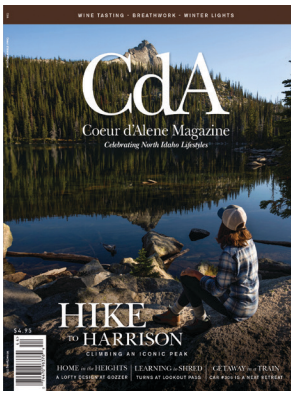
CdA

Coeur d'Alene Magazine

2026 MEDIA KIT



CELEBRATING OUR UNIQUE NORTH IDAHO LIFESTYLE

PLACE YOUR MESSAGE IN THE HANDS OF A VERY SELECT AUDIENCE

CdA Magazine has the region's largest paid and requested circulation and enjoys the most coveted placement outlets in greater Coeur d'Alene.

EXCLUSIVE CDA RESORT PLACEMENT

We offer exclusive placement in the Coeur d'Alene Resort, Hagadone Corporation Property Management companies, and area hotel rooms, reaching over 100,000 upscale readers annually.

UPSCALE READERSHIP

Our readers include women, couples, and families residing in the Greater Spokane area, Inland Northwest, and throughout the Pacific Northwest.

CDA Magazine connects with high-end residents and travelers planning luxury weddings, dining experiences, and golf outings at the Coeur d'Alene Resort and Golf Course.

Our digital readership spans the U.S., Canada, Australia, the Philippines, Sweden, Poland, Ireland, Taiwan, and Hong Kong.

EXTRAS

QUALITY AD DESIGN

Complimentary in-house design is available upon request.

DIGITAL E-EDITION VIDEO, AUDIO, ANIMATION, OR POP-UPS CUSTOM COVERS

The CDA Magazine is now available with Custom Covers in limited quantities. Ideal to enhance and personalize your brand. Contact your Advertising Representative.

DEADLINES

SUMMER

Space Reservation	March 20
Ad Cancellation	March 20
Content for Design Due	March 20
Camera Ready Ads Due	April 3
Final Approval	April 10

Publishes end of May 2026

WINTER

Space Reservation	September 18
Ad Cancellation	September 18
Content for Design Due	September 18
Camera Ready Ads Due	October 3
Final Approval	October 10

Publishes end of November 2026

CDA MAGAZINE RATES

PRINT + E-EDITION *(ALL ADS INCLUDE A COMPLIMENTARY WEB HOTLINK)*	1X	2X	3X	4X
2-Page Spread (priority far forward placement)	$5,155	$4,840	$4,565	$4,180
Full Page	$2,790	$2,420	$2,200	$1,980
2/3 Page Vertical	$2,370	$2,150	$1,930	$1,710
1/2 Page Horizontal	$1,829	$1,633	$1,441	$1,248
1/3 Page Vertical or Horizontal	$1,193	$1,045	$896	$748
1/6 Page Vertical or Horizontal	$699	$589	$439	$396
Dining/Gallery Directory Listings	$291			

GUARANTEED PLACEMENT **ADD 20%**

Guaranteed Position ads have first priority. Other ads are placed on a "best position available" basis by contract date/insertion order (two-page spread advertisements will receive far forward placement priority). ***Late cancellation subject to a 25% fee.***

CUSTOMER AGREEMENT

BUSINESS NAME: _____

Ad Size: _____ Frequency: _____

Notes/Specifications: _____

_____

_____

Authorized Signature: _____ Date: _____

PRODUCT SPECIFICATIONS

If you're interested in a gatefold or special size for an ad, please speak with your representative about pricing and templates!

Live Area: 7.5 x 10.25
Trim Size: 8.125 x 10.875
Bleed: 8.375 x 11.125

Live Area:
7.5 x 10.25

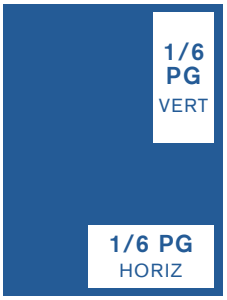
Live Area:
4.6875 x 10

Live Area:
7.375 x 4.875

Live Area:
4.6875 x 7.4375

Live Area:
2.25 x 10

Live Area:
4.6875 x 4.875



Vert: 2.25 x 4.875
Horiz: 4.6875 x 2.3125

PRODUCT CHECKLIST

MATERIALS | CAMERA READY

- ☐ Double check ad is correct size
- ☐ If ad is full page with bleeds: Be sure to include the total file size including bleeds, so the appropriate excess can be trimmed in the final production of the magazine
- ☐ All images must be in CMYK
- ☐ All images and logos are 300dpi resolution
- ☐ Ad submitted in digital high resolution PDF format

MATERIALS | ADS REQUIRING DESIGN

- ☐ Digital copy of logo in EPS format
- ☐ All images to be used in ad must be provided in digital format at 300 dpi. *If unsure of image quality or size, you may send in for verification.*
- ☐ All text to be placed in ad submitted in a Word doc or as email text.
- ☐ If advertiser would like the ad to look a certain way, they must provide a design direction sample. Otherwise, CdA Magazine will design ad based on provided materials.

DIGITAL PUBLISHING

Ads must be furnished in digital high resolution PDF format. Ads must be produced in InDesign, Illustrator or Photoshop. All photos must be furnished CMYK and 300 dpi resolution or higher.

CONTACTS

CdA Magazine, 215 N. Second, Coeur d'Alene, ID 83814 or to
Advertising Director Kari Packer at kpacker@hagadonemedia.com, 208.664-0215