

# WestSound

HOME | GARDEN | COMMUNITY



2024

Print & Digital Media Kit



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## MISSION

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WestSound Magazine is an idea about how to live a life that is more engaged with lush gardens, the land, home and architectural pursuits, unique shops, the arts, traditions, contribution, cuisine and community events.

**It's about a life well lived.**

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## PILLARS

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### **DESIGN TRENDS**

new designs • latest colors

### **LAND & GARDEN**

iconic gardens • conservation

### **STYLE & DESIGN**

home decor • fashion • entertaining

### **FOOD & DRINK**

restaurants • chefs • brewers • wineries

### **OUTDOOR LIFESTYLE**

sports • recreation • outdoor living • on the water

### **ARTS & CULTURE**

art • craftsmanship • music • literature • galleries • studios

### **BUSINESS & ADVENTURE**

city and town profiles • businesses • hotels • local shops

### **UNPARALLELED DISTRIBUTION REACH**

gig harbor - throughout kitsap county  
bainbridge Island • jefferson county • north mason county  
I-5 corridor • downtown seattle





A rapidly growing community of readers look to WestSound Magazine for the magic of the Kitsap Peninsula... whether their passion is home, life, garden, the arts, adventure or food and drink.



WestSound Magazine offers an appealing demographic for both retailers and service providers.

#### READER PROFILE

- 71% Female
- 29% Male
- 91% College degree
- 96% Own home

#### READERSHIP

- 75% Read total
- 89% Refer to previous editions (hard copy or online)
- 62% Plan to remodel, make improvements or build in next 12 months
- 76% Dine out 2 or more times per week

#### INCOME

- Average household income \$139,000+

#### THE POWER OF WESTSOUND

- 89% Rate as best community media
- 89% Read to learn about new business and events
- 96% Make purchases or do business with advertisers or featured companies
- 87% Visit a website seen in an ad in the magazine
- 86% Visit a feature location (restaurant, retail store, etc.) seen in the magazine

#### AGE/DEMOGRAPHICS

- 90% are 35+ years old

#### RETENTION/PASS ALONG

- 95% pass to spouse or friends
- 81% read the magazine the day they receive it or within a few days

**WestSound**  
HOME | GARDEN | COMMUNITY

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## ACCOLADES

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WestSound Magazine is proud to have been selected for several prestigious awards over the years. In addition, these awards recognize the magazine's feature-inspiring content.

- Master Gardener Foundation of Washington State Media of the Year Award
- Earth Day Award for Outstanding Achievement in Environmental Education
- Tourism Promoter of the Year from Visit Kitsap
- Rotary Sponsorship Recognition
- Kitsap Economic Development Service
- Boys & Girls Club Appreciation Award

"WestSound is such a wonderful representation of our community. There is such a broad focus on local business, people, charitable and community events mixed in with wonderfully written articles and really inspiring photography. I look forward to my copy each issue and set it aside to savor every page."

— **Judy Gates**

"We choose to advertise in WestSound Magazine because it is locally owned and operated which speaks to the people who live in the area and the people that we serve. The staff of WestSound have also always been very personable, flexible and try to learn our business as well as our patient's needs."

— **Dr. Eric Cole**

"WestSound Magazine has been providing needed home living information for over 16 years. Its subject diversity always amazes me, and I look forward to coming years."

— **Amy Burnett**

"KEDA has appreciated the partnership with WestSound Magazine to showcase Kitsap small businesses with a display ad in each issue. We look forward to carrying this forward in WestSound Magazine as we share stories and successes of Kitsap County."

— **Joe Morrison**

"Due to the quality photography, award-winning editorial and extensive reach, we chose to partner our company, Content Scout, with the area's premier lifestyle magazine, WestSound."

— **Kelle Kitchel-Cooper**

"My favorite magazine, the content is very relevant to me and the quality is off the scale, consistently one of the best."

— **Brad Moore**

"WestSound is a beautifully crafted magazine offering thoughtful and inspirational features, always on the cutting edge of new products and services. An incredible asset to the community."

— **Jason Rebman**

## RATES

### ISSUE FREQUENCY 6X per year

### ADVERTISER FREQUENCY DISCOUNTS (cost per issue)

| PAGE SIZE   | 1 time  | 3 times  | 6 times |
|---|---------|----------|---------|
| Full Page (7.25"w x 9.75"h) Bleed add'l 1.375"                | \$2,525 | \$2,065  | \$1,835 |
| 2/3 Page (4.75"w x 9.75"h)                                    | \$2,180 | \$1,720  | \$1,375 |
| 1/2 Page (7.25"w x 4.75"h) (3.5"w x 9.75"h) (4.75"w x 7.25"h) | \$1,720 | \$1,467  | \$1,237 |
| 1/3 Page (2.25"w x 9.75"h) (4.75"w x 4.75"h)                  | \$1,317 | \$ 1,179 | \$1,064 |
| 1/6 Page (2.25"w x 4.75"h) (4.75"w x 2.25"h)                  | \$1,087 | \$ 857   | \$ 715  |

\*Note: All guaranteed positions will incur a 15% premium charge.

### PREMIUM POSITION RATES

|                                    |         |
|------------------------------------|---------|
| Back Cover                         | \$2,875 |
| Inside Front Cover (page 2)        | \$2,525 |
| Inside Facing Front Cover (page 3) | \$2,530 |
| Inside Back Cover                  | \$2,410 |

Take advantage of effective advertising programs which reward frequency with savings.

### KITCHEN AND BATH FEATURES\*

|               |       |
|---------------|-------|
| 2-Page Spread | \$200 |
|---------------|-------|

\*FOR AREA INDUSTRY PROFESSIONALS ONLY

**FOR MORE INFORMATION**  
please contact [dee@wetapple.com](mailto:dee@wetapple.com)

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## CALENDAR

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Every issue, the award-winning writers of WestSound deliver a lively mix of design, food, homes, gardens, art and community.

### 2024 LINEUP

JANUARY/FEBRUARY

#### THE DESIGN ISSUE

Ad Close: November 9, 2023 • On-Sale: January 1

MARCH/APRIL

#### THE KITCHEN ISSUE

Ad Close: January 11 • On-Sale: March 1

MAY/JUNE

#### BEST OF WEST SOUND

Ad Close: March 8 • On-Sale: May 1

JULY/AUGUST

#### KEEP IT OUTDOORS ISSUE

Ad Close: May 10 • On-Sale: July 1

SEPTEMBER/OCTOBER

#### THE ANNIVERSARY ISSUE

Ad Close: July 10 • On-Sale: September 1

NOVEMBER/DECEMBER

#### THE HOLIDAY ISSUE

Ad Close: September 12 • On-Sale: November 1

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## CONTENT

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### JAN/FEB 2024

Design Trends  
Forever Waterfront Home  
Bulbs & Other Winter Plants  
Collective Visions Gallery  
Contemporary Thrifting  
Benjamin Moore Colors  
Skilled Trades  
Winter Wines  
Stand Mixers  
Chef's Favorites — Maynard's  
Artist Kurt Solmssen  
Aromatherapy in Your Garden  
German Haus Fair  
Finding a Remodeler  
Rock Steady Boxing  
KEDA  
Birds  
Seabrook

### JULY/AUG 2024

Family Compound on Hood Canal  
Elegant Kingston Remodel  
Therry Frey Garden  
Echoes Brewing  
Fabulous Baths  
Contemporary Thrifting  
Rosé Roundup  
Joel Baxter  
Olalla Market  
Visit Bainbridge  
Garden Art – Part II  
Artist Janice Taylor  
HUB Director Profile  
Kitsap Community Foundation  
Japanese Garden  
Plumbing for the Bath

### MAR/APR 2024

Kitchens Galore  
Linda Broun Garden  
Mardie Rees  
Candy Gratton Garden  
Gig Harbor Flower Farmers Guild  
Fabric Artist Elizabeth Garver  
Victoria  
Chef's Favorites — Agate on Bl  
Suquamish Garden  
Spring Cleaning  
Boxed Wines Review  
Young Entrepreneur  
Barb's Open Kitchen  
Who to Hire for Your Project  
Indoor Golf Simulator

### SEPT/OCT 2024

Stunning Log Home Remodel  
Those Amazing Kitchens  
Olalla Flower Farm  
Salmon Friendly Garden  
Seabeck Contemporary Home  
Oceans 5  
Barb's Open Kitchen  
Eagle Harbor Wines  
Time to Purge  
Mavi Gallery  
Forest Schools  
Junk Journaling  
Salish Greens  
Artist Joanne Tejeda  
Megan Cooper Profile  
Lighting Tips

### MAY/JUNE 2024

Bremerton Custom View Home  
Best of West Sound  
The Bistro at Lakeland Village  
Grounds for Change  
Gig Harbor Garden Tour  
Keyport Garden  
Pilgrim Firs  
Garden Art – Part 1  
Compounding Pharmacies  
Artist Laurie Barmore  
Weaver Woodworks  
Woodinville Wine Weekend  
Northern Giant Wood Signs  
Crushable White Wines  
Dog Fanciers  
Barb's Open Kitchen  
Semiahmoo Resort  
KBIS Roundup  
Orcas Book Review

### NOV/DEC 2024

Holiday Entertaining  
Bubbles and All Things Sparkling  
White Barn Shopping  
Water Quality Programs  
Bones of the Garden  
Gift Giving  
Gifts for the Gardener  
Costless Pharmacy  
Barb's Open Kitchen  
Holiday Traditions  
Setting the Holiday Table  
Hostess Gifts  
Get Cozy

### COLUMNS

Auto Reviews and News • The Sip • The Chefs' Favorites • Birding



WestSound's digital properties provide additional touchpoints for passionate readers to connect with the brand. WSMAG.net is a go-to destination for WestSound readers searching for the latest products, community events and news.

### WSMAG.net

WestSound is experiencing unrivaled growth as readers are flocking to the site in record-setting numbers

- Daily and weekly email digests
- Web Advertising: Bundle print and online advertising to ensure a consistent message on multiple platforms.

### SOCIAL MEDIA

WestSound's active social media presence connects with our readers in meaningful ways as never before

- 137,000 fans across Instagram, Facebook, X and Pinterest each month



### Connect



westsoundmagazine



@westsoundmgzn



@westsound



westsound



wsmag.net

## ADVERTISING AGREEMENT

This agreement is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, between **WET APPLE, INC., DBA WESTSOUND MAGAZINE** (hereafter referred to as PUBLISHER) and \_\_\_\_\_ (hereafter referred to as ADVERTISER).

### Advertiser And Publisher Mutually Agree To The Following:

- A)** PUBLISHER agrees to have printed and distributed to the general public, a locally-focused full-color, glossy, local lifestyle magazine.
- B)** PUBLISHER agrees to include in the publication for \_\_\_\_\_ consecutive issues of *WestSound Magazine*, beginning with \_\_\_\_\_, 20\_\_\_\_, \_\_\_\_\_ page(s) of advertising on the behalf of the ADVERTISER. Advertising materials will be prepared by the ADVERTISER or their advertising agency and submitted to the PUBLISHER.
- C)** ADVERTISER agrees to furnish to the PUBLISHER in a timely manner, advertising copy, photographs and artwork for each upcoming issue, which the publisher will prepare for printing. ADVERTISER agrees to have this material ready and accessible for pickup at ADVERTISER'S place of business, or provide it via electronic mail, computer disk or facsimile transmission on the scheduled date.
- D)** ADVERTISER understands and agrees that if advertising copy is not furnished to the PUBLISHER on the scheduled date, as agreed in section B, the PUBLISHER reserves the option of re-running the most recent copy available and the ADVERTISER agrees to pay the contracted rate.
- E)** ADVERTISER agrees to pay the PUBLISHER \_\_\_\_\_ payments of \$\_\_\_\_\_. It is understood and agreed these payments are due as follows: The balance in full, paid via credit card, to be charged on the day the magazine goes to the printer. Payments for ads not being billed to a credit card, will be expected at material deadline. For multiple issue advertisers not paying via credit card, payment is due at the material deadline. In the event payment is not received within 10 days of publication, ADVERTISER agrees to pay a service charge of 1.5 percent per month on any accumulated unpaid balance.
- F)** This agreement will remain in force for the number of issues specified in Section B of this agreement.
- G)** ADVERTISER shall assume sole responsibility for statements contained in ADVERTISER'S ad copy and will protect and indemnify the PUBLISHER against any and all liability, loss or expense arising from claims for libel, unfair trade practices, unfair competition, infringements of trademarks, names or patents, copyrights, proprietary rights and all violations of the right of privacy resulting from publication of the ADVERTISER'S copy in the PUBLISHER'S magazine, internet site or any and all other forms of electronic commerce.
- H)** In the event of non-publication of the ADVERTISER'S ad, typographical errors or any other occurrence resulting in a claim against the PUBLISHER, PUBLISHER'S liability extends only to the cost of the advertisement.
- I)** In the event the ADVERTISER wishes to cancel this agreement before its term is completed, the PUBLISHER will invoice the ADVERTISER for the difference between the rate specified in Section E of this agreement and the highest single issue rate shown on the PUBLISHER'S rate card in effect at the time of cancellation, applicable to the size ad agreed upon in Section B for the number of issues in which the advertiser has appeared. The ADVERTISER agrees to pay this invoice within 10 days of cancellation or pay an additional service charge of 1.5 percent per month on any outstanding balance.

**Advertiser Signature** \_\_\_\_\_ **Company Name:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

## CREDIT CARD AUTHORIZATION

I, \_\_\_\_\_ hereby authorize Wet Apple Inc. to bill my credit card for the charges as indicated above.

**Credit Card Number:** \_\_\_\_\_ **CVV#:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_ / \_\_\_\_\_

**Name and/or Company Name on Credit Card:** \_\_\_\_\_

### CREDIT CARD STATEMENT BILLING ADDRESS

**Street:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

- ☐ This is a one-time credit card billing authorization  
☐ This is a contractual (repeating) billing authorization

I understand and agree that any and all charges made to my credit card will be transmitted electronically. An invoice showing payment by credit card will be sent.