

# HOW CAN YOUR BUSINESS REACH 1.8 MILLION NORTHWEST CONSUMERS RIGHT NOW?

CREATE YOUR OWN FOLD-UP AUDIENCE FINDER TO LEARN HOW.



<p><b>BUCK</b></p>	<p>What reaches more Northwest adults than any other local news media?</p> <p><b>The Seattle Times</b> Learn more at <a href="http://seattletimes.com/mediakit">seattletimes.com/mediakit</a></p>	<p>What's the #1 digital news network in the region?</p> <p><b>The Seattle Times</b> Learn more at <a href="http://seattletimes.com/mediakit">seattletimes.com/mediakit</a></p>	<p><b>YOUR</b></p>
<p>What reaches twice as many adults as a prime-time TV spot in the market?</p> <p><b>The Seattle Times</b> Learn more at <a href="http://seattletimes.com/mediakit">seattletimes.com/mediakit</a></p>	<p><b>The Seattle Times</b> Learn more at <a href="http://seattletimes.com/mediakit">seattletimes.com/mediakit</a></p>	<p><b>The Seattle Times</b> Learn more at <a href="http://seattletimes.com/mediakit">seattletimes.com/mediakit</a></p>	<p>What website gets more than 40 million page views monthly?</p>
<p>What reaches strategically targeted audiences?</p> <p><b>The Seattle Times</b> Learn more at <a href="http://seattletimes.com/mediakit">seattletimes.com/mediakit</a></p>	<p><b>The Seattle Times</b> Learn more at <a href="http://seattletimes.com/mediakit">seattletimes.com/mediakit</a></p>	<p><b>The Seattle Times</b> Learn more at <a href="http://seattletimes.com/mediakit">seattletimes.com/mediakit</a></p>	<p>What has the largest readership of any publication in Washington state?</p>
<p><b>BANG</b></p>	<p>What reaches 2 out of 3 adults in King and Snohomish Counties?</p> <p><b>The Seattle Times</b> Learn more at <a href="http://seattletimes.com/mediakit">seattletimes.com/mediakit</a></p>	<p>What gets more unique visitors and page views than any other local digital media?</p> <p><b>The Seattle Times</b> Learn more at <a href="http://seattletimes.com/mediakit">seattletimes.com/mediakit</a></p>	<p><b>FOR</b></p>

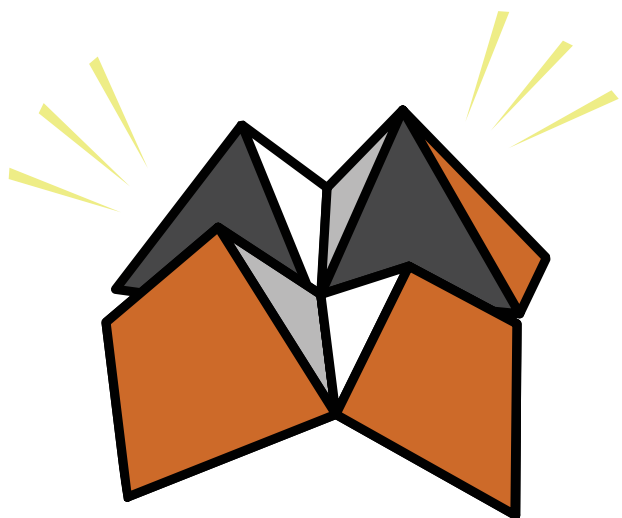


For fortune teller instructions and multi-platform marketing solutions, visit [seattletimes.com/mediakit/audience-market/](http://seattletimes.com/mediakit/audience-market/).

# AUDIENCE FINDER

## HOW TO FOLD

- Step 1:** Cut out the square. Make two folds, one along the horizontal axis and one along the vertical axis. Crease well and unfold.
- Step 2:** Make another two folds, this time along the diagonal axis. Crease well and unfold.
- Step 3:** Flip paper over. Starting with the bottom right corner (where the word “Buck” is located), fold the paper in to meet the center point.
- Step 4:** Repeat for the other three corners.
- Step 5:** Flip paper over.
- Step 6:** Fold the bottom tip to meet the center point.
- Step 7:** Repeat for the other three corners.
- Step 8:** Fold paper in half so “Bang for your Buck” appears on the outside.
- Step 9:** Start to pry open the paper with your thumb and index fingers under the words “Bang for your Buck.”
- Your origami Audience Finder is complete!



## HOW TO PLAY

- Step 1:** Ask “How can I reach 1.8 million consumers right now?”
- Step 2:** Choose a word, for example, “Bang,” “for,” “your” or “buck.”
- Step 3:** Spell out the word, for example, B-A-N-G, opening the audience finder horizontally on “B,” vertically on “A” and so on.
- Step 4:** Choose a question from the inside.
- Step 5:** Open the flap to find the answer.