Print media solutions that get results.

The Seattle Times
Let’s work together

Contact your account executive today
206.464.2400 | seattletimes.com/mediakit
No matter what business goals you set, The Seattle Times can help you achieve them. When you advertise with us, you’ll connect with up to 1.5 million print consumers in Western Washington.

Build a campaign with innovative print advertising — from targeted campaigns to sweeping solutions that span across multiple demographics and geographic regions. The Seattle Times can deliver your message to the audience that matters most to your business and boost your bottom line.

FRONT OF SECTION ADS
Enjoy extreme visibility and target specific audiences. An eye-catching, full-color ad in the front of the section of your choice — in a weekday or Sunday edition — will provide maximum exposure for your message.

FLASH CARDS
Target your best prospects with quick, easy and eye-catching full-color postcards from The Seattle Times. These flash cards offer an ideal way to reach current customers and appeal to new ones. Design, printing, database services and postage are all included, resulting in a low cost-per-mailing.

ZONE PROGRAM
Our highly efficient and affordable Zone program enables you to target consumers geographically and maximize your marketing dollars. Zoned editions deliver to a specific geographic territory to reach your local audience.
BUSINESS BUILDER PROGRAM
Frequency builds results, and our Business Builder program offers an affordable way to achieve them. You’ll build a strong connection with local consumers at prices designed to fit your budget. Enjoy 53 percent or more off open local rates when you run the same ad three or more times in one week.

30-DAY PROGRAM
Save up to 80 percent when you advertise all month long in The Seattle Times. Our affordable 30-Day Rate program makes it easy to maintain high visibility and keeps your business top-of-mind with readers throughout a designated month. When you run your ad for 30 consecutive days, your message will reach 1.5 million readers.

WEEKEND PLUS
Increase attendance and sales with Weekend Plus, the go-to, go-and-do section packed with restaurant reviews, event, show and movie listings to help readers get the most out of their weekend. The tabloid section, produced every Friday, provides a powerful tool to promote your business, plus effective opportunities to connect with your customers.

TARGET MARKET XPRESS
Boost your visibility with a single-sheet advertisement. We print your inserts and deliver them to subscriber and non-subscriber households in the ZIP codes that work for your business.

POWER NOTES
Instantly command the attention of readers with a highly visible Power Note on the top right corner of the front page of The Seattle Times. Power Notes are sticky like a Post-It® Note and are ideal for announcing new products, special events, big sales and more. Their portability extends the life of your message since readers can affix them to computers, calendars, phones and such. Plus, Power Notes are only available to one advertiser per edition, which ensures your message takes center stage. Zoning is available.

FRONT-PAGE SPADEA
Claim the most prominent advertising space in the newspaper — and give your message ultimate visibility — with a front-page spadea position. The powerful position gives you the equivalent of three full pages of full-color advertising, including a double-side flap that folds over the front page.

PACIFIC NW MAGAZINE
Pacific NW Magazine is the region’s number one most-read magazine. Over 816,900 readers turn to it each week for fresh, uniquely local perspectives. Since it’s produced weekly, Pacific NW Magazine provides an effective repetition of your message for greater brand awareness. The weekly schedule also offers flexibility for time-sensitive messaging.

SHOPNW
ShopNW offers fresh, engaging content on trends, products and deals. Categories covered included fashion, electronics, health and beauty, home and garden, kids’ gear, eco-friendly products and more.

ShopNW is not only part of the Sunday newspaper experience; it also includes almost 63,000 opt-in non-subscribers in desirable ZIP codes in the greater Seattle area. In all, more than 399,000 households throughout the Puget Sound area receive it each week.

Add digital advertising to the mix to reach 96% of your market. Ask your account executive about our digital solutions now.
Whether you need full market coverage or targeted solutions, turn to The Seattle Times.

Residents of the Pacific Northwest rely on The Seattle Times as their trusted source for news and information. Over 1.8 million readers turn to The Seattle Times in print and online each month, which makes it the ideal place to get your message across.

- Our newspaper and online network reaches 7 in 10 of adults in King and Snohomish counties with household incomes of $150,000 or more.
- More than three times the reach of the top local radio stations
- A Sunday print display ad reaches more local adults than a primetime local TV spot

For highly effective media solutions — at prices designed to fit every budget — look no further than The Seattle Times.

Source: 2014 Nielsen Scarborough Report, Release 1