



For more information contact:
Leslie Ota, Vice President
Bellevue Downtown Association
425-990-3095

The Source in Downtown Bellevue!

A Magazine and Web Site tailored for Eastside residents, workers and visitors.

The Bellevue Downtown Association is proud to introduce, *Bellevue Downtown*, downtown's official "what's happening" guide. The publication and website are the definitive resources for working, living, shopping and entertaining in downtown Bellevue.

Bellevue Downtown is *the* source for entertainment, events, dining, shopping, arts and culture, and living opportunities in Downtown Bellevue.

Bellevue Downtown features articles profiling people, companies and spaces, as an invitation to "Discover Downtown."

Bellevue Downtown offers its readers interesting editorial pieces to enhance their lifestyle, as well as a home tour of new condominiums on the market.

Combined Magazine and Web Site

The quarterly newsletter is a full-color, 8-16 page distributed free across the Eastside.

The online publication mirrors the format of the newsletter with deeper content, a quarterly downtown events calendar, links to a participating residential properties, sponsors, and other Bellevue community partner sites. The site is housed on the Bellevue Downtown Association's official web site, www.bellevuedowntown.com.

Schedule

Bellevue Downtown will be published quarterly in 2003 as follows:

Winter Issue – February 4 *Spring Issue* – April 15;
Summer Issue – July 15 *Fall Issue* – October 21



Circulation and Distribution

Total Circulation
76,740

Distribution

Bellevue Downtown is targeted to Bellevue and Eastside residents, workers and visitors through the following channels:

- 57,500 copies circulated through the *Seattle Times & Seattle PI* to Eastside subscribers in cities including Bellevue, Medina, Mercer Island, Redmond, Issaquah, Kirkland, and Woodinville.
- 14,235 copies distributed through:
 - 26 major office buildings on the Eastside
 - 13 Bellevue and Eastside hotels
 - Bellevue Square and select downtown restaurants and retailers
 - Bellevue libraries, City of Bellevue, Meydenbauer Center, and Bellevue Chamber
 - Residential and commercial real estate brokers
- 5,000 copies direct mailed to:
 - Bellevue residents (*Times/PI* non-subscribers in 98004 zip)
 - Bellevue Downtown Association members and mailing list



Editorial Format

Bellevue Downtown is filled with articles and information centered on four themes that highlight the unique experience of living, working, shopping and visiting Downtown Bellevue, including:

- **Lifestyles**
Includes an interview with a Bellevue Urbanite, current shopping and dining opportunities, a downtown feature story with resource listing, and “*Discover Downtown*,” featuring profiles of notable downtown people, companies, and places – **new for 2003!**
- **Arts & Culture**
Includes a calendar of performances at the Theatre at Meydenbauer Center, exhibitions at the Bellevue Art Museum, and other downtown cultural events.
- **Entertainment**
Highlights Bellevue’s best venues, restaurants and happenings, profiled alongside *Haute Picks*, a current list of the recommended must-do’s in downtown. And, the Summer issue will feature a comprehensive downtown restaurant guide – **new for 2003!**
- **Tour of Homes**
Featuring the newest condominiums in Downtown Bellevue, amidst editorial stories on downtown living.
- **Special Insert**
2-page special inserts are available to showcase a commercial development, retail center or business based in downtown Bellevue. Please contact Leslie Ota at 425-990-3095 for more information.

Feature Editorial Schedule

Each edition of *Bellevue Downtown* in 2003 will include a feature story that reveals the range of amenities available in downtown Bellevue. Advertisers may consider theming their promotions to parallel these feature stories:

- **Winter 2003: Spas and Salons: Rejuvenate for the New Year**
 - A catalog of Downtown's abundant selection of spas and salons to help urbanites rejuvenate for the New Year.
 - Feature article on Spa trends.
 - Discover Downtown: Featuring Downtown's coolest companies!
- **Spring 2003: Downtown Blooms in the Spring**
 - Comprehensive listing of Downtown florists, garden centers and designers
 - Conversations with Bellevue's most distinctive florists
 - Discover Downtown: Featuring Downtown's most interesting people!
- **Summer 2003: Restaurants**
 - Special 2003 Downtown Restaurant Guide pullout.
 - A profile of Downtown hotspots and the hippest happy hours.
 - Discover Downtown: Exclusive interviews with downtown's most notable chefs!
- **Fall 2003: Architecture and Design**
 - A showcase of Downtown's most creative office spaces.
 - Insights from the area's top interior design firms and furniture retailers.
 - Discover Downtown: Featuring Downtown's hippest office spaces!

Potential themes for 2004:

- **Winter 2004: Entertaining at Home and Office**
 - Resource for wine, catering and other key ingredients for a great party!
 - Ideas from Downtown's finest hosts.
- **Spring 2004: Home Décor and Furnishings**
 - Highlighting Downtown Bellevue's unique and exclusive boutiques to furnish and decorate the home.

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DOWNTOWN