

PACIFICNW

The Seattle Times



2019
MEDIA KIT

ST | MEDIA SOLUTIONS

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.



Retail Advertising
206.652.6700

Website
seattletimes.com/mediakit

"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

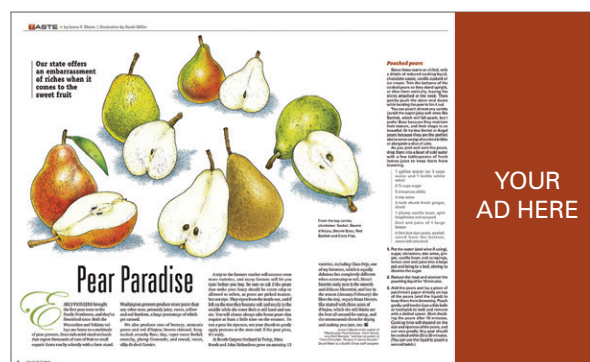
Northwest native Valerie Easton is your guide to getting dirty. A practical gardener, she makes gardening manageable and emphasizes sustainable, environmentally sensitive gardens that have year-round beauty.

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	February 3	Outdoor Living
	May 12	Spring Home Design
	June 16	Health and Fitness
	September 15	Architecture
	October 27	Fall Home Design
	November 10	Wine
	November 17	Dining Out
	December 29	Pictures of the Year

Dates of themed issues are subject to change.



DEMO GRAPHICS

742,200
PEOPLE READ
PACIFIC NW
MAGAZINE
EACH WEEK

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

Median age: 58

58% married

*Highest paid
circulation to the
area's wealthiest
ZIP codes*

*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

16% do yoga/
Pilates

26% belong to
a health club
or gym

22% boat

34% hike

6% go to
day spas

12% golf

26% jog

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%

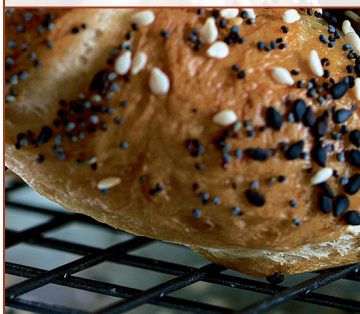
own a
tablet

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 dine out
at sit-down
restaurants an
average of 3.6
times per month.*



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

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.

MARKET COMPARISON

PACIFICNW

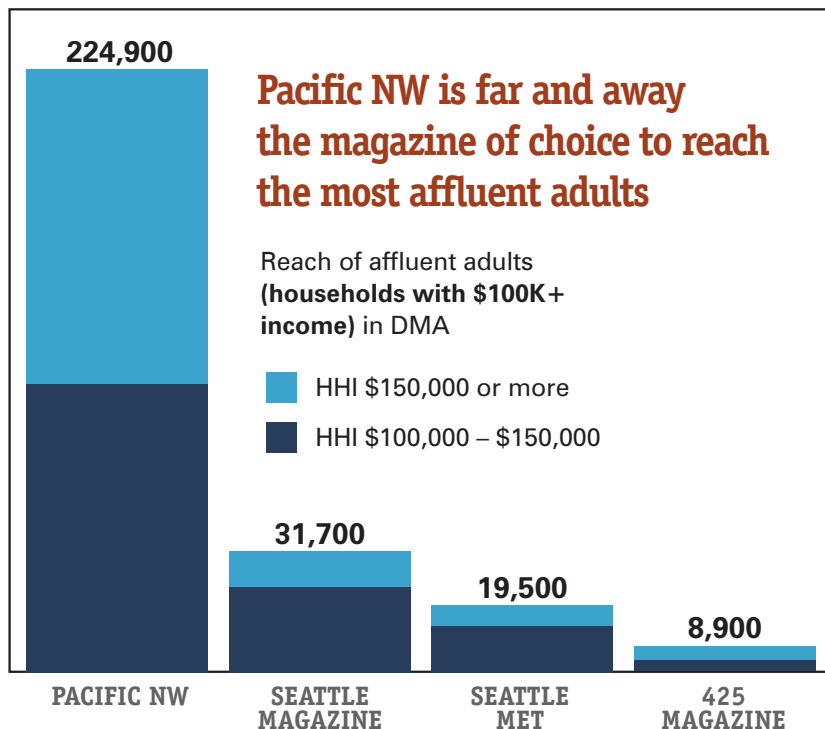
HOW WE COMPARE

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."



Market/Release: Seattle, WA 2017 Release 2 Total (Sep 2016 – Aug 2017)

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

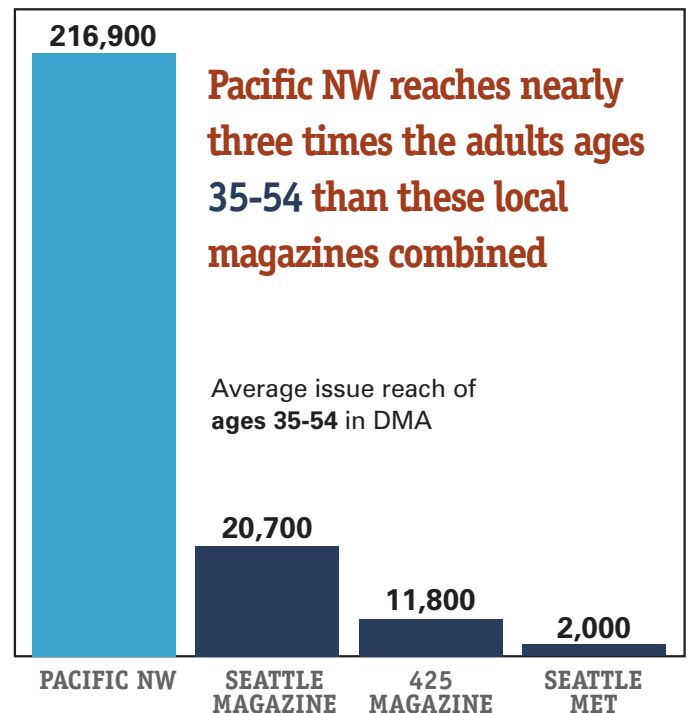
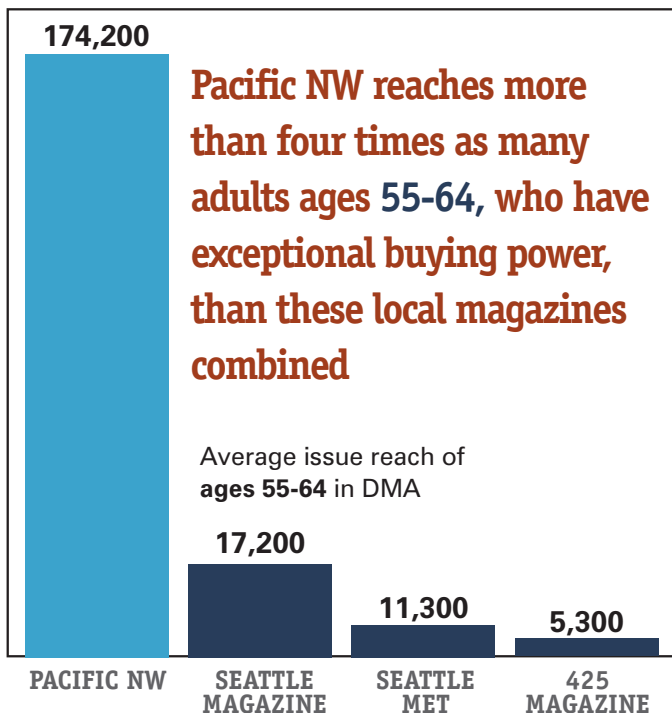
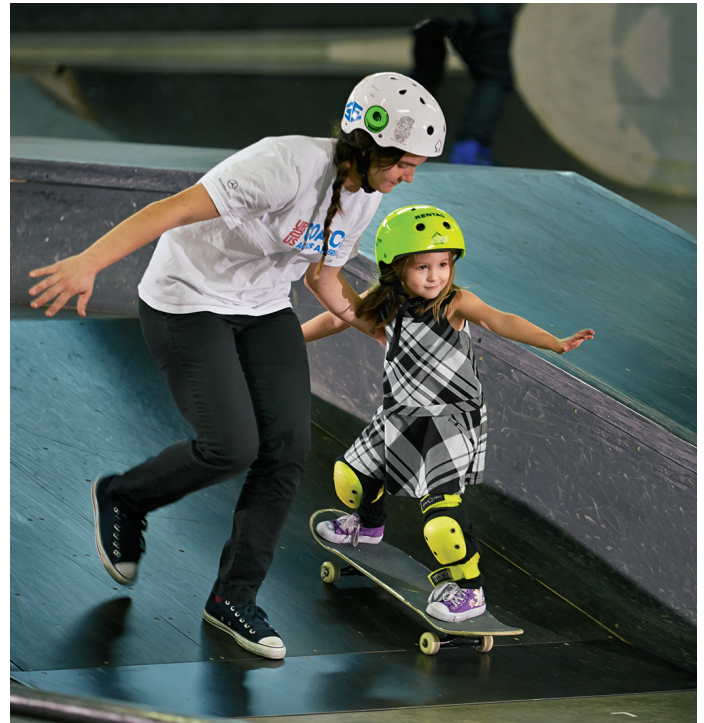
*Seattle Met is
read by 42,800
each month*

*Seattle magazine
is read by 71,600
each month*

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

Home Ownership

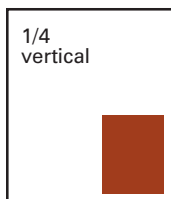
*Pacific NW: 72% (535,600)
Seattle magazine: 55% (39,600)
Seattle Met: 62% (26,500)
425 magazine: 78% (10,200)*



AD SIZES

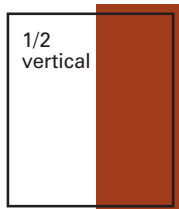
Standard ads (no bleed)

1/4 vertical 3.81" x 4.93"



3.81" x 4.93"

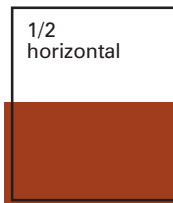
Ads with bleed



4" x 10.5"

1/2 vertical

Ad size 4" x 10.5"
Live area 3.5" x 10"
Bleed size 4.5" x 11"



8.25" x 5.2"

1/2 horizontal

Ad size 8.25" x 5.2"
Live area 7.75" x 4.7"
Bleed size 8.75" x 5.7"



8.25" x 10.5"

Full page

Ad size 8.25" x 10.5"
Live area 7.75" x 10"
Bleed size 8.75" x 11"

2019 AD RATES

SIZE	RATE	INCLUDED ONLINE IMPRESSIONS
1/8	\$1,010	25,000
1/4	\$1,970	50,000
3/8	\$2,580	75,000
1/2	\$3,665	100,000
5/8	\$4,754	135,000
Full Page	\$6,880	200,000
Double Truck	\$13,760	400,000

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.

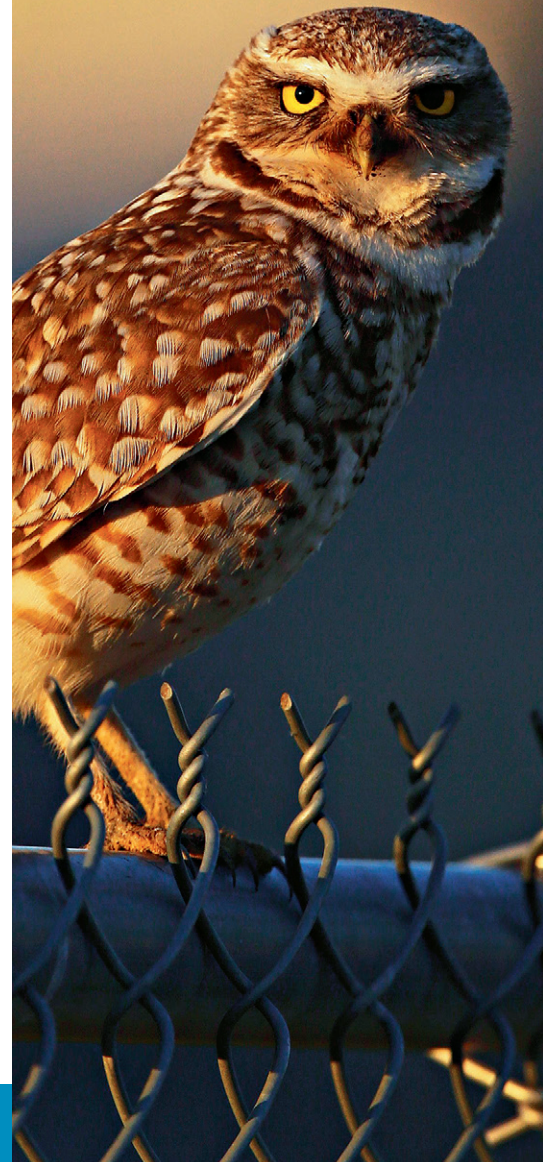
Availability is limited. Ask your account executive for details.

"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

Readers say:

"It speaks to me."



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.

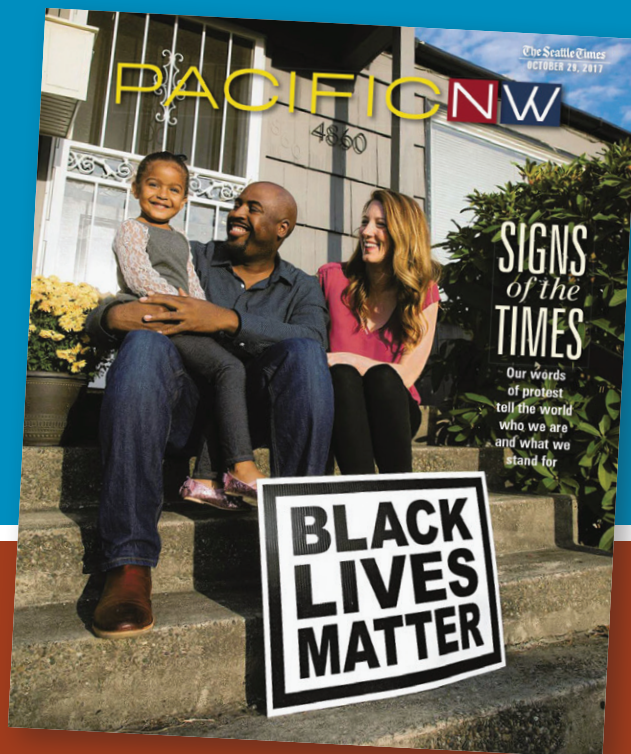


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seattletimes.com/mediakit

"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



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To advertise, contact your account executive today at 206.652.6700 or visit seattletimes.com/mediakit