



Advertise with Spokane Pulse

Get your business in front of 7,780 engaged Spokane readers, right beside the hand-picked news and events they show up to read every single week.

7,780

WEEKLY
READERS

51.8%

OPEN RATE

9.5%

CLICK-TO-
OPEN RATE

4,158

INSTAGRAM
FOLLOWERS

WHO WE ARE

Made to keep you connected to Spokane.

Spokane Pulse is a free twice-weekly newsletter with one job: helping you feel more connected to the place you live. Every issue curates the events, food, arts, outdoors and community news worth knowing across the Spokane metro and Spokane Valley.

WHAT'S INSIDE EACH ISSUE



Upcoming events

What's happening, when, and what's free.



Food & drink

New openings, patios, and local favorites.



The outdoors

Trails, the river, and weekend escapes.



Community news

The local stories people are talking about.



100% local

Every story, event and business is right here in the Spokane area.



Curated by humans

Hand-picked and written by people who live and play here, in about a five-minute read.



Twice every week

Fresh issues every Monday and Thursday, so your message can reach readers more than once.

OUR AUDIENCE

7,785 locals, every week.

7,785 engaged Spokane locals open the newsletter every single week. They're real residents who act on what they find, whether that means showing up, booking, or buying local.

ACTIVE SUBSCRIBERS

7,762

Verified, opted-in local readers.

AVERAGE OPEN RATE

51.7%

Well above the email industry norm.

CLICK-TO-OPEN RATE

8.6%

Readers who tap through to learn more.

READER GENDER SPLIT

Female · 60%

Male · 40%

Female readers Male readers

WHO'S READING

AGE RANGE
Adults 18 - 65

WHERE THEY LIVE
Spokane Metro & Spokane Valley



@spokane.pulse

Reach that doesn't stop at the inbox ↗

4,158

LOCAL FOLLOWERS

Why advertise in a local newsletter?

Billboards, radio spots and social posts spray your message at everyone and hope. Spokane Pulse puts you in front of a specific, local, opted-in audience at the moment they're planning their week.



Hyper-local & genuinely engaged

01

Every subscriber is here in the Spokane metro and Valley, with no wasted impressions on people three states away. They opted in because they care about what's happening in town, which means they care about the local businesses we feature.



Opened, not scrolled past

02

A 51.7% open rate means your placement actually gets seen, landing in an inbox readers trust, beside content they chose to read. Compare that to a social feed, where an organic post reaches only a fraction of followers and disappears in seconds.



Trusted editorial context

03

We're the local friend with good recommendations. When your business shows up in that voice, it carries the credibility of the newsletter, a warm endorsement rather than an interruption. And every dollar helps keep local journalism free for Spokane.

Two simple ways to reach Spokane.

Straightforward, flat-rate placements, with no complicated tiers or hidden minimums. Pick the package that best fits your goals.

MOST POPULAR

Featured Placement

\$150

per placement, per newsletter

Your business, front and center. A full visual feature built from the copy, heading and image you provide.

- ✓ Your copy, your heading
- ✓ Your image, featured in the issue
- ✓ Link anywhere you want readers to go

LIGHTER TOUCH

Community Spotlight

\$50

per placement, per newsletter

A lighter, text-first mention using your copy and heading. Perfect for events, announcements, and community shout-outs.

- ✓ Your copy, your heading
- ✓ Link to your destination
- ⊖ No featured image



Booking multiple weeks? Most businesses run several issues in a row for the best results. Ask us about a multi-placement schedule and we'll find the right fit for your goals and budget.

The Featured Placement ad unit.

Real placements we've run for Spokane businesses and venues. Every ad unit is built around the advertiser's own copy, heading and image, matched to the look of the issue.

TRUSTED BY

Bing Crosby Theater · The Fox Theater · McKinley Romero Insurance · Spokane Art School · Spokane Party People

Bing Crosby Holiday Festival

BING CROSBY HOLIDAY FESTIVAL

Saturday, December 6, 2025
All Day Admission
Adults \$16 (includes food ages 17 and under free!)

Bing Crosby Theater
901 W. Sprague, Spokane

Special International Donations from the Office of Alumni & Friends

12pm "White Christmas" movie
2:30pm The Edsel Show (1957) starring Bing Crosby
4:30pm North Central High School Jazz Band
9pm "White Christmas" movie

SHOW SCHEDULE

MORE INFORMATION AND TICKETS:
www.BingCrosbyAdvocates.org

Celebrate Spokane's Own Bing Crosby

Join us for a day-long tribute to Harry Lillis "Bing" Crosby, who grew up right here in Spokane's Logan Neighborhood before becoming one of the most influential entertainers of the 20th century.

Schedule:

- **12:00 pm** — *White Christmas* (1954) starring Bing Crosby, Danny Kaye, Vera-Ellen, and Rosemary Clooney
- **2:30 pm** — *The Ford Edsel Show* (1957) — the first public screening since its original broadcast, featuring Bing with Louis Armstrong, Frank Sinatra, and Rosemary Clooney
- **4:30 pm** — Live performance by North Central High School Jazz Band, led by Tim Blaydon
- **6:00 pm** — Evening showing of *White Christmas*

Special Christmas song renditions by Gonzaga alum Don Maloney during intermissions.

Admission: \$15 (all fees and taxes included). Children 17 and under are free with an accompanying adult. Drop in anytime—stay for one show or all four!

[Get your tickets](#)

Spokane's Insurance Expert

With 14 companies and 120 plans to choose from, McKinley Romero does the shopping so you don't have to. He specializes in helping Spokane residents find the right Health, Life and/or Medicare insurance coverage at the lowest available rates. Plan benefits and features can be confusing. McKinley helps you find the right plan to suit your needs.

[Schedule a Call](#)

McKinley Romero Insurance · Spokane's Insurance Expert

High Society Starring Bing Crosby

"HIGH SOCIETY"
Starring **Bing Crosby**, **Grace Kelly**, **Frank Sinatra**, and **Louis Armstrong** Restored in 4K!

VINTAGE MOVIE NIGHT
Presented by Bing Crosby Advocates

Come dressed up for a night out at the movies!

Halloween Friday, October 31, 2025
7pm (doors open at 6pm) at the **Fox Theater** Downtown Spokane
\$10+ fees

Each Ticket Purchase = One Entry into Drawing for Zags Basketball Tickets & Bing Crosby Souvenirs (Must be present to win)

Red Carpet Photo Booth! Best Vintage Outfit Award!

For Tickets and Group Discounts
www.FoxTheaterSpokane.org

Hey Guys and Dolls! This is not just a movie. It's a dress-up movie night event!

This Halloween, come dressed up in your vintage best, walk the red carpet, strike a glamorous pose in the Photo Booth with an Oscar. Then join Bing Crosby, Grace Kelly, Frank Sinatra and Louis Armstrong for a showing of the newly restored in 4K classic film "High Society" at Spokane's most elegant venue, **The Fox Theater**. It's the perfect setting for this stylish Hollywood Regency era rom-com filled with Cole Porter songs that is meant to be seen on the big screen.

We'll have Best Vintage Outfit Awards and more. Each ticket purchase automatically gains entry in a drawing for prizes including Zags Basketball tickets and Bing Crosby souvenirs! And it's **just \$10.00**. See you there!

www.BingCrosbyAdvocates.org

Proceeds benefit the activities of Bing Crosby Advocates in our mission to celebrate Bing's life and legacy and showcase the connections to his hometown, Spokane.

The Fox Theater · High Society movie night

Bing Crosby Theater · Holiday Festival promo

More from local businesses.

From theater nights to local services, businesses across Spokane run Featured Placement ad units to reach an audience that actually reads.

Stop Shopping, Start Knowing



Stop Shopping. Start Knowing.

McKinley Romero compares 120 plans from 14 companies for you.

You could spend hours comparing insurance plans online, reading fine print, and still not be sure you picked the right one. Or you could call McKinley Romero. He compares 120 plans from 14 companies, walks you through what actually matters, and helps you enroll in the coverage that fits. All rates are state-regulated, so no one's rates are lower. The difference is having someone who finds the best plan.

[Get a Free Consultation](#)

McKinley Romero Insurance · Stop Shopping, Start Knowing

At The Bing Crosby Theater

Celebrate the 100th anniversary of Bing's career launch

BING'S SPOKANE HAS JAZZ
PRESENTED BY BING CROSBY ADVOCATES

PHIL CROSBY, JR.
ZONKY JAZZ BAND
MASTERCLASS BIG BAND

AT THE BING CROSBY THEATER
901 W. SPRAGUE AVE

SATURDAY, OCTOBER 25, 2025 6PM

www.BingCrosbyAdvocates.org
\$25 ONLINE OR AT THE DOOR
TICKETS
ON SALE NOW

Jazz.

The music that in the 1920s lit young Bing Crosby's passion here in Spokane before he headed out to change the entertainment world and popular culture.

Here's your chance to celebrate with us the 100th anniversary of Bing's career launch, from the stage where it all started, and with the music he loved.

This memorable event will bring to life the vibes and sounds of Spokane's early music history. With Spokane's MasterClass Big Band, Zonky Jazz Band, and Bing's grandson Phil Crosby, Jr. Tickets just a **flat \$25.00 (no added fees)**.

www.BingCrosbyTheater.com

All proceeds benefit the activities of Bing Crosby Advocates, a 501(c)(3) nonprofit committed to celebrating the life and legacy of Bing Crosby and showcasing his connections to his hometown, Spokane. Thank you for your support!


Bing Crosby Theater · Spokane Has Jazz concert

The Community Spotlight ad unit.

The lighter, text-first ad unit, shown in context. A clean heading, a few lines of your copy and one link, dropped right into the issue beside our own picks.

Community Spotlight (This Saturday)

Forest To Frame: Plein air art festival

 50 professional artists will transform the [John A. Finch Arboretum](#) into a living outdoor studio this **Saturday (10am-4pm)** during [Forest to Frame](#), Spokane's largest plein air art festival.

At this free event, attendees will have the opportunity to enjoy live music, crafts for all ages, an art market, food, drinks, and botanical photo ops, while watching painters, sculptors, and creators turn the beauty of the arboretum into original works of art in real time.

Learn more at: spokaneartschool.net/foresttoframe/

The event will go on, rain or shine!

Spokane Art School · ran as a Community Spotlight ad unit

Community Spotlight: Spokane Party People

Open the crate. Start the party.

Spokane Party People rents ready-to-host party crates for birthdays, sleepovers, backyard hangouts, and family nights around Spokane. Choose from Dart Drop foam-dart parties, spa parties, movie nights, yard games, sleepover tents, red carpet moments, golf parties, and more.

Request a custom quote and mention Spokane Pulse.

SpokanePartyPeople.com

Spokane Party People · ran as a Community Spotlight ad unit

MEET THE FOUNDERS

Meet Laina and Lucas.

Spokane Pulse is independently run by Laina and Lucas Wyland, a Spokane husband-and-wife team. When you advertise with us, you work directly with the two people who write, curate and send every issue.



We started Spokane Pulse because we love this city. Every placement you book helps keep a free, locally-made newsletter in thousands of Spokane inboxes each week.



Laina Wyland
CO-FOUNDER & EDITOR

Curates and writes each weekly issue, from the events calendar to the local gems readers look forward to.



Lucas Wyland
CO-FOUNDER & PARTNERSHIPS

Your direct contact for placements and scheduling. He'll help you find the right fit.

lucas@spokanepulse.com

LET'S WORK TOGETHER

Get your business in front of Spokane.

[Book a placement](#)

lucas@spokanepulse.com
spokanepulse.com