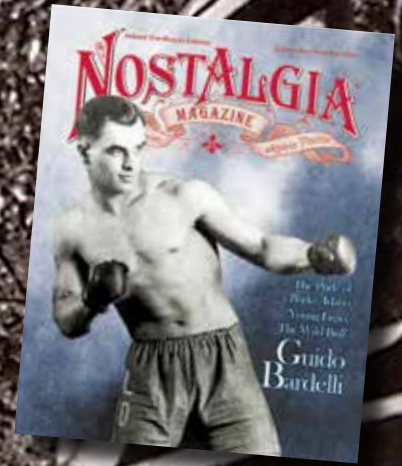


NOSTALGIA

MAGAZINE

Ageless Stories Ageless Photos



Distribution & Circulation Demographics Ad Rates & Sizes

Pictured right, George Hertel, Sr. and Jr. sit for a spell on the running board of the family sedan, circa 1940.



Nostalgia PRINT Advertising Rates & Sizes

Full Color Display Advertising

Cost per Insertion

Size: One Time: Three Times: Six Times:

Back Cover 7" w x 7" h	\$800	\$750	\$700
Inside Front/Back Cover 6.75" w x 8.5" h	\$750	\$700	\$650
Table of Contents (half vertical) 3.285" w x 8.5" h	\$650	\$600	\$550
Full Page 6.75" w x 8.5" h	\$700	\$600	\$500
Half Page (horizontal) 6.75" w x 4" h	\$450	\$375	\$300
Half Page (vertical) 3.285" w x 8.5" h	\$450	\$375	\$300
Third Page (square) 4" w x 4" h	\$325	\$275	\$200

509/533-5350

sales@bozzimedia.com

CONTACT US!

157 S Howard, Suite 603
Spokane, WA 99201

DEADLINES:

Two Weeks Prior to Issue Date

Nostalgia Magazine hits the newsstand on the first week of October, December, February, April, June, August

NOW PUBLISHED BY

Bozzi
MEDIA

Nostalgia Magazine is a bi-monthly print publication featuring nostalgic stories and photos shared by local people. We have been publishing for nearly 20 years. Most of the stories are written by the people who lived them, usually about friends and family, places, or events that happened prior to 1980. Nostalgia Magazine also features articles by top regional historians, and photos from the best archives, local museums, and libraries. We cover history from eastern Washington and northern Idaho, with occasional stories that are national in scope.

Estimated readership stands at 10,000 and growing.

- Nostalgia Magazine mails over 2,000 copies each issue to subscribers and area waiting rooms and lobbies, including financial planners, hair salons, veterinarians, doctors and dentists, law offices, jiffy-lubes, community centers, retirement communities, and more.
- Offices that carry Nostalgia often report that their lobby copy is stolen, sometimes within a day of delivery!
- Nostalgia readers are diverse in age, but 70% are over the age of 50.
- Nostalgia readers are slightly more often women (55%/45%).
- Nostalgia readers are from diverse economic backgrounds, but tend to be college educated.
- Nostalgia Magazine is rarely thrown away. **Most readers keep every issue, and read them again and again.**



"I enjoy thinking back, and reliving! That's the whole idea when you write these stories. You can relive them in your mind and heart, and then share them with others."

~ **Denny Jones, retired teacher, and subscriber since January 2006**

The New York Times

NEW YORK, JULY 6, 2013

What Is Nostalgia Good For?
Quite a Bit, Research Shows

By JOHN TIERNEY

SOUTHAMPTON, England — "Nostalgia has been shown to counteract loneliness, boredom and anxiety. It makes people more generous to strangers and more tolerant of outsiders. Couples feel closer and look happier when they're sharing nostalgic memories. On cold days, or in cold rooms, people use nostalgia to literally feel warmer."

All print orders include complimentary ads online on Nostalgia Magazine's website, including home page and story content pages, for the length of your print contract.

- Tens of thousands of visitors read Nostalgia Magazine's sample stories online each month, generating thousands of clicks on advertisements.
- Nostalgia Magazine funnels traffic to our website via social media (Facebook, Instagram, etc), where we have 6,000 followers. Traffic is also generated by way of our email newsletter, which has about 3,000 subscribers.
- New stories are added weekly to our website, attracting repeat customers.
- Print subscribers renew their subscriptions online through our website, which generates even more traffic. Renewal notices are delivered via direct mail and by phone.
- Your advertisements will be linked to the website/webpage of your choice.

Visit us online at
NostalgiaMagazine.net