

# Builder

A Publication of the Pacific Northwest District of Kiwanis International

## Media Kit

**Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time.**

Kiwanis focuses on the needs of ordinary people and children to create extraordinary, life-changing moments.

The **Builder** is a print and online publication targeted to members of the Pacific Northwest District of Kiwanis International, the world's premier volunteer organization devoted to service, fellowship and leadership development. Kiwanis members are community leaders filled with a passion for improving the world, especially for children. As the official publication of the PNW, the **Builder** magazine distributes the news and announcements of organization's programs and shares success stories about our clubs' service, fundraising and leadership projects.

### Who are our members?

Kiwanians are successful, influential community leaders. Having attained a significant level of success in their personal and professional lives, these men and women of all ages chose to join a Kiwanis club as a way to give back to society and their communities by serving the children of the world. They have the time, finances, character and desire to make a difference through community involvement and service.

### What does Kiwanis do?

Kiwanians serve the community and raise funds for children's causes. No project is too small or too large: from tutoring students to building playgrounds to virtually eliminating Iodine Deficiency Disorder in third world countries, Kiwanis members have worked together to leave their thumbprint on communities all over the world. While service is at the heart of every project, Kiwanis also focuses on developing competent, knowledgeable and ethical youth and adult leaders through Service Leadership Programs including Key Club, Circle K, Builders Club, K-Kids and Aktion Club.

Kiwanians are supporters, fundraisers, activists and consumers. Whether you are seeking support for your charitable organization, looking to spread the word about your cause, requesting groups to utilize your fundraising program, or you simply have a unique product to promote, Kiwanis is a great target market that can be efficiently and effectively reached four times a year in the **Builder**.

The Pacific NW District

### **BUILDER** magazine

#### **Circulation:**

11,500+

#### **Format:**

Full colour glossy magazine

#### **Publishing Schedule\***

Fall	October 1
Winter	January 1
Spring	April 1
Summer	July 1

\*The "Kiwanis Year" begins October 1

#### **Regional Distribution:**

##### **United States**

Washington, Oregon  
Alaska, Idaho panhandle,  
Northern California

##### **Canada**

British Columbia  
Yukon Territory

#### **Primary focus:**

Services for children, families, seniors, and the disabled that are provided or funded through the volunteer work of Kiwanis clubs throughout the Pacific Northwest.

#### **Demographic profile:**

Male	74%
Female	26%
Married	82%
Avg. age	58
Avg. HHI	\$100,000
Avg. Net Worth	\$660,000
Any College	90%
College graduate	75%

Statistics based on Kiwanis International membership,  
Source: Mediarmk Research Inc. (MRI)



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## Display ad rates

Ad size	1 Issue	4 Issues
Full page	\$800	\$1900
Half page	\$500	\$1200
Quarter page	\$325	\$750
Business card	\$200	\$450

## Advertising closing dates

Issue	Space reservation*	Final artwork
AUTUMN	August 1	August 7
WINTER	October 1	October 17
SPRING	February 1	February 17
SUMMER	May 1	May 17

\* Please specify if typesetting is required when reserving your space. Logos and other artwork must be supplied with your reservation to allow time for typesetting and proof approval.

## Ad specifications

Preferred submission is a PDF file with fonts embedded, in CMYK colorspace.

### Macintosh supported software:

QuarkXpress 8.5  
Adobe Photoshop CS4 (photos only please)  
Adobe Illustrator CS4  
Adobe InDesign CS4

### All elements and fonts must be included with file.

A laser proof must accompany your file if you are not sending a print ready pdf.

Photographs and graphics must be high resolution (300 dpi), CMYK (eps, jpeg or tif)

Include all screen & printer fonts, including those used in eps files. Use the real typeface, DO NOT use application to apply styles (i.e., Bold, Italic, Outline, Shadow, Underline).

## Submission guidelines

### E-mail ads to:

magazine@pnwkiwanis.org

### Mail media (formatted for Macintosh) to:

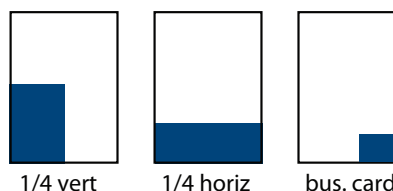
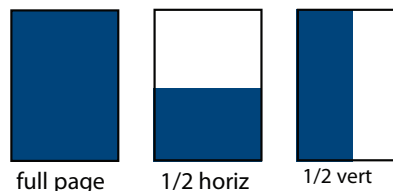
PNW Kiwanis Builder Magazine  
423 SE 13th Avenue  
Portland OR 97214 USA

Allow an extra five days for mailed media.

Media accepted: Zip disk (100MB and 250 MB),  
CD-ROM, DVD with b&w laser and/or color accurate proof

## Ad dimensions (in inches)

Full page, with bleed (Live area not to exceed 8x10.5)	8.625*x11.125*
Full page, no bleed	7.375 x 9.875
1/2 page horizontal	7.375 x 4.75
1/2 page vertical	3.5 x 9.875
1/4 page horizontal	3.5 x 4.75
1/4 page vertical	7.375 x 2.25
Business card ad	3.5 x 2



## Important information

- All ads will be reviewed for content. We reserve the right to deny any ads that are not in line with our standards.
  - Advertising cancellations cannot be accepted after the space closing date.
  - Advertisements that resemble editorial pages will be labeled "Advertisement" by the publisher.
  - Ads not conforming to correct sizes will be adjusted at publisher's discretion.
  - Unless specifically requested, CD/DVDs will not be returned.
  - Rates are for ads supplied in a format that meets our digital ad specifications. Files and ads that require file conversion, size adjustment, typesetting and/or design will incur additional production charges.
- If your ad needs to be completely typeset, please let us know as soon as possible. Design and typesetting rates are dependent upon size and complexity. Estimates available upon request.
- All rates are listed as U.S. dollars

