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.”

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

More than 816,900 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 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.

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:
“We were it not for Pacific NW, my Sunday would not be complete.”

“I buy things I see in Pacific NW.”

“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
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.

Readers say:

“It makes Sunday special.”

“It is what I want my backyard to look like.”

<table>
<thead>
<tr>
<th>2015 PUBLICATION DATE</th>
<th>THEME</th>
<th>SPACE RESERVATION DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 8</td>
<td>Outdoor Living/Green</td>
<td>January 19</td>
</tr>
<tr>
<td>April 19</td>
<td>Green</td>
<td>March 30</td>
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<tr>
<td>May 10</td>
<td>Spring Home Design</td>
<td>April 20</td>
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<tr>
<td>June 7</td>
<td>Health and Fitness</td>
<td>May 18</td>
</tr>
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<td>August 9</td>
<td>Green</td>
<td>July 20</td>
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<td>September 13</td>
<td>Architecture</td>
<td>August 24</td>
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<td>October 18</td>
<td>Fall Home Design</td>
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<td>November 1</td>
<td>Wine</td>
<td>October 12</td>
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<td>November 15</td>
<td>Dining Out</td>
<td>October 26</td>
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<tr>
<td>November 22</td>
<td>Green</td>
<td>November 2</td>
</tr>
<tr>
<td>December 6</td>
<td>Arts</td>
<td>November 16</td>
</tr>
</tbody>
</table>

Dates of themed issues are subject to change.
816,900 people read Pacific NW magazine each week.

**OUR READERS ARE ACTIVE**
- 18% boat
- 31% hike
- 13% golf
- 29% jog
- 14% do yoga/Pilates
- 25% belong to health clubs
- 9% go to day spas

**THEY ARE BUYERS**
- 28% bought furniture, with an average spend of $930 in the past year, or a total spend of $170.6 million
- 95% own at least one computer
- 42% own a tablet
- 13% (107,000) bought fine jewelry, with an average spend of $343 in the past year, or a total spend of $33.4 million

**THEY TRAVEL**
- 46% traveled internationally in the past three years
- 15% have flown domestically in the past year
- (124,400) have been to Hawaii in the past year

**THEY ATTEND EVENTS**
- 40% attended a professional sporting event in the past year
- 33% attended a museum or gallery in the past year
- 44% attended a live performance (concert, dance, theater) in the past year

**THEY CONSUME ALCOHOL**
- 48% bought wine in the past month
- 46% consumed beer in the past month
- 42% consumed hard liquor in the past month

**THEY ARE PHILANTHROPIC**
- 40% volunteer
- 79% donate

70% own their home, accounting for $619.5 million in remodeling

Median age: 54

Highest paid circulation to the area’s wealthiest ZIP codes

Educated: 33% some college, 25% college grad, 20% post-graduate degree

51% female and 49% male readership

No. 1 most-read magazine in the region

Affluent: average household income of $91,844

Produced weekly, so your messages can stay fresh

Survey methodology and data validation
Data are from 2014 Nielsen Scarborough Research Report, Release 1. 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.
HOW WE COMPARE

Pacific NW reaches 637,700 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.

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

- Pacific NW: 45,800
- Seattle Magazine: 17,000
- Seattle Met: 15,000
- 425 Magazine: 1,000

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

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

Average issue reach of ages 55-64 in DMA

- Pacific NW: 16,500
- Seattle Magazine: 12,500
- Seattle Met: 1,000
- 425 Magazine: 1,000

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

Average issue reach of ages 35-54 in DMA

- Pacific NW: 44,600
- Seattle Magazine: 28,000
- Seattle Met: 14,400
- 425 Magazine: 14,400

Home Ownership

- Pacific NW: 65% (531,000)
- Seattle magazine: 73% (70,000)
- Seattle Met: 65% (32,700)
- 425 magazine: 52% (16,600)

Readers say:
“I read the magazine front to back.”

Source: Nielsen Scarborough Research, 2014, R1
AD SIZES

Standard ads (no bleed)
- 1/20 vertical: 1.95" x 2.6" (£380)
- 1/10 horizontal: 4.025" x 2.6" (£355)
- 1/10 vertical: 1.95" x 5.175" (£335)
- 3/20 vertical: 1.95" x 7.837" (£315)
- 1/5 horizontal: 4.025" x 5.175" (£300)

Ads with bleed
- 1/5 vertical: 2.137" x 10.875" (£2,280)
- 3/10 horizontal: 6.712" x 5.362" (£1,520)
- 1/2 horizontal: 9" x 5.37" (£1,430)
- 1/2 vertical: 4.438" x 10.875" (£1,340)
- 3/5 horizontal: 9" x 7.862" (£1,260)
- 7/10 horizontal: 6.719" x 10.875" (£1,185)
- Full page: 9" x 10.875" (£1,050)
- Double truck: 18" x 10.875" (£1,050)

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.
- Screen-tint builds should have a value of a minimum of .5 points 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.
- Material intended to bleed must be furnished with a minimum of .25" image area beyond the trim.
- 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.

MECHANICAL SPCS

1/20 vertical: 1.95" x 2.6" (£380)
1/10 horizontal: 4.025" x 2.6" (£355)
1/10 vertical: 1.95" x 5.175" (£335)
3/20 vertical: 1.95" x 7.837" (£315)
1/5 horizontal: 4.025" x 5.175" (£300)

MECHANICAL SPECS

ADDITIONAL INFORMATION

Contact your sales support staff if you have any questions.

2015 AD RATES

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<tr>
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<tr>
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<td>$380</td>
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<td>Double Truck</td>
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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.

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:
“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 2 out of 3 adults in print and online in King and Snohomish counties and 53 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.

Readers say:

“*I love Pacific NW. I always read it.*”

“I like the ads.”

The Seattle Times’ marketing solutions can target your demographic with:
- Targeted in-paper and digital advertising
- Search engine marketing (SEM)
- Direct mail
- E-newsletters
- Commercial printing
- Sponsorships
- Promotions
- Media planning and assessment

We also offer Digital Plus advanced digital solutions, which delivers your advertising across a network of thousands of vetted websites. 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 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.*

“*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.*