



theStranger MEDIA KIT 2018

LIKE SEATTLE, *THE STRANGER* IS DECIDEDLY INDEPENDENT.

We offer a perspective on the topics that matter most to the people who live, work, and play in Seattle. Our original news reporting has won the highest journalism awards and has made profound changes to our city. Our smart, authoritative entertainment coverage sets the tone for the city's cultural conversation. And our innovative, comprehensive calendar, Things To Do, is Seattle's most popular and trusted source of event information in the region.

***THE STRANGER* REACHES A LARGE AUDIENCE.**

Stranger readers are affluent urbanites in their 20s and 30s with impressive disposable incomes and an appetite for everything the city has to offer. Our readers DO THINGS: They're the ones out on the town, eating and drinking, seeing music and art, voting, and buying local. Advertising in one of *The Stranger's* many targeted local media products is the easiest and most effective way to reach the most active consumers in the fastest growing city in America.

CIRCULATION: **60,000**

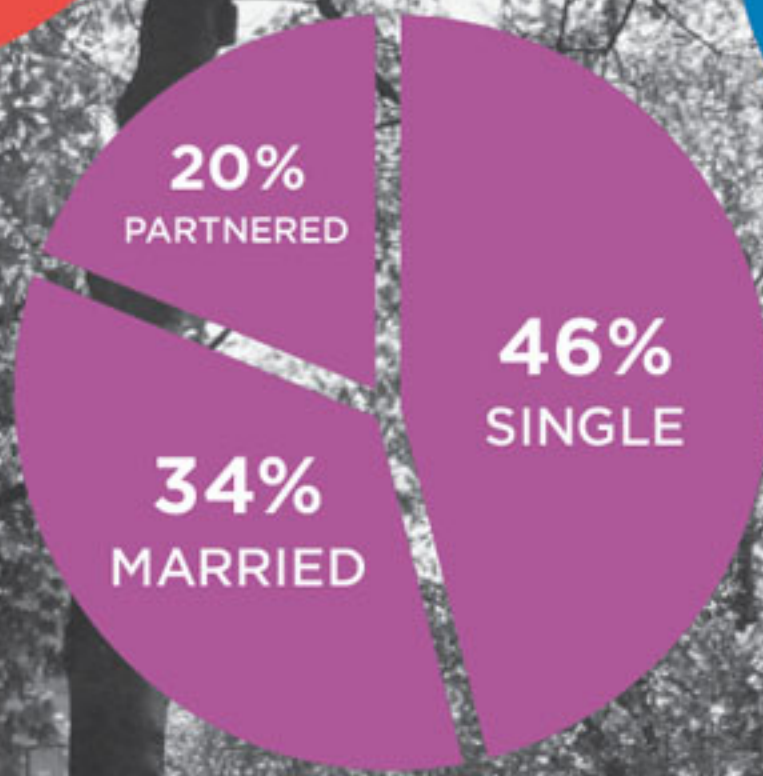
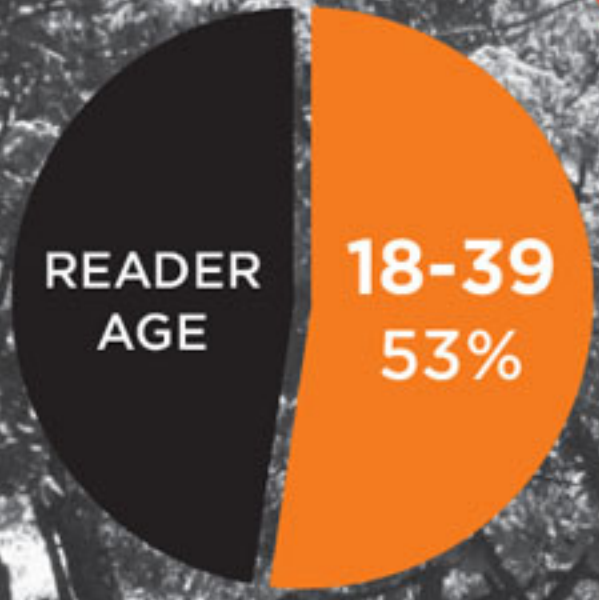
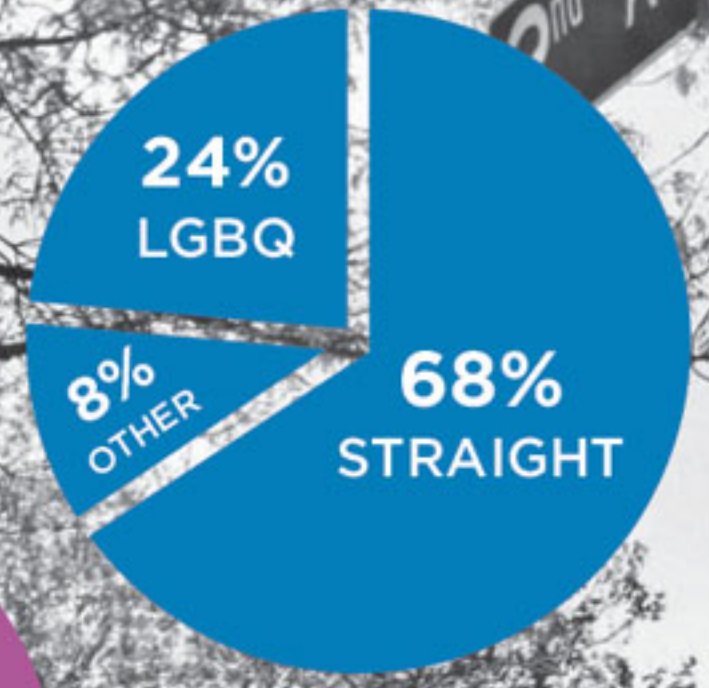
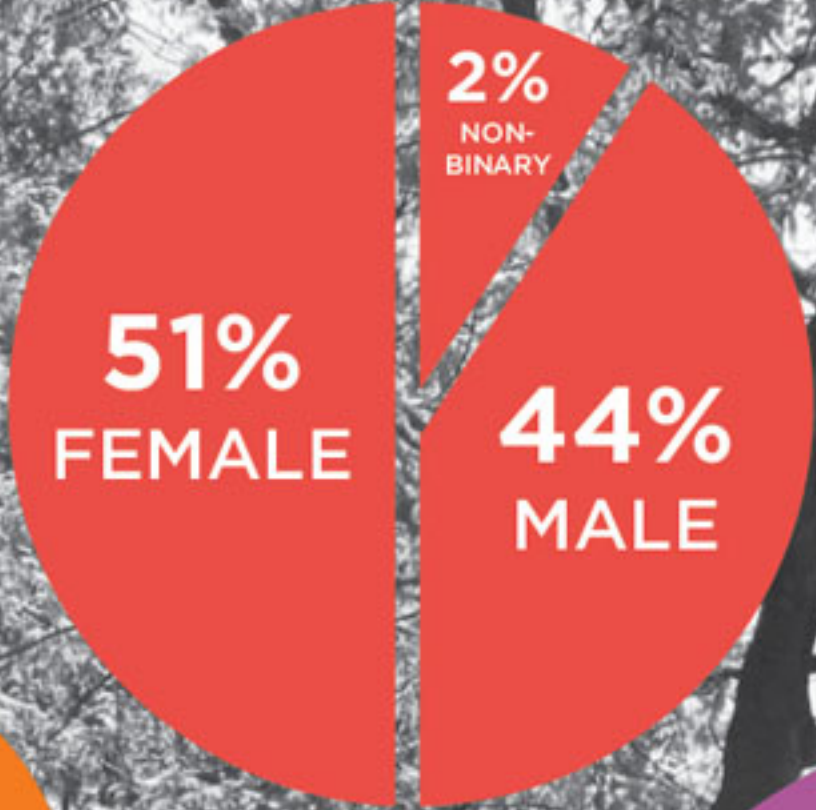
MONTHLY PRINT/WEB READERSHIP: **512,382**

MONTHLY WEBSITE VISITS: **5.1 MILLION**

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Stranger Readership DEMOGRAPHICS



43% HAVE BACHELOR DEGREES

58% HAVE PETS

67% HAVE FULL-TIME JOBS

82% PREFER LOCAL INDEPENDENT BUSINESSES!

94% VOTED IN THE LAST ELECTION

Source: 2017 SurveyMonkey Spring Readership Study

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Stranger Readership Habits: VOTING & CIVIC ENGAGEMENT

94%

OF STRANGER READERS
VOTED IN THE NOVEMBER
2016 ELECTION

TOPICS OF
IMPORTANCE TO
OUR READERS



90%
LOCAL NEWS
& POLITICS

63%
SOCIAL JUSTICE
ISSUES

56%
HOW TRUMP
AFFECTS
SEATTLE

62%
NEIGHBOR-
HOOD NEWS

45%
POLICE

52%
TRANSPOR-
TATION

51%
HOUSING

ONLINE

2017 PRIMARY ELECTION

(July 12–August 2, 2017)

ENDORSEMENTS: 127k pageviews
CHEAT SHEET: 22k pageviews

2017 GENERAL ELECTION

(October 11–November 6, 2017)

ENDORSEMENTS: 100k pageviews
CHEAT SHEET: 23k pageviews

Stranger readers
participate in:

66% CHARITY EVENTS, FUNDRAISING,
VOLUNTEERING, DONATING

59% PROTESTS, MARCHES,
DEMONSTRATIONS

23% CAMPAIGNING, OUTREACH,
CANVASING

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Stranger Readership Habits: ARTS & CULTURE

26%

ATTEND DANCE PERFORMANCES 133,732 readers

29%

SEE CLASSICAL MUSIC, OPERA PERFORMANCES 146,029 readers

51%

VISIT CULTURAL AND HERITAGE CENTERS

259,778 readers

61%

SEE LIVE THEATER, MUSICALS

311,528 readers

64%

VISIT GALLERIES, ART SHOWS

327,924 readers

85% VISIT MUSEUMS

407,344 readers

STRANGER READERS ARE THE MOST ACTIVE ARTS CONSUMERS IN SEATTLE.

The Stranger's quarterly magazine, *Seattle Art and Performance*, is the largest circulated arts publication in the Northwest and is THE definitive guide to the Seattle arts season.

Source: 2017 SurveyMonkey Spring Readership Study



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Stranger Readership Habits: ENTERTAINMENT



THINGS TO DO

Almost 60% of our readers attend an event found on our Things To Do calendar 1-3 times a month!

thestranger.com/thingstodoapp

Source: 2017 SurveyMonkey Spring Readership Study

85%

436,549 readers

ATTEND MOVIES OR
FILM FESTIVALS

65%

335,098 readers

SEE LIVE
MUSIC OR DJs
PERFORM

60%

309,479 readers

GO TO FOOD
AND DRINK
EVENTS

53%

274,637 readers

LISTEN TO
PODCASTS

38%

195,218 readers

VISIT
CANNABIS
SHOPS

10%

53,288 readers

CASINO
GAMBLING

28%

141,417 readers

GO TO
COMEDY
CLUBS

44%

225,448 readers

ATTEND MUSIC
FESTIVALS

59%

304,355 readers

GO TO BARS OR
NIGHTCLUBS

26%

134,756 readers

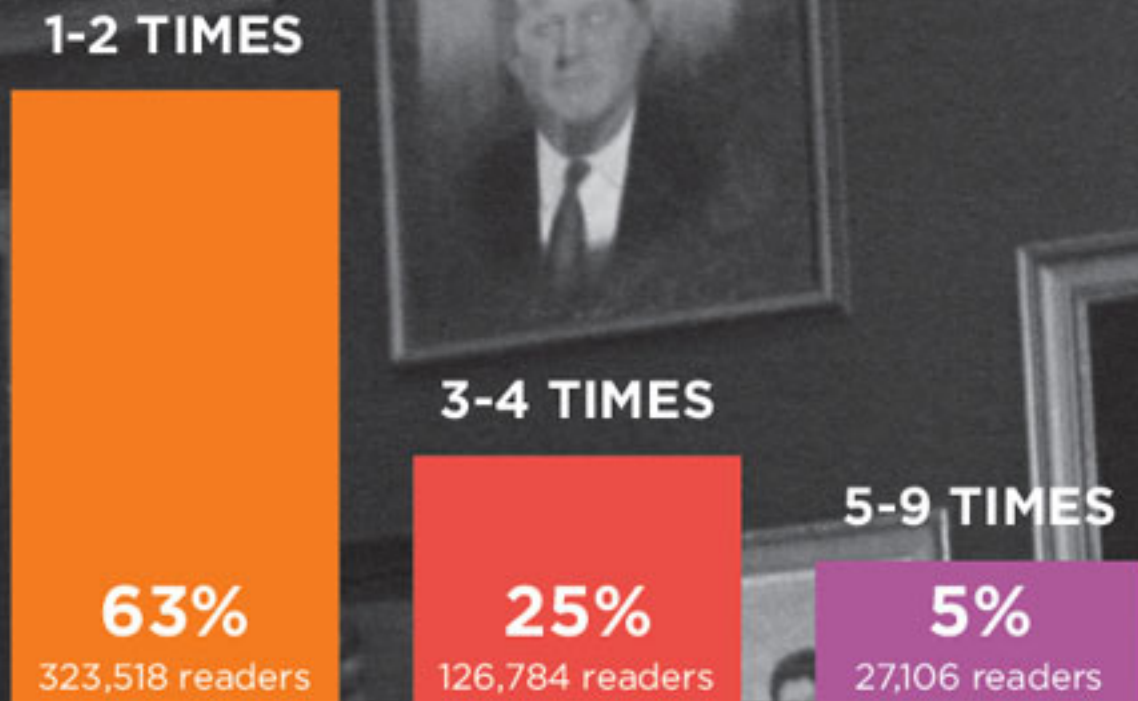
PLAY VIDEO
GAMES

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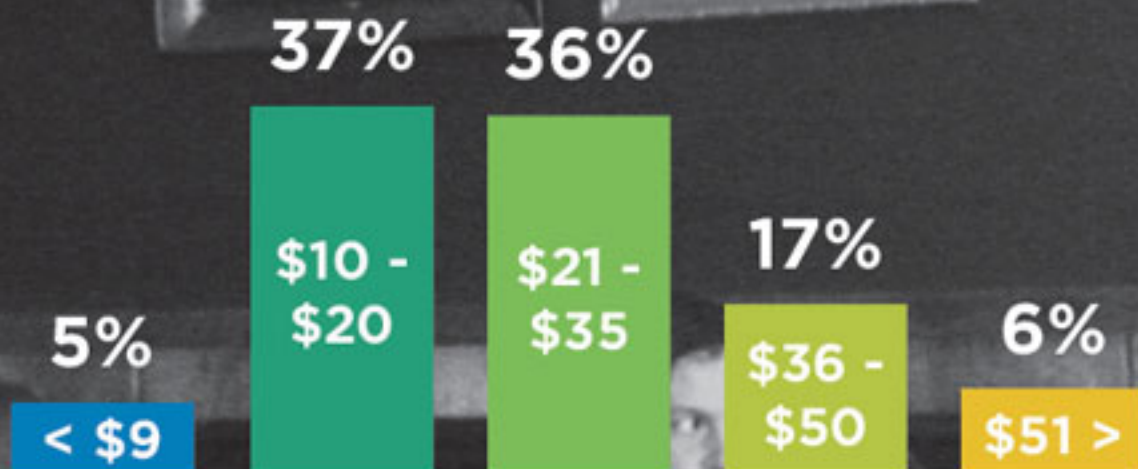
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Stranger Readership Habits: DINING OUT

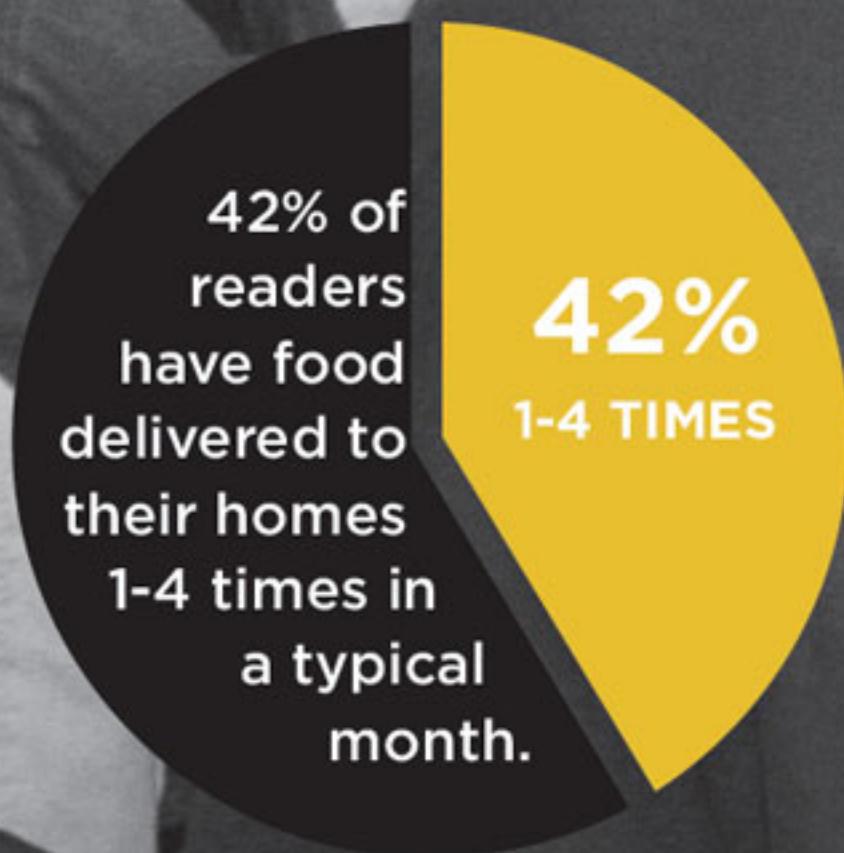


Number of times in a typical week, Stranger readers dine out.



Average amount readers spend on a restaurant meal, including drinks.

Source: 2017 SurveyMonkey Spring Readership Study



95%

488,812 readers

OF STRANGER READERS HAVE DINED OUT IN THE LAST 30 DAYS!



Our very popular food and drink guides hit the streets every spring and fall!

These beautiful glossy publications fill up quickly and disappear just as fast!

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Stranger Readership Habits: DRINKING

42% OF READERS HAVE READ OUR MOST RECENT HAPPY HOUR GUIDE.



IN THE LAST 90 DAYS, STRANGER READERS HAVE ATTENDED HAPPY HOUR:



WHEN MAKING BEVERAGE PURCHASES, 64% OF READERS PREFER TO BUY LOCALLY PRODUCED PRODUCTS.

Source: 2017 SurveyMonkey Spring Readership Study

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Stranger Readership Habits: CANNABIS

49.6%

254,141 readers

**STRANGER READERS
WHO HAVE USED
CANNABIS IN THE
LAST 90 DAYS**

38%

195,218 readers

**VISIT CANNABIS
DISPENSARIES**

How often did readers
use cannabis in the
last 90 days?

**5-9
TIMES**
6%

**3-4
TIMES**
8%

**1-2
TIMES**
9%

**10+
TIMES**
27%



The Stranger produces a Green Guide every spring and fall, inserted in our regular issue and distributed at local cannabis providers around town.

In what
manner did
readers use
cannabis in
the last 90
days?

38% SMOKED OR VAPORIZED FLOWER

29% INGESTED EDIBLE

12% VAPORIZED OIL

7% TOPICAL

6% DABBED

Source: 2017 SurveyMonkey Spring Readership Study

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Stranger Readership Habits: SPORTING

45%

228,522 readers

CAMP

58%

295,132 readers

RUN, JOG,
WALK

56%

286,422 readers

HIKE

31%

157,814 readers

YOGA,
PILATES

25%

128,608 readers

ATTEND PRO
SPORTS

22%

112,212 readers

BOATING,
KAYAKING

6.5%

33,305 readers
SURF, PADDLE
BOARD

14%

70,709 readers
SNOWBOARD,
SKI

36%

185,482 readers

BICYCLE

22%

113,749 readers

GYM,
CROSS-FIT

4.6%

23,570 readers
GOLF

4%

21,008 readers
MARTIAL
ARTS, SELF-
DEFENSE

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Stranger Readership Habits: PERSONAL SERVICE

4%
22,032 readers
PERSONAL
TRAINER

3%
13,834 readers
TANNING
SALON

7%
36,892 readers
PIERCER

13%
64,560 readers
WAXER

16%
84,031 readers
NAIL TECH,
MANICURIST

22%
110,162 readers
TATTOO
ARTIST

28%
144,492 readers
MASSAGE
THERAPIST

68%
350,469 readers
HAIR STYLIST,
BARBER

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Stranger Print Publication DISTRIBUTION

ZONE 1: DOWNTOWN

Beacon Hill/
Georgetown (98108);
Belltown/Regrade (98121); City Center (98101); Magnolia (98199); Pioneer Square/International District (98104); Sodo (98134); Queen Anne/Westlake (98109, 98119)

28%

ZONE 2: CAPITOL HILL/ CENTRAL

Capitol Hill (98122, 98102); Columbia City (98118); Eastlake (98102); Madison Park (98112); Rainier Valley/Mt. Baker/Columbia City (98144)

15%

ZONE 3: NORTHEAST

Ballinger/
Lake Forest Park (98155); Northgate/Lake City (98125); Ravenna/Wedgwood/Sand Point (98115); University District (98105, 98195)

9%

ZONE 4: NORTHWEST

Aurora/
North Seattle (98133); Ballard (98107); Crown Hill (98117); Wallingford/Fremont/Green Lake/Greenwood (98103); Shoreline (98177)

14%

ZONE 5: WEST SEATTLE **6%**

Alki (98116); Delridge (98106); Fauntleroy (98136); Harbor/California Ave. (98126); Burien (98166); White Center (98106)

ZONE 6: EASTSIDE

Bellevue (98004, 98005, 98007); Bothell (98011); Issaquah (98027); Kenmore (98028); Kirkland (98033, 98034); Mercer Island (98040); Redmond (98052)

8%

OTHER DISTRIBUTION POINTS:

North of Seattle: 6%
South of Seattle: 6%
Tacoma: 4%
Olympia: 4%



Percentages of distribution within zones are based on an average print run of 65,000. Zones may vary slightly throughout the year. Contact your advertising representative with any questions regarding the most current distribution information.

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theStranger's COVER PACKAGE



YOUR AD ON THE *STRANGER* COVER... AND JUST INSIDE!

Price: \$6,000 **Deadline:** Wednesday, one week before publication

Front Panel Specs:

Document Size: 10.25"w x 5.45"h
 Document Size with Bleed: 10.5"w x 5.7"h
 Safe Area: 9.25"w x 4.7"h

Page Margins

Top: .375" Inside: .5"
 Bottom: .375" Outside: .5"

Page Bleeds

Top: 0" Inside: 0"
 Bottom: .25" Outside: .25"

Inside Page Specs:

Document Size: 10.25"w x 14"h
 Document Size with Bleed: 10.5"w x 14.5"h
 Safe Area: 9.375"w x 13.25"h

Page Margins

Top: .375" Inside: .375"
 Bottom: .375" Outside: .5"

Page Bleeds

Top: .25" Inside: 0"
 Bottom: .25" Outside: .25"

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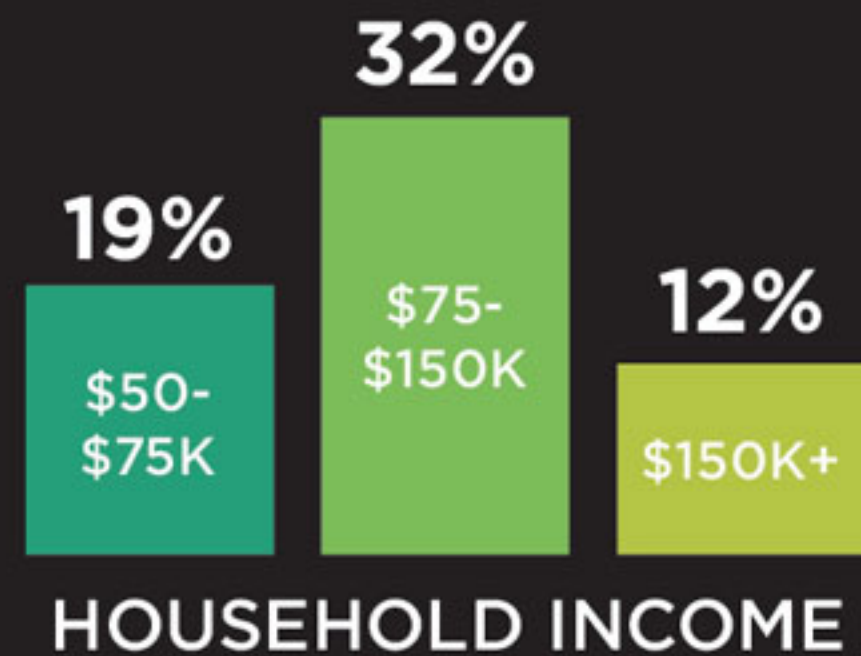
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PRE-PRINTED INSERTS

82% OF READERS PREFER TO BUY FROM LOCAL, INDEPENDENT BUSINESSES

58% BUY SUSTAINABLE, ECO-CONSCIOUS PRODUCTS

56% PREFER TO DO THEIR SHOPPING IN STORES



FULL RUN

- ▶ \$45 per 1,000 (x total print run)
- ▶ For maximum impact, and to reach the widest readership, "full run" inserts are the ticket. Your insert will be placed in each copy of *The Stranger* on the selected issue date.

PARTIAL RUN

- ▶ \$60 per 1,000 (x number of papers distributed in selected zones)
- ▶ A cost-effective, targeted approach to reach consumers within your specific area of business. "Partial run" inserts may be placed in a specific zone (or multiple zones), based on the needs of your business.
- ▶ 5,000 minimum run
- ▶ 1 full zone is required
- ▶ Zones may vary throughout the year. Contact your advertising representative for the most current distribution information.

INSERT GUIDELINES

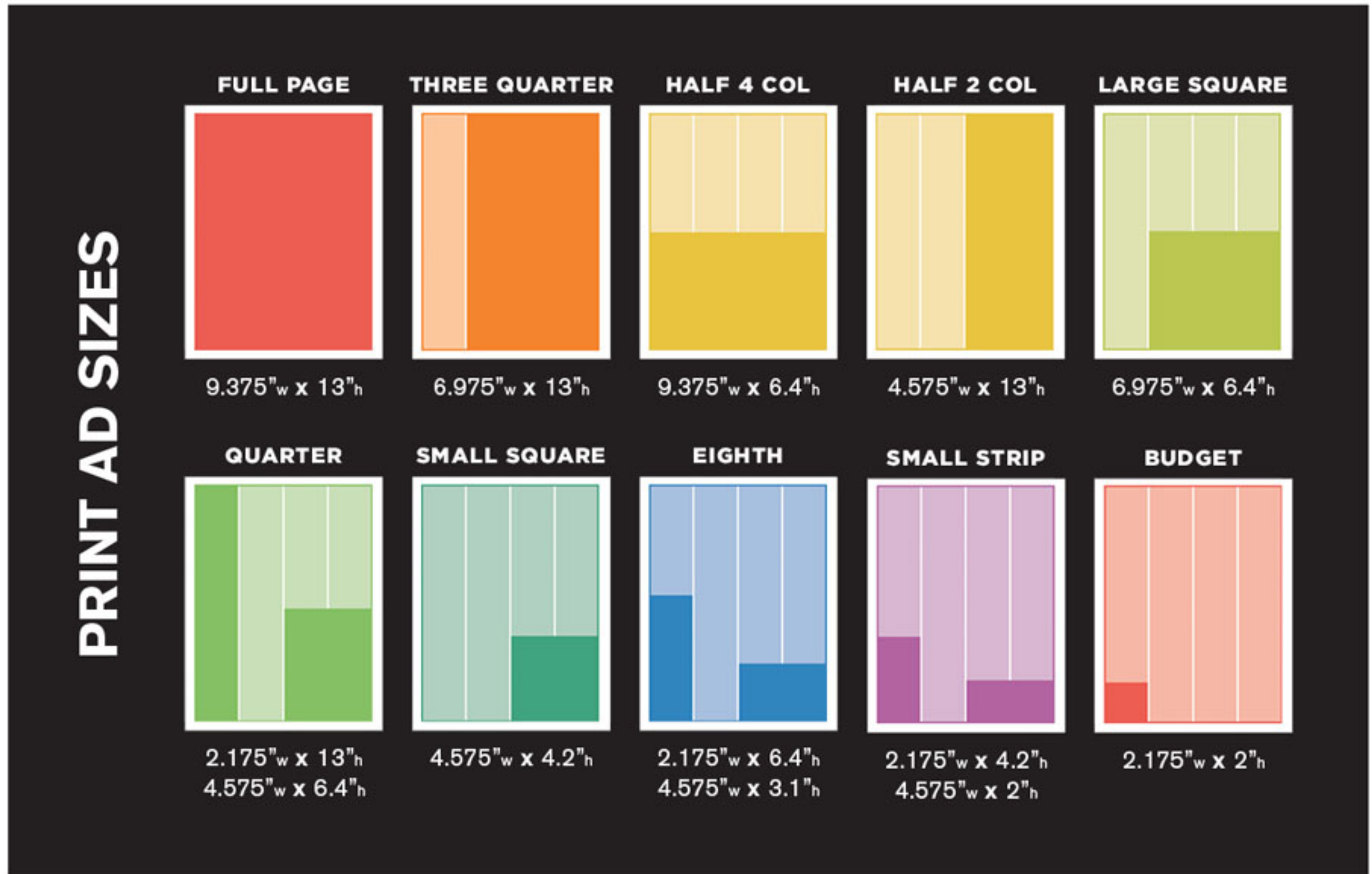
- ▶ Minimum size: 4.5" x 5.75"
- ▶ Maximum size: 10" x 14"
- ▶ Suggested paper weight: 80#, single sheet
- ▶ Printing and shipping costs of pre-printed inserts are not included in the cost to insert.
- ▶ Samples: Three copies of the insert must be provided to your sales representative one week prior to insertion date.
- ▶ Deadline: Pre-print inserts must be received by printer no less than 8 days prior to insertion date
- ▶ Delivery: **Must be shipped directly to printer:**

Yakima Herald
Attn: Shelyce Dewitt
114 N Fourth St, Yakima, WA 98901
(509) 577-7757

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PRINT SPECIFICATIONS



DEADLINES

All ads arriving in finished form should be **delivered by Thursday at 3:00 p.m.** Materials for ad builds (text, show listings, images) should arrive no later than Tuesday at 3:00 p.m. Anything submitted after this deadline is subject to space availability (unless a previous arrangement has been made with your advertising representative).

DELIVERY

- ▶ E-mail ads directly to your *Stranger* sales representative. Please make sure the subject line of your e-mail includes the name of your company and the date the ad is to run.
- ▶ Ads produced outside of *The Stranger* must be sent to us as Acrobat PDF files, flattened JPEGs or TIFFs. Your document size should exactly match the ad size (see size sheet for dimensions), with **no crop marks, color key, or excess white surrounding the image area.**

THE STRANGER CANNOT GUARANTEE EXACT COLOR MATCHING OR PERFECT REGISTRATION.

IMAGE QUALITY, RESOLUTION & COLOR SPECIFICATIONS

- ▶ All artwork must be at least 200 dpi; 300 dpi is preferred.
- ▶ Black and white ads: make sure the entire ad is grayscale.
- ▶ Color ads: must be 4-color CMYK process, not RGB or spot colors like Pantone.
- ▶ Our maximum ink density is 240% (ink density is the combined percentages of the four inks making up CMYK). We will adjust any ad that exceeds the ink limit, which may change the appearance.
- ▶ Fine lines and small type may be in color, but should use as few inks as possible. For complex color type, we recommend using larger, heavier type that can more easily survive variations in registration.
- ▶ The same applies for reversed type (white type on a black or color background). Blacks should be created as 100% K, or K plus a low percentage of other color. Never create a black out of all four colors.

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