

Editorial Content BFQ reflects the style, design and trends of the High Desert. Highlighting new and established boutiques, the latest in beauty treatments, locals of note as models and designers and seasonal trends. BFQ branches into articles on community conversations, wellness issues and trending local topics.

Advertising Reach Target audience is women of all buying ages living in or passing through the Central Oregon region. From heads of households, college bound to professionals and tourists. BFQ appeals to women who are constantly searching for their look whether motivated by athletics, one-of-a-kind finds, elegance or every day fashions.

Distribution: Hundreds of distribution outlets managed by Cascade Publications Inc. throughout Central Oregon from Madras to La Pine and Burns to Sisters. See bendfashionquarterly.com for specific locations.

Image High gloss magazine with professional photography and quality editorial.

BEND FASHION QUARTERLY

Published by Cascade Publications Inc.
Locally owned by
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BEND FASHION QUARTERLY

Advertising with BFQ has been an incredible experience! I was able to capture the attention of my target audience and booked several private parties and corporate events. As a small business owner with limited funds, the return on investment is priceless.

~Kaie Stoops, Art & Wine, Oh My

I am indulging in one more cup of coffee and in bed under the feather quilt and looking out on the water and reading your magazine. JOY! Congratulations! This is so content rich, beautifully photographed, and just lovely!

~Cristy Lanfri

BFQ has been a fabulous opportunity to get our ads in front of our target audience. We've had new customers come through our door with our ad from BFQ in their handbag! That hasn't happened before. Many thanks to BFQ for bringing fashion and incredible news about women and men who are making a difference in our community.

~ Joanne Sunnarborg, Desperado Boutique

RATE CARD 2016/2017

1 ISSUE 2 ISSUES 3 ISSUES 4 ISSUES

Full Page	\$1,920	\$1,821	\$1,710	\$1,599
2/3 Page	1,521	1,449	1,371	1,281
1/2 Page	1,191	1,140	1,089	900
1/3 Page	819	771	729	681
1/4 Page	621	570	531	495

COVER RATES 1 ISSUE 2 ISSUES 3 ISSUES 4 ISSUES

Back Cover	\$2,420	\$2,320	\$2,220	\$2,110
Inside Front	2,320	2,220	2,120	2,010
Inside Back	2,320	2,220	2,120	2,010

PUBLISHING SCHEDULE

From the ordinary to the sublime, BFQ explores the style design and trends of the High Desert – four times a year, celebrating the seasonality of fashion.

Space Reservation Materials Due Publication Date

SPRING	January 1	January 11	February 8
SUMMER	April 1	April 12	May 10
FALL	July 1	July 12	August 10
WINTER	October 1	October 11	November 9

All rates per issue

Updated May 2016

MECHANICAL SPECIFICATIONS

Color: 300dpi, CMYK

Trim Size: 9" (wide) x 10 7/8" (tall)

Allow 1/4" on all 4 sides for bleed

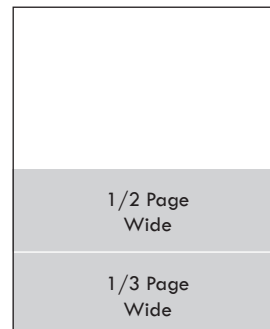
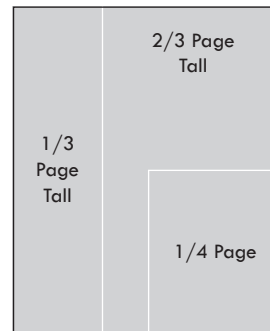
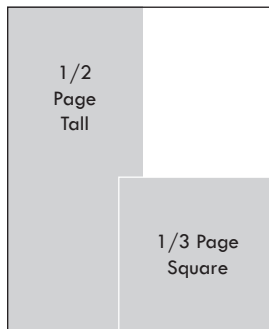
NO CROP MARKS PLEASE

Keep all live material 1/2" from trim edges

AD DIMENSIONS

WIDE TALL

Full (bleed)	9.5"	11.375"
Full (no bleed)	8"	9.875"
2/3 Page (tall, bleed)	6.264"	11.375"
1/2 Page (tall, bleed)	4.833"	11.375"
1/2 Page (wide)	8"	4.854"
1/3 Page (tall, bleed)	3.555"	11.375"
1/3 Page (wide, bleed)	9.25"	3.75"
1/3 Page (square)	5.278"	4.854"
1/4 Page	3.917"	4.854"



RATE POLICY

Bills are rendered prior to date of publication. Invoices are payable upon receipt. Advertising agencies: please add commission to insertion rate. Agencies are required to adhere to original insertion orders. If ads are canceled prior to finish date of order, a premium will be added. All contracts will be protected by current rates until expiration of contract. The publisher's liability for any error will not exceed the charge for the advertisement in question.

DIGITAL SPECIFICATIONS

- The file format most preferred is .pdf
- Be sure to embed all fonts
- All colors must be CMYK Process—we cannot accept spot or RGB colors
- Photo resolution should be set to 300dpi
- Bend Fashion Quarterly provides in-house graphic design services for free
- Email all ad related materials to:
Karen@bendfashionquarterly.com

Ads that do not follow specifications will be rejected and need to be resubmitted

POSITION or PLACEMENT REQUESTS

When available, on a first-come basis.
Minimum ad size: 1/2 page, 15% extra.

CIRCULATION

7,000 copies are published four times a year and distributed at restaurants, boutiques, real estate offices, hotels and waiting areas throughout Central Oregon.

Bend Fashion Quarterly is distributed to over 6,000 locations in Central Oregon—including hotel rooms, medical centers, waiting rooms, boutiques, coffee shops, salons and newsstands—available to visitors and residents alike. Copies are distributed quarterly, reflecting the fashion seasons of the region and the soul of the people.