



Mid-Columbian reaches 75,000+ readers each issue. With 22,000+ copies in distribution, *Mid-Columbian* provides a terrific advertising opportunity for regional businesses. It is the only high-quality magazine covering the Mid-Columbia region. The uniqueness of this exciting title has made it the authoritative voice of the Mid-Columbia, as well as an exceptional venue for advertising to potential customers and buyers. *Mid-Columbian's* wide distribution covering Alaska, California, Idaho, Montana, Oregon, Washington, and Canada, means this locally owned and published magazine offers your

company an opportunity to reach affluent customers never before available via local print advertising. Readers have easy access to *Mid-Columbian*, thanks to distribution that places it on the shelves of a wide variety of vendors: local wineries, grocery outlets, 7-Eleven™, Albertsons, Fred Meyer, Yokes, Costco® and bookstores including select Barnes & Noble, Borders, Hastings, etc. With its elegant design and outstanding photography, *Mid-Columbian* delivers quality content with an exceptional range of advertising options, which are designed to meet any advertiser's budget.

Ad Pricing	1x Rate	6x Rate	6x Savings	You Save!	Prepay & Save 3%
2-Page Spread	\$3400	\$2550	\$5100	25%	\$2474
Back Cover	\$2400	\$1800	\$3600	25%	\$1746
Inside Cover	\$2000	\$1500	\$3000	25%	\$1455
Inside Facing	\$1800	\$1350	\$2700	25%	\$1310
Full Page	\$1600	\$1200	\$2400	25%	\$1164
1/2 Page	\$900	\$675	\$1350	25%	\$655
1/3 Square	\$600	\$450	\$900	25%	\$437
1/4 Page	\$450	\$340	\$675	25%	\$327
1/6 Page	\$300	\$225	\$450	25%	\$218

2010 CALENDAR



Issue	Space Reservations	Materials Due	On Shelves
May/June	03/12/10	03/17/10	04/02/10
July/August	05/14/10	05/19/10	06/04/10
September/October	07/16/10	07/21/10	08/06/10
November/December	09/10/10	09/15/10	10/01/10
January / February	11/12/10	11/17/10	12/03/10
March/April	01/14/11	01/19/11	02/04/11



FOOD & WINE ADVERTISEMENTS

The *Mid-Columbian's* dining guide spotlights exceptional regional cuisine, wineries, and other amenities. *Mid-Columbian* reaches readers throughout the Pacific Northwest, the West Coast, and Western Canada. Its Food & Wine Guide acquaints readers with remarkable chefs and their distinctive use of the area's abundant and outstanding local ingredients. *Mid-Columbian* is dedicated to keeping its readers apprised of the latest developments in fine dining and wine.

It costs little to reach *Mid-Columbian* readers who are seeking the best in regional fine-dining experiences.



Color Ad	W	H
1/8	3.950	2.375

Color Ad	1 Issue	6 Issues
1/8	\$150	\$900

Food & Wine Listing \$150 Per Issue

The 3.94 x 2.375-inch (1/8 page) space includes a photo or logo of establishment as well as the name, phone number, Web site, and address along with a maximum 400-character description.

Bonus Value: Kiona Publishing offers complimentary 1-hour professional ad design for Food & Wine placements in *Mid-Columbian* and a permanent link on our Food & Wine Guide at mid-columbian.com

Terms: All terms are net 30 days. Advertisements require a 50% deposit prior to space reservation closing date. Balances that remain unpaid beyond the terms of the ad contract are charged a 1.5% interest rate per month. If materials are not received by the advertising deadline the advertisers will be charged 10% for space reservation. There is a maximum of two revisions per ad; advertisers will be charged \$85 for a third revision. Print quality of supplied ads is not guaranteed unless it is accompanied by a high-resolution digital color proof. Any supplied material not meeting the mechanical specifications outlined, or otherwise requiring production services of any kind on the part of the publisher, will be charged back to the advertiser. All advertisements designed in-house are protected by copyright and are the property of *Mid-Columbian* magazine. Advertisers will be charged 15% (based on the total cost of the ad) for any advertisement reproduced or requested to be sent to another party. All photography is copyright protected and is the sole property of Kiona Publishing, Inc. Individual photos may be purchased for a fee of \$85 per image, based on a one-time use per image.