

TASTE
Tinctures for drinks
of your dreams

NW LIVING
A wine merchant's
home in glass

GRAPEVINE
For the holidays,
three cases

FIT FOR LIFE
Juice is
not food

PACIFIC NW

The Seattle Times
NOVEMBER 3, 2013

WINE & SPIRITS

**How Woodinville
became a player
in Washington
wine country**



2014

MEDIA KIT



Readers say:

"Were it not for Pacific NW, my Sunday would not be complete."

"I buy things I see in Pacific NW."

Pacific NW is the region's #1 most-read magazine.

More than 833,000 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
206.464.2400

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 & Marketing, Issaquah Cedar & Lumber



Readers say:

“We love reading the Sunday paper over coffee. Pacific NW magazine is one of the last things that we read — save the best for last.”

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

Nancy Leson's 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 in 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.

"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."

– Jannifer Hall, director of marketing, Aegis Living

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.

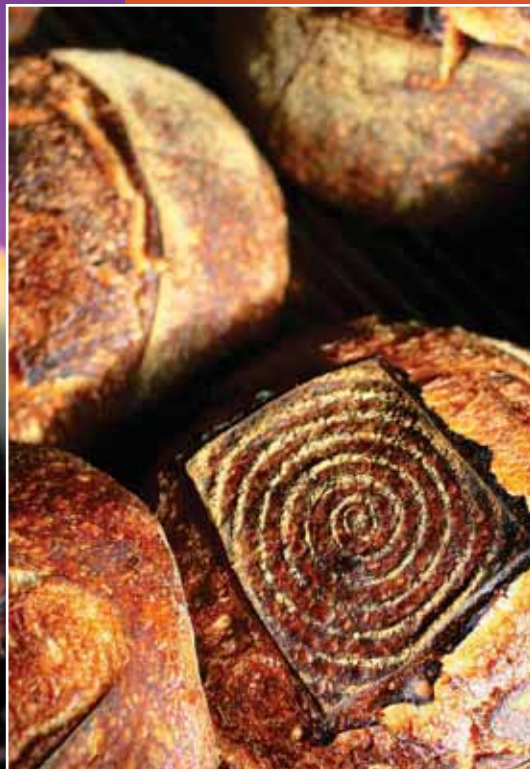
DESTINATIONS

Sophisticated photography captures a sense of place.

NOW & THEN

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





Readers say:

*"I love Pacific NW.
I always read it."*

"I like the ads."

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 – themes that coordinate well with advertiser needs.

In addition, we have four “green,” eco-themed issues, designed to help local families make environmentally friendly, sustainable choices in all areas of their lives.

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.



2014 PUBLICATION DATE	THEME	SPACE RESERVATION DEADLINE
February 2	Green/Outdoor Living	January 13
April 20	Green	March 31
May 11	Spring Home Design	April 21
June 8	Health and Fitness	May 19
August 10	Green	July 21
September 14	Architecture	August 25
October 19	Fall Home Design	September 29
October 26	Travel	October 6
November 2	Wine & Spirits	October 13
November 16	Dining Out	October 27
November 23	Green	November 3
December 7	Arts	November 17
December 28	Pictures of the Year	December 8

Dates of themed issues are subject to change.



DEMO
GRAPHICS

MORE THAN 833,000
PEOPLE READ
PACIFIC NW
MAGAZINE
EACH WEEK

*73% own their home,
accounting for \$619.5 million
in remodeling*

Median age: 54

63% married

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

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

*52% female and
48% male readership*

*#1 most-read
magazine in
the region*

*Affluent: average
household income
of \$90,697*

*Produced
weekly, so your
messages can
stay fresh*

OUR READERS ARE ACTIVE

18% boat 26% hike 12% golf 24% jog
 12% do yoga/
Pilates 28% belong to
health clubs 7% go to
day spas



THEY ARE BUYERS

32% bought furniture, with an average spend of \$930 in the past year, or a total spend of \$170.6 million
 94% own at least one computer
 32% own a tablet
 13% (107,000) bought fine jewelry, with an average spend of \$323 in the past year, or a total spend of \$34.5 million



They dine out at sit-down restaurants an average of 3.1 times per month.

THEY TRAVEL

59% traveled internationally in the past three years
 12% (102,100) have been to Hawaii in the past year
 56% have flown domestically in the past year

THEY ATTEND EVENTS

43% attended a sporting event in the past year
 35% attended a museum or gallery in the past year
 48% attended a live performance (concert, dance, theater) in the past year

THEY CONSUME ALCOHOL

55% bought wine in the past month
 44% consumed beer in the past month
 45% consumed hard liquor in the past month

THEY ARE PHILANTHROPIC

38% volunteer 76% donate

Survey methodology and data validation

Data are from 2013 Scarborough Research Report, Release 2. This is a nationally syndicated study among 4,350 randomly selected adults in Western Washington. 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 1.5 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

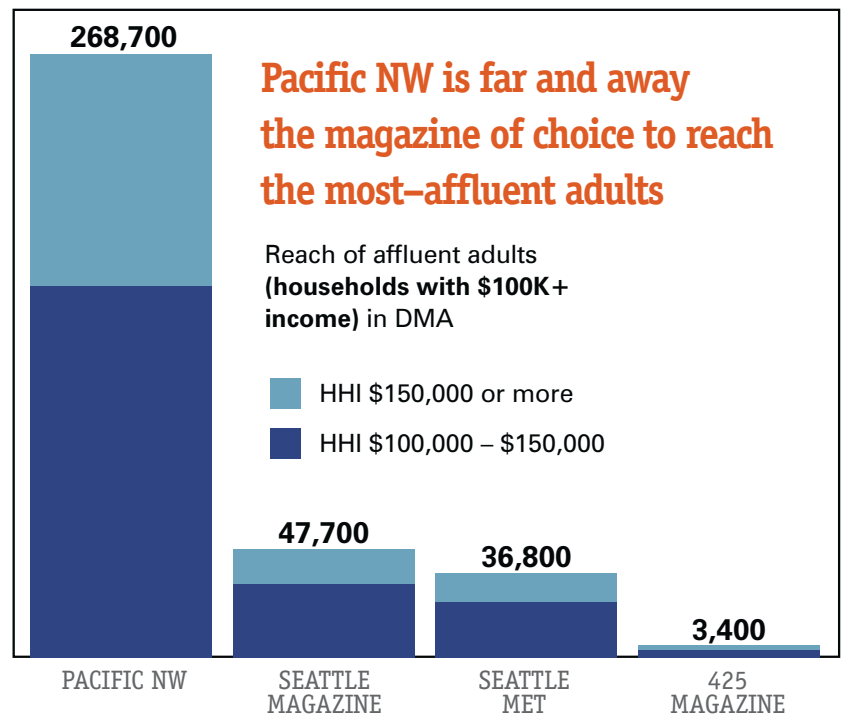
PACIFIC NW

HOW WE COMPARE

Pacific NW reaches 663,900 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:
"It speaks to me."*



Source: Scarborough Research, 2013, R. 2

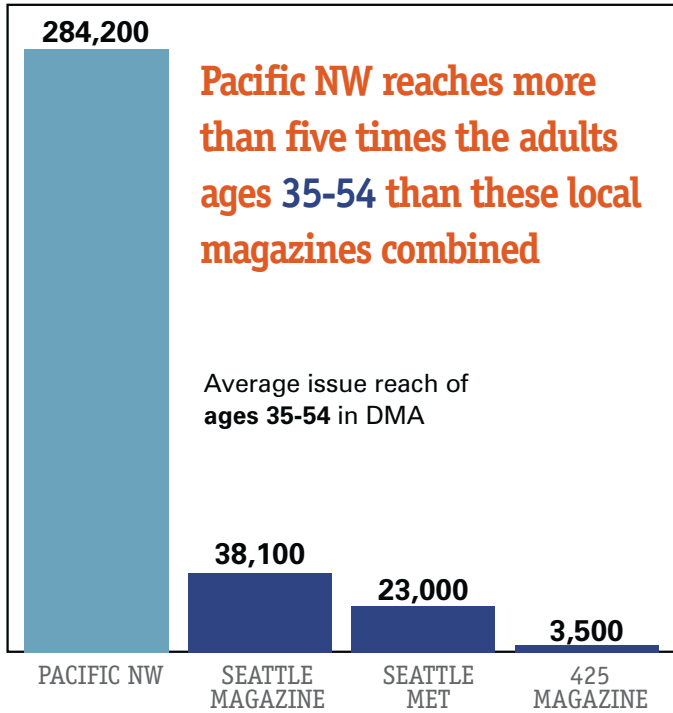
Pacific NW is read by more than 833,000 people each week

Seattle Met is read by 75,100 each month

Seattle magazine is read by 113,000 each month

425 magazine is read by 10,900 every two months

Home Ownership
 Pacific NW: 73%
 Seattle magazine: 81%
 Seattle Met: 66%
 425 magazine: 71%



AD SIZES

Standard ads (no bleed)

1/20 vertical	1.95" x 2.6"
1/10 horizontal	4.025" x 2.6"
1/10 vertical	1.95" x 5.175"
3/20 vertical	1.95" x 7.837"
1/5 horizontal	4.025" x 5.175"
3/10 vertical	4.025" x 7.837"

Ads with bleed

1/5 vertical	2.137" x 10.875"
3/10 horizontal	6.712" x 5.362"
1/2 horizontal	9" x 5.37"
1/2 vertical	4.438" x 10.875"
3/5 horizontal	9" x 6.724"
3/5 vertical	5.6" x 10.875"
7/10 horizontal	9" x 7.862"
7/10 vertical	6.719" x 10.875"
Full page	9" x 10.875"
Double truck	18" x 10.875"

MECHANICAL SPECIFICATIONS

Images placed in the document need to be in **bitmap, grayscale or CMYK, saved as TIFF or composite EPS format, and flattened with no masking channels.**

- When converting RGB to CMYK images, customize the Photoshop color settings to SWOP inks, 15% dot gain, GCR, medium black generation and 300% total ink limit. This color setting file can be provided on request. Avoid using RGB, LAB or indexed color images in your document. Do not use PICT, GIF or JPEG for placed images.
- Grayscale and color images should be provided at 300-dpi resolution.
- When scaling images up in size, make sure to maintain sufficient resolution.

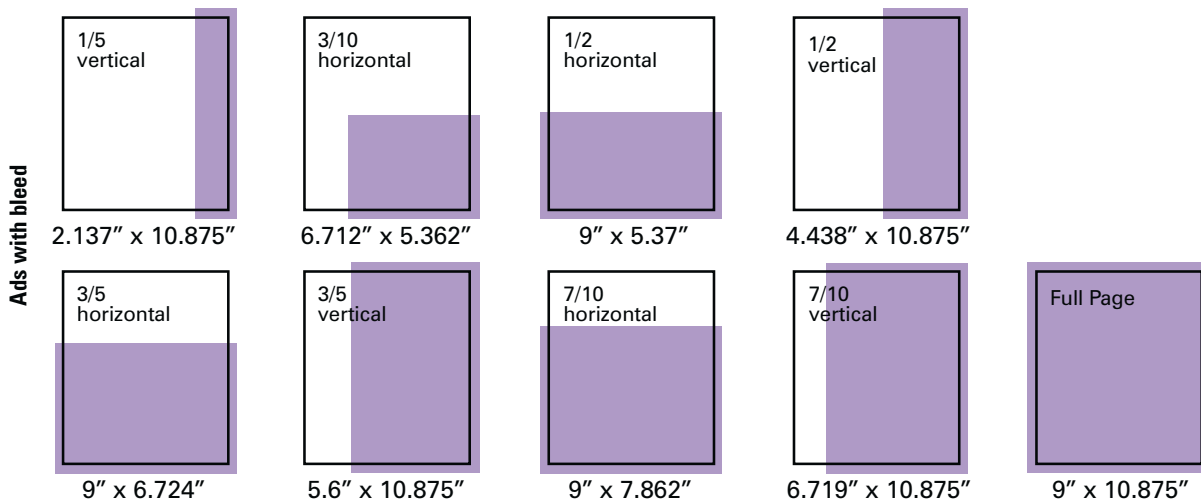
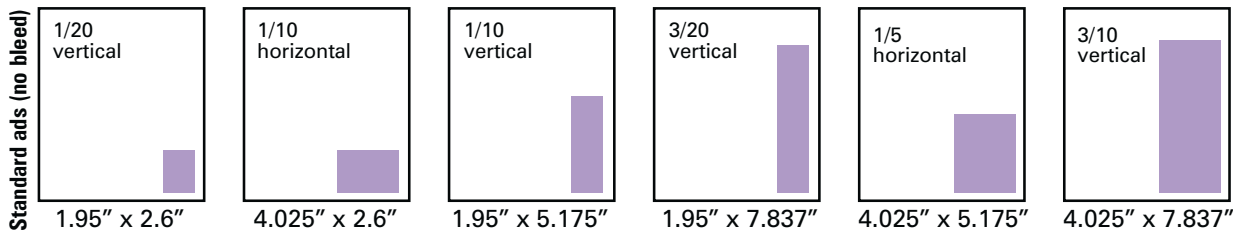
Screen-tint builds should have a value of a minimum of 5% for any color.

For large areas with heavy black-ink coverage, create a **rich black**. The preferred build is 60% cyan, 40% magenta and 100% black. Do not use rich black for text, except for bold type larger than 72 points in size.

Specify **rule weight** value at a minimum of .5 points, and avoid hairline rules in your document. Any rules that are screened or built from process colors must be a minimum value of 2 points in weight. For borders or frames, specify a custom minimum size of no less than .3 points.

ADDITIONAL INFORMATION

Contact your sales support staff if you have any questions.



Bleed specifications

Material intended to bleed must be furnished with a minimum of .25" image area beyond the trim.

Live area

All type or graphics not intended to trim should be positioned .1875" from trim.

All ads must use these dimensions. If they do not, they will be resized to fit the designated space.

2014 AD RATES

SIZES	FREQUENCY LEVEL				
	1x	6x	13x	26x	40x
1/20	\$380	\$355	\$335	\$315	\$300
1/10	760	715	670	630	590
3/20	1,140	1,070	1,005	945	890
1/5	1,520	1,430	1,340	1,260	1,185
3/10	2,280	2,140	2,015	1,890	1,780
1/2	3,645	3,425	3,220	3,030	2,845
3/5	4,370	4,110	3,865	3,635	3,415
7/10	5,100	4,795	4,510	4,235	3,985
Full Page	6,075	6,075	6,075	5,710	5,635
Double Truck	12,150	12,150	12,150	11,420	10,730

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% of the total cost of the ad.



“We decided to advertise in Pacific NW to promote our big 30th anniversary sale in December. I’m glad to say that we are having excellent results from our ads and definitely seeing new customers come in. Overall, we are quite pleased.”
 – **Jerry Raine, president, Turgeon Raine Jewellers**



Readers say:

“I read the magazine front to back.”



Readers say:

*"It makes
Sunday special."*

*"It is what I
want my
backyard to
look like."*

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 2 out of 3 adults in print and online in King and Snohomish counties and 56 percent 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.

The Seattle Times' marketing solutions can target your demographic with:

- Media planning and assessment
- Promotions
- Direct mail
- E-newsletters
- Sponsorships
- Commercial printing
- Targeted in-paper and digital advertising
- Search engine marketing (SEM)

The Seattle Times is in print, online and mobile all the time, and can reach your target audience where they live and wherever they go.

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

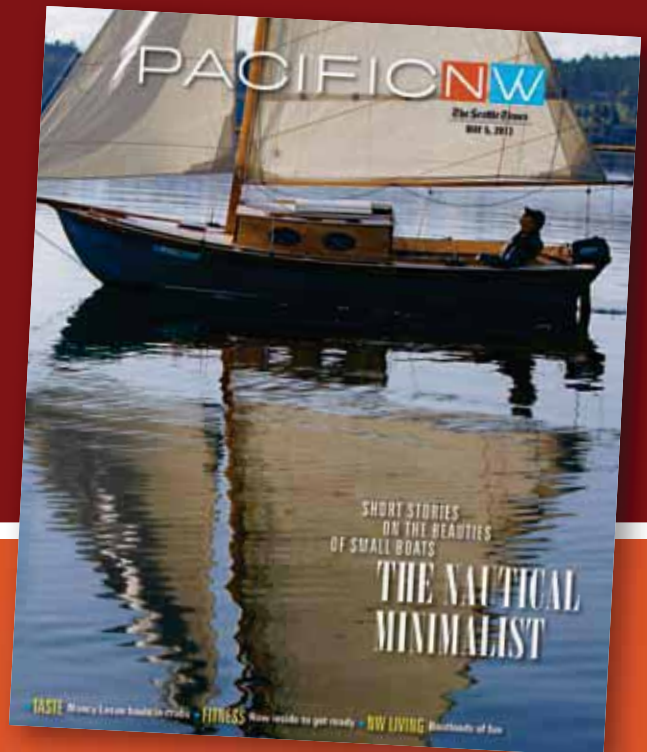
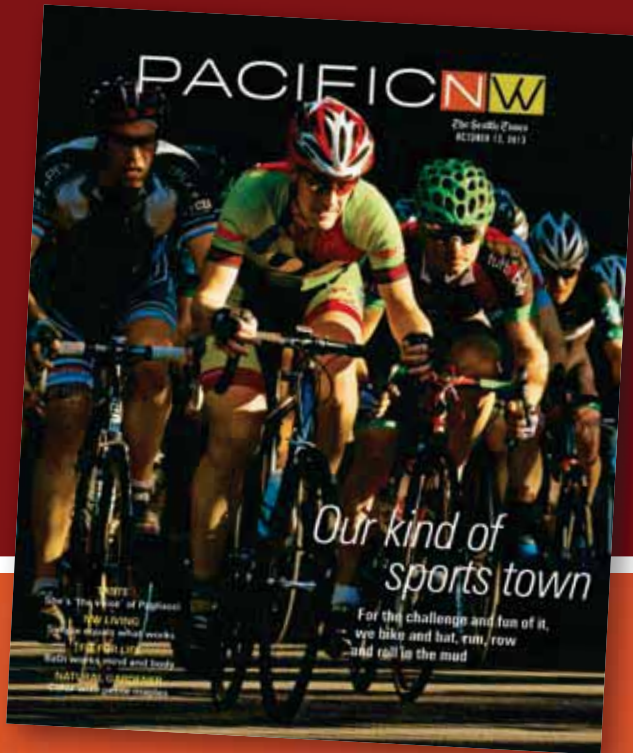
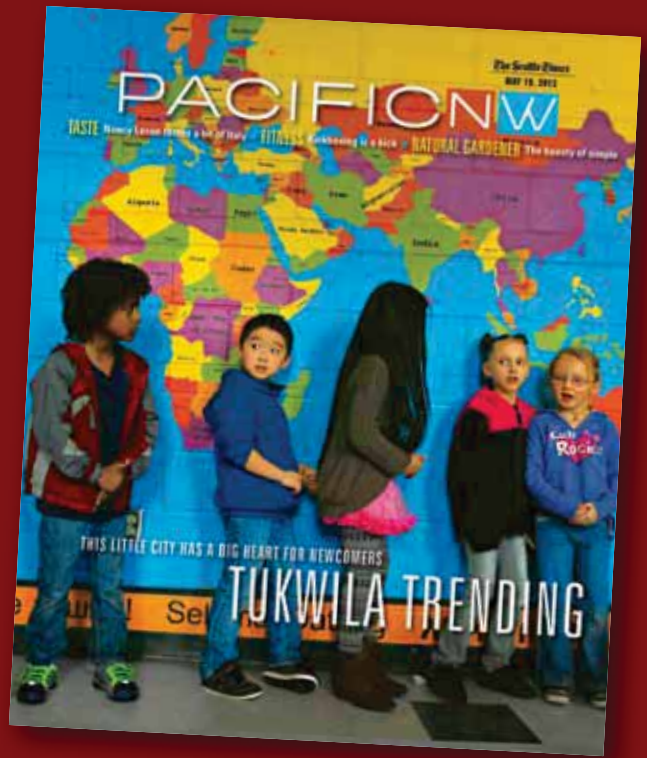
The Seattle Times

Retail Advertising **206.464.2400**

seattletimes.com/mediakit

"We've been advertising with The Seattle Times' Pacific NW magazine for years now and find it to be one of the best ad venues available. The magazine's readership far exceeds any of the regional glossy design magazines. I think the print ads are definitely effective. In fact, I've had folks contact me after holding on to a copy of my ad for months."

– Alan Burke, landscape architect, Classic Nursery & Landscape Co.



The Seattle Times

To advertise, contact your account executive today at 206.464.2400 or visit seattletimes.com/mediakit