Pacific NW is the region’s No. 1 most-read magazine.

More than 742,200 readers look to us each week for fresh, uniquely local perspectives.

Our award-winning writing is intelligent, like the people who live here. These are the quintessentially Northwest stories that capture our character. Authentic. Intimate. Smart. Relevant. Contemporary. Constantly discovering something new that is so good it must be shared.

“We’ve had stellar results from advertising in Pacific NW magazine. People walk in with the ad in their hand, and our phones start ringing with questions right after we run. And hits to our website have been increasing.”

– Stacy Kovats, sales and marketing, Issaquah Cedar & Lumber
NORTHWEST LIVING
Step inside environmentally attuned local homes with inspiring architecture and notable design that reflect the personalities of their inhabitants. These are the homes you admire, learn from and want to live in.

TASTE
Our diary of our region’s bountiful and ever-evolving food scene explodes with flavor, exploring multicultural cuisine, the collaborative talents of celebrated local chefs, the joys of home-cooked meals, and the warmth and spirit of our communal table.

THE GRAPEVINE
Andy Perdue takes readers from field to glass, profiling new and local wineries and wines, as well as the personalities behind them. He shares his specific regional expertise, offering tips on everything from navigating a tasting to touring wine country, where he makes his home.

NATURAL GARDENER
Northwest native Valerie Easton is your guide to getting dirty. A practical gardener, she makes gardening manageable and emphasizes sustainable, environmentally sensitive gardens that have year-round beauty.

FIT FOR LIFE
We’re all busy and need help making our lives healthier in a realistic, doable way. Fit for Life, written by Nicole Tsong, offers accessible ideas to help you stay healthy and fit for the long term.

NOW & THEN
Our Northwest history in pictures. Paul Dorpat, an original Northwest character, spotlights a photo from the past and shows us what that same place looks like today.

“"The quality of content and packaging of Pacific NW in combination with the value of their readership has continued to benefit Aegis Living in branding and direct sales.”

– Jennifer Hall, director of marketing, Aegis Living

Interested in advertising in one of these sections? Contact your account executive, about our section-adjacent premium ad positions.
Pacific NW is unique among magazines in that we are weekly, not monthly, and are able to respond to what is happening in the news – and how it affects the lives of Northwest residents.

Issues throughout the year focus on specific themes that coordinate well with advertiser needs.

Pacific NW is a weekly magazine that publishes on Sunday. The materials and space reservation deadline is 20 days prior to publication date. Client-submitted PDFs are due 17 days prior to publication date. Deadlines are subject to change due to holidays; contact your sales representative for confirmation.

## 2019 Publication Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 3</td>
<td>Outdoor Living</td>
</tr>
<tr>
<td>May 12</td>
<td>Spring Home Design</td>
</tr>
<tr>
<td>June 16</td>
<td>Health and Fitness</td>
</tr>
<tr>
<td>September 15</td>
<td>Architecture</td>
</tr>
<tr>
<td>October 27</td>
<td>Fall Home Design</td>
</tr>
<tr>
<td>November 10</td>
<td>Wine</td>
</tr>
<tr>
<td>November 17</td>
<td>Dining Out</td>
</tr>
<tr>
<td>December 29</td>
<td>Pictures of the Year</td>
</tr>
</tbody>
</table>

*Dates of themed issues are subject to change.*
742,200 PEOPLE READ PACIFIC NW MAGAZINE EACH WEEK

72% own their home, accounting for $332.3 million in remodeling

Median age: 58

Highest paid circulation to the area’s wealthiest ZIP codes

58% married

Educated: 33% some college, 22% college grad, 17% post-graduate degree

50% female and 50% male readership

No. 1 most-read magazine in the region

Affluent: average household income of $91,173

Produced weekly, so your messages can stay fresh
### Our Readers are Active

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do yoga/Pilates</td>
<td>16%</td>
</tr>
<tr>
<td>Belong to a health club or gym</td>
<td>26%</td>
</tr>
<tr>
<td>Boat</td>
<td>22%</td>
</tr>
<tr>
<td>Hike</td>
<td>34%</td>
</tr>
<tr>
<td>Golf</td>
<td>12%</td>
</tr>
<tr>
<td>Jog</td>
<td>26%</td>
</tr>
<tr>
<td>Go to day spas</td>
<td>6%</td>
</tr>
</tbody>
</table>

### They are Buyers

- **35%** bought furniture, with an average spend of $955 in the past year, or a total spend of $148.9 million
- **92%** own at least one computer
- **56%** own a tablet
- **12%** (88,000) bought fine jewelry, with an average spend of $268 in the past year, or a total spend of $23.6 million

### They Travel

- **40%** traveled internationally in the past three years
- **10%** (76,800) have been to Hawaii in the past year
- **60%** have flown domestically in the past year

### They Attend Events

- **45%** attended a professional sporting event in the past year
- **43%** attended a museum in the past year
- **63%** attended a live performance (concert, dance, theater) in the past year

### They Consume Alcohol

- **45%** bought wine in the past month
- **41%** consumed beer in the past month
- **42%** consumed hard liquor in the past month

### They are Philanthropic

- **40%** volunteer
- **81%** donate

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**Survey methodology and data validation**

Data are from 2017 Scarborough Research, Release 2. This is a nationally syndicated study among 3,986 randomly selected adults in Western Washington. Nielsen Scarborough Research is the premier source for consumer insights. It measures the shopping patterns, lifestyles and media habits of consumers locally, regionally and nationally. The research has a tolerance/accuracy factor of plus or minus 1.6 percentage points. We update our data twice per year to provide you the best and most up-to-date information. If you do not see a category you are interested in, please let your account executive know and he/she will check to see if data are available. Reader quotes taken from Seattle Times focus groups.
Pacific NW reaches 164,700 more readers each week than the other local lifestyle magazines combined, which have only monthly or bimonthly distribution.

Because it is produced weekly, Pacific NW provides an effective repetition of your message for greater brand awareness. Our weekly schedule also offers flexibility for time-sensitive messaging.

Readers say:

“I read the magazine front to back.”

### HOW WE COMPARE

Pacific NW is far and away the magazine of choice to reach the most affluent adults

Reach of affluent adults (households with $100K+ income) in DMA

- HHI $150,000 or more
- HHI $100,000 – $150,000

<table>
<thead>
<tr>
<th></th>
<th>HHI $150,000 or more</th>
<th>HHI $100,000 – $150,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>PACIFIC NW</td>
<td>224,900</td>
<td>19,500</td>
</tr>
<tr>
<td>SEATTLE MAGAZINE</td>
<td>31,700</td>
<td>8,900</td>
</tr>
<tr>
<td>SEATTLE MET</td>
<td></td>
<td></td>
</tr>
<tr>
<td>425 MAGAZINE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Pacific NW reaches more than four times as many adults ages 55-64, who have exceptional buying power, than these local magazines combined.

Home Ownership
- Pacific NW: 72% (535,600)
- Seattle magazine: 55% (39,600)
- Seattle Met: 62% (26,500)
- 425 magazine: 78% (10,200)

Seattle Met is read by 42,800 each month.

425 magazine is read by 13,000 every two months.

Seattle magazine is read by 71,600 each month.

Pacific NW is read by more than 742,200 people each week.

Pacific NW reaches nearly three times the adults ages 35-54 than these local magazines combined.

Average issue reach of ages 35-54 in DMA:
- Pacific NW: 216,900
- Seattle magazine: 20,700
- Seattle Met: 11,800
- 425 magazine: 2,000

Pacific NW is read by more than 174,200 people each week.

Seattle magazine is read by 17,200 each month.

425 magazine is read by 11,300 each month.

Seattle Met is read by 5,300 each month.

425 magazine is read by 5,300 every two months.

Seattle magazine is read by 11,800 each month.

Home Ownership
- Pacific NW: 72% (535,600)
- Seattle magazine: 55% (39,600)
- Seattle Met: 62% (26,500)
- 425 magazine: 78% (10,200)
**AD SIZES**

**Standard ads (no bleed)**

- 1/8 horizontal: 3.81” x 2.45”
- 1/4 vertical: 3.81” x 4.93”
- 3/8 square: 4.85” x 4.93”

**Ads with bleed**

- 1/4 tall
  - Ad size: 2.1” x 10.5”
  - Live area: 1.6” x 10”
  - Bleed size: 2.6” x 11”

- 1/2 horizontal
  - Ad size: 8.25” x 5.2”
  - Live area: 7.75” x 4.7”
  - Bleed size: 8.75” x 5.7”

- 1/2 vertical
  - Ad size: 4” x 10.5”
  - Live area: 3.5” x 10”
  - Bleed size: 4.5” x 11”

- 5/8 horizontal
  - Ad size: 8.25” x 6.5”
  - Live area: 7.75” x 6”
  - Bleed size: 8.75” x 7”

- 5/8 vertical
  - Ad size: 5” x 10.5”
  - Live area: 4.5” x 10”
  - Bleed size: 5.5” x 11”

- Full page
  - Ad size: 8.25” x 10.5”
  - Live area: 7.75” x 10”
  - Bleed size: 8.75” x 11”
2019 AD RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATE</th>
<th>INCLUDED ONLINE IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8</td>
<td>$1,010</td>
<td>25,000</td>
</tr>
<tr>
<td>1/4</td>
<td>$1,970</td>
<td>50,000</td>
</tr>
<tr>
<td>3/8</td>
<td>$2,580</td>
<td>75,000</td>
</tr>
<tr>
<td>1/2</td>
<td>$3,665</td>
<td>100,000</td>
</tr>
<tr>
<td>5/8</td>
<td>$4,754</td>
<td>135,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,880</td>
<td>200,000</td>
</tr>
<tr>
<td>Double Truck</td>
<td>$13,760</td>
<td>400,000</td>
</tr>
</tbody>
</table>

All rates are net.

Cancellation policy
Pacific NW magazine ads canceled fewer than 20 days before publication or power position ads canceled fewer than 30 days before publication will incur a fee of 10 percent of the total cost of the ad.

Premium positions
Each week, five section-adjacent positions will be available in Northwest Living, Taste, The Grapevine, Natural Gardener and Now & Then. With these positions, you can ensure your message appears beside the Pacific NW Magazine content most relevant to your business. So even if your customers only read that one particular section, they’ll be sure to see your message.

Premium section-adjacent positions are available on a first-come, first-served basis. The positions are half-page, and we require a minimum 13 consecutive week commitment.

Availability is limited. Ask your account executive for details.

“Pacific NW magazine has served as a silent but effective salesperson. After our ads run, the phones start ringing and people come in the store.”

– Deborah Crump, Marketing Director, Kasala
PACIFIC NW AND YOUR MARKETING PLAN

Pacific NW magazine is an integral component of your complete media campaign.

But we don’t stop there.

Pacific NW is powered by The Seattle Times, which reaches nearly 58% adults in print and online in King and Snohomish counties and 56% of the millennial audience. With our audience reach and product mix, we can maximize and integrate your entire marketing plan.

Our free media-planning service can help you gauge the effectiveness of your current plan and maximize your results with a comprehensive media strategy for your business.

Seattle Times Media Solutions can target your demographic with:
- Targeted in-paper and digital advertising
- Search engine marketing (SEM)
- Social media marketing
- Web development services
- Print and digital direct mail
- E-newsletters
- Commercial printing
- Sponsorships
- Promotions
- Media planning and assessment

We also offer advanced digital audience targeting solutions, which deliver your advertising across a network of thousands of vetted websites, giving you access to 95% of the Internet’s inventory. You can also take advantage of targeting capabilities, which allow your messages to follow a highly segmented audience of readers as they click around the web. The Seattle Times is in print, online and mobile, reaching your target audience, 24/7, where they live and wherever they go.

Contact your account executive for more information about how we can help you meet your goals.

“Compared to other magazines and online sites, The Seattle Times’ advertising solutions give us the most bang for our buck.”

– Jon Greenbaum, CMO and co-owner, Greenbaum Home Furnishings