

EDITORIAL CONCEPT

Cascadia Living is the Pacific Northwest's modern home and lifestyle magazine for the urban young parent. We write for you and your family, bringing you the latest tips, tricks, and trends in a high-quality print format. We celebrate this region's rich culture, history, and natural beauty, highlighting family-friendly activities and cultural spotlights from the coast to the desert. From homekeeping advice to regional travel inspiration, let *Cascadia Living* be your home base.

Areas of Interest

Home and garden:

- Home maintenance advice and monthly renovation inspiration for first-time homeowners
- Homekeeping tips applicable to both homeowners and renters
- Gardening ideas specialized to PNW regions
- Monthly seasonal recipes highlighting local produce, meats, and seafood

Family:

- Relevant topics for expecting parents and parents of young children
- Relationship and family tips for young married couples
- Monthly "Ask *Cascadia Living*" advice column

Food and culture:

- Recommendations for family-friendly activities and restaurants
- Current cultural events and exhibitions
- Profiles of regional artisans and artists
- Regional travel ideas
- Monthly "Local spotlight" highlighting a specific area's attractions

Editorial Need

Home and lifestyle magazines make up some of the most successful magazines in the U.S. In 2022, *Good Housekeeping*, *Country Living*, and *Better Homes and Gardens* made up three of the most widely circulated U.S. magazines, with *Good Housekeeping* in the number two spot (Top 10 U.S. Magazines by Circulation, 2022). A staple of grocery store checkout lines, these magazines continue to be successful in print. *Good Housekeeping*, for example, boasts 13 million print readers — a significant portion of their total audience of 50.7 million (Hearst Magazine Audiences, 2023).

With the exception of *Southern Living*, these major home and lifestyle magazines are targeted at a national, or even international, audience. This wide reach demands broadly appealing editorial content, which gives these magazines a generic feeling. *Cascadia Living* returns PNW readers to the inherently deeply personal and hyper-local reality of home life — values that are lost in existing major home and lifestyle publications.

Consider the typical HGTV home makeover: stark white interior walls, gray cabinets, stainless steel appliances, and the trendy kitchen backsplash of the year. Not only do these trendy makeovers often feel outdated in a matter of years, they rob a home of its character. "It can lead to an overwhelming sameness in aesthetics," said Annetta Grant, who researches how home renovation media influences homeowners, in an interview with *The Washington Post* (Kurzius, 2023).

This "sameness in aesthetics" can easily be identified in existing major home and lifestyle magazines — and for good reason, considering their financial motivations. *HGTV Magazine* is owned by Hearst Communications, the same media company that owns *Good Housekeeping*, *Country Living*, *House Beautiful*, *Town and Country*, *Woman's Day*, and several other food and lifestyle magazines (Hearst Magazine Brands, n.d.). *Better Homes and Gardens* is affiliated with Better Homes and Gardens Real Estate.

Because these major home and lifestyle brands share many of the same advertisers and are often affiliated with the real estate market, they have a commercial, consumerist feeling. *Cascadia Living* does more than endorsing the latest sponsored kitchen gadget and this month's most fashionable shade of beige. We reject the unattainable TV-perfect lifestyle idealized by existing major home and lifestyle magazines and instead embrace the reality of PNW home life.

Cascadia Living is proudly independent and localizes editorial content to a PNW audience, providing down-to-earth, regionally distinct home and lifestyle editorial content. We set ourselves apart from existing publications by positioning ourselves as a localized home and lifestyle pioneer, filling a gap in PNW editorial content.

Existing PNW competitors include *253 Lifestyle Magazine*, which covers regional culture and businesses (*About 253 Lifestyle Magazine*, n.d.), but lacks home life content. *Portrait Magazine* is solely focused on local architecture and home design trends (*About Portrait Magazine*, n.d.). *TheHomeMag* is a national home improvement publication with a PNW-specialized magazine that aims to connect homeowners with sponsored home improvement providers and services (*About TheHomeMag*, n.d.). Regional newspapers like *Cascadia Daily News*, *The Seattle Times*, and the *Portland Tribune* have lifestyle and culture sections, but are not dedicated to exclusive home and lifestyle editorial content in a high-quality visually aesthetic print format.

Though *Cascadia Living* does cover PNW culture and home design, our editorial concept extends far beyond what existing local magazines have to offer. We position ourselves as a reference point for the typical urban PNW household, offering advice and inspiration for all things home and lifestyle. We are nonpartisan but don't shy away from addressing relevant cultural and social trends in the region and invite our readers to contribute their viewpoints on PNW issues.

Cascadia Living embraces the idea of existing major home and lifestyle magazines but acts independently and localizes content to PNW urban communities. We call upon our readers to help shape our publication, effectively bringing realistic home and lifestyle editorial content back home to the PNW.

Cascadia Living's primarily urban audience, on average, has the disposable income to spend on a regionally distinct monthly home and lifestyle magazine. The median household income in each PNW state's largest city — Seattle, Washington; Portland, Oregon; and Boise, Idaho — is above the national median household income of \$80,610 (*Income in the United States: 2023, 2024*). Of these three cities, the largest by population is Seattle at 755,078 residents, according to the most recent national census (*QuickFacts Seattle City, Washington, 2024*). Seattle's median household income in 2023 was \$121,984 (*QuickFacts Seattle City, Washington, 2024*) — more than 1.5 times the national median.

But even if they can afford it, why would urban PNW readers care about a regionally specific home and lifestyle magazine? After all, the *Encyclopedia Britannica's* entry of "The newer cultural areas" of the U.S. mentions the PNW as a mere afterthought. In a subsection titled "The problem of 'the West'" *Britannica* writes, "The remaining identifiable Western regions — the Willamette valley of Oregon, the Puget Sound region, the Inland Empire of eastern Washington and adjacent tracts of Idaho and Oregon, central Arizona, and the Colorado Piedmont — can be treated jointly as potential, or emergent, culture areas, still too close to the national mean to display any cultural distinctiveness" (*The Newer Cultural Areas*, 2025).

Cascadia Living challenges this idea, highlighting these "remaining identifiable Western regions" as distinct hotspots of true PNW "cultural distinctiveness." The roughly 14.2 million residents of PNW states (*United States Census Bureau*, n.d.) are not a "problem" nor culturally "too close to the national mean." *Cascadia Living* addresses this misconception and fills an editorial gap by providing PNW residents with much-needed regionally specific editorial content, celebrating the many unique subregions within the PNW. Our comprehensive home and lifestyle editorial content covers all things PNW, embracing this often overlooked region in a fresh way.

Editorial Objectives

- Provide PNW-relevant homekeeping advice in line with progressive urban values
- Inspire home and garden ideas tailored to PNW regional climates
- Showcase family-friendly regional events, attractions, and travel destinations
- Share reader-inspired parenting and family advice relevant to a PNW audience
- Highlight PNW businesses, restaurants, and cultural events
- Profile individuals and small businesses making a difference in their respective PNW region
- Connect readers with the greater PNW community through conversational editorial content

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DEPARTMENTS

Newsroom notes: Not “letter from the editor.” “Newsroom notes” highlights one or two reporters’ first-person accounts of their experience covering the most hard-hitting stories of the issue, accompanied by remarks from the editor. The stories told in “newsroom notes” are uniquely suited to the issue’s content while maintaining a common thread of the editor’s voice across issues. The format of this department reflects *Cascadia Living*’s commitment to authentic, personalized editorial content by inviting a conversation between readers and reporters in every issue.

Local spotlight: In each issue, a different PNW region is highlighted for its local goods, attractions, and activities. This department also provides an opportunity for hyper local features and sponsored content (see “Advertising”).

Season’s best: The editorial staff selects a seasonally appropriate recipe that highlights the region’s freshest and most abundant local produce and/or catches. This provides readers with localized recipe ideas to try in their own home.

The home reno digest: Readers submit home improvement successes and fails, complete with photos of the project’s before and after. *Cascadia Living*’s editor chooses one success and one fail to show in the issue. The chosen submitters are interviewed about what went well, what went wrong, and what they learned. By showing both successes and fails, *Cascadia Living* helps demystify home renovation and supplies realistic advice, effectively building connections with readers.

Ask *Cascadia Living*: Readers submit home and lifestyle questions. *Cascadia Living*’s editor chooses the most relevant and compelling question and writes a one-page response. This department demonstrates *Cascadia Living*’s commitment to community input and makes readers feel seen. Submissions — published or not — can also help inform future feature stories that may be of interest to *Cascadia Living*’s readership.

HOME & GARDEN

Eco-conscious spring cleaning

Repurpose your junk to declutter your space and reduce waste

Finding indoor space for outdoor gear

Creative storage solutions for your mountain gear in the off season

April showers bring May flood damage

Rain-proof your home and get ahead of PNW spring storms

Planting PNW seeds

Local plants to help your garden flourish

Get out of my garden!

Warding off squirrels, raccoons, deer and other local pests

Urban herb growing made easy

Realize the Cascadia homestead dream from the comfort of your home

FAMILY

Born wild

Washington-based baby name consultant Emma Madland shares her favorite PNW-inspired baby names

A spring break to remember

Activities, day trips and camps to get the kids outside and connect with nature

Adopting a compatible companion

The best dog breeds for every lifestyle and climate, from rainy Seattle to central Oregon's high desert

PNW with the in-laws

Regional travel destinations for multi-generational fun

FOOD & CULTURE

Stale pantry staples, fresh recipes

Reduce food waste with these five ways to use up old crackers, dry bread and mismatched pasta remnants

Crab doesn't get fresher than this!

Catch your own crabs in Oregon's Nehalem Bay at Kelly's Brighton Marina

Comparing apples to apples

Pick your favorite apple varieties at Mt. View Orchards in Mount Hood, Oregon

Minors allowed

Explore the PNW's rich brewing scene with the whole family

Inspired Natives, not Native-inspired

Snoqualmie-owned, Seattle-based brand Eighth Generation reclaims "Native-inspired" textiles

From Puget to portrait

Seattle scuba diver and photographer Nate Paradiso explores the deep

Indigenous artwork

Explore Seattle's Northwest Tribal Art gallery

TARGET AUDIENCE

On her way home from her part-time job at the Hardy Plant Society of Oregon, Elizabeth Johnson loads fresh produce and local artisan products from the Portland State University farmer's market into her VW ID.4 — she's surprising her family with a new recipe from *Cascadia Living's* March issue.

But first, it's time to pick up Olivia and Jack from the Portland Waldorf School. With her kids and farm-fresh asparagus securely fastened, Liz makes her way through Friday rush-hour traffic to the family's Craftsman home in the Laurelhurst neighborhood of Southeast Portland. Olivia hops out of the car first, eager to plug the car into the driveway charging port, while Jack runs inside to greet the family's golden retriever Cheddar. Dinner is just about ready when Mark comes home after a long week working as a software engineer at Intel.

Over Alaskan king salmon and roasted asparagus, the family discusses their weekend plans. On Saturday, the kids are performing in the Oregon Children's Theatre's reimagined Lewis and Clark musical, told from Sacagawea's perspective. Afterwards, they'll stay with a babysitter while Liz and Mark check out the new Oregon-Mexican fusion taco truck before going to a Klamath Tribe art exhibit at the Portland Art Museum. On Sunday, Liz and the kids will declutter the house, donating or repurposing forgotten toys and unwanted clothes, while Mark pressure-washes the back porch and finishes building new planter boxes for this year's gardening season.

On Monday, Mark will head back to the office and Liz will drop the kids off at school on her way to work. She finishes the last few bites of asparagus and smiles — *Cascadia Living* has done it again, inspiring new recipes, home improvement projects, and regionally appropriate family activities.

Demographics, Geographics, and Psychographics

Our editorial content is tailored to the young, urban, upper-middle class PNW parent. Our readers are not exclusively female, though industry trends do predict a majority female audience. Our readers may work — part- or full-time — and have plenty of disposable income to spend on local high-quality products, as well as the free time to explore cultural events and activities.

Most importantly, *Cascadia Living* readers are **well-established in the PNW** and are passionately involved in regional trends and issues. Readers are primarily **urban or suburban** with access to locally sourced products and services.

Existing home and lifestyle magazines attract a majority female readership: *Country Living's* readers are 80% female, *Good Housekeeping's* are 75% female (*Audience & Demographics*, 2020), and *Southern Living's* are 75% female (*Southern Living 2024 Media Kit*, 2024). *Cascadia Living* targets young parents and homeowners, regardless of gender. As a modern home and lifestyle magazine, we believe that home and lifestyle content is relevant to all. Let's be real — it's 2025, women build their own sheds and men make dinner for the family. *Cascadia Living's* gender neutral editorial content aligns with urban PNW trends of flexible gender roles in the home, while also expanding our audience beyond the predominantly female audience of existing home and lifestyle magazines — it's a win-win for both our readers and advertisers.

Cascadia Living's target audience is between the **ages of 30-45**. Though existing home and lifestyle magazines tend to attract a slightly older audience (*Southern Living 2024 Media Kit*, 2024), *Cascadia Living* appeals to younger adults and parents of young children by including parenting advice and fresh PNW culture spotlights.

The average *Cascadia Living* reader is **college-educated** and has an **average household income of over \$90,000**. Our audience is not only educated on, and passionate about, issues like sustainability and ethical

business practices, but has the financial resources to invest in more expensive (“spendy,” in PNW regional slang) products and services to support these values. This reflects the upper-middle and upper-class audience demographics of existing home and lifestyle magazines (*Audience & Demographics*, 2020).

Cascadia Living readers are primarily **homeowners** who are interested in *Cascadia Living*’s home renovation and maintenance editorial content. Many are **married parents of young children**, enticed by our “family” section.

In the Values and Lifestyles (VALS) 2 psychographic framework, *Cascadia Living* readers are **actualizers** and **fulfilleds**. These groups are financially well-off and have disposable income to spend on products, services, and experiences. Actualizers are specifically interested in social issues, like the innovative sustainable products and diverse cultural events featured in *Cascadia Living*. Fulfilleds are practical and mature, values often associated with homeowners and parents (Berger, n.d., 3).

Our audience *already* reads local city newspapers: the *Portland Tribune* has more than 1.1 million readers each week (*Pamplin Media Group: Media Kit 2022*, 2022), and *The Seattle Times* has 1.9 million readers (*The Seattle Times: Media Solutions*, n.d.). While these newspapers cover regional news, they provide only limited lifestyle content. Our audience also reads existing hyper-local magazines like *Bellingham Alive* and *Portland Monthly*.

Cascadia Living readers also have a strong online presence. According to a 2024 survey by the Pew Research Center, 94% of U.S. adults aged 30-49 use YouTube (*Social Media Fact Sheet*, 2024), suggesting an interest in visually compelling content. The majority of the same age demographic also uses FaceBook (78%) and Instagram (66%) (*Social Media Fact Sheet*, 2024), demonstrating their interest in trends and current events.

Circulation

Cascadia Living builds upon existing hyper-local magazines, expanding our audience to the greater PNW area: Washington, Oregon, and Idaho. We expect our annual readership to be around 1 million readers. Oregon’s *1859* magazine reaches over 800,000 readers annually (*1859 2021 Media Kit*, 2021), while *Southern Living* reaches over 12 million (*Southern Living 2024 Media Kit*, 2024). *Cascadia Living* appeals to more readers than state-specific magazines, but reaches fewer than *Southern Living*’s well-established audience.

1859 has over 24,000 subscribers and about 5,500 newsstand buyers per issue (*1859 2021 Media Kit*, 2021). *Cascadia Living* expects a slightly higher circulation, again because of its wider audience than *1859*. *Cascadia Living* will also be distributed at community centers, schools, farmer’s markets, cafes, and outdoor activity centers. This distribution strategy greatly improves the magazine’s pass-along factor.

ADVERTISING

Cascadia Living accepts advertising from companies and organizations that reflect our values of sustainability and PNW pride. Our readers trust our recommendations, and we will never promote a product that goes against our magazine's values.

Cascadia Living is a unique opportunity for advertisers to reach an audience who not only values "feel-good" sustainable, local goods, but is willing and able to pay higher prices for products, services, and experiences that appeal to these values. *Cascadia Living* reaches several metropolitan areas across three states but strives to promote local products. This poses an advertising challenge, as the hyper-local organizations we support appeal to only a fragment of our wider geographic audience. To address this, we reserve advertising space in the "Local spotlight" department for local businesses, restaurants, farms, artisans, and other organizations from the issue's highlighted region. Throughout the rest of the magazine, our advertisers are primarily regional, national, or international chains, though some urban local advertisers are included.

Primary and Secondary Advertisers

Our largest group of primary advertisers are natural food grocery stores, including Whole Foods, Natural Grocers, New Seasons (Oregon and southern Washington regional chain), and PCC Community Markets (greater Seattle area chain). These grocery stores may advertise Washington Cosmic Crisp apples, Oregon huckleberries, Idaho potatoes, or coastal seafood. These seasonal products are also highlighted in recipes in the "Season's best" department.

Family-friendly outdoor equipment stores are also primary advertisers. For example, REI may advertise luxury six-person tents to accommodate families' camping needs or children's life jackets for summer swimming safety. In the winter months, Evo may advertise high-end ski and snowboard equipment for the whole family.

The final sector of primary advertisers are urban museums, galleries, and cultural events. Though these are perhaps mainly of interest to a limited geographic audience, *Cascadia Living's* readers have the free time, disposable income, and interest to travel several hours to view an exhibition or attend an event outside of their immediate community. The Seattle Art Museum, for example, may advertise its Alexander Calder exhibition, or the Oregon Shakespeare Festival may advertise the annual Ashland, Oregon, event, attracting *Cascadia Living* readers from around the Pacific Northwest.

Secondary advertisers include eco-friendly household cleaning products (ex: Mrs. Meyer's, Common Good, Dr. Bronner's); home improvement stores (ex: Home Depot, Lowe's, Hardware Sales, ReStore); gardening stores and nurseries (ex: Tractor Supply Co., PNW Garden Supply); eco-conscious children's products (ex: Melissa & Doug, Hanna Andersson, The Simple Folk); electric and hybrid SUVs (ex: Hyundai IONIQ, VW ID.4, Honda CR-V Hybrid); and city- and state-wide agencies and campaigns (ex: environmentally focused ballot measures, school board campaigns, urban public transportation authorities).

Advertisement Costs and Editorial/Advertisement Ratio

1859 charges around \$5,000 for inside front and back cover advertisements, and over \$6,000 for a back cover advertisement (1859 2021 Media Kit, 2021). Based on this data, *Cascadia Living's* primary advertisements will be quite profitable.

Of its 116 total pages, 1859's September/October 2018 issue had 40 pages of advertisements (24 full-page ads and 16 pages' worth of partial-page ads), as well as 11 pages of presumed native advertising (1859 September/October 2018, 2018). *Southern Living's* August 2021 issue had 51 full-page advertisements, many of which were double-page-spread ads. This issue only had a total of 5.5 pages' worth of partial-page advertisements and 11 pages of presumed native advertisements, primarily in the form of product recommendations.

Excluding native advertisements, this issue of *Southern Living* had 56.5 pages of ads out of 140 total pages (*Southern Living August 2021, 2021*).

Following these industry standards, *Cascadia Living* will have an editorial/advertising ratio of approximately 65/35, excluding native advertising. We include advertorial content in the form of product recommendations and seasonal recipe ingredients, as well as sponsored features on local artisans, businesses, and/or organizations in the "Regional spotlight" department.

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PHOTO CREDITS

Man with ski rack pulled from Teal Triangle website. Photo is significantly altered.

People with blankets are pulled from Eighth Generation website.

Advertisement is a real Lowe's ad from Google images. Added Lowe's logo for clarity.

All other photos are from Adobe Stock, some are slightly altered.