



Seattle Met

2023 MEDIA KIT &
ADVERTISING PACKAGES

WHO READS *SEATTLE MET*?

MEDIAN AGE

46

WELL EDUCATED

95%

ATTENDED COLLEGE

31%

HAVE A MASTERS OR DOCTORATE DEGREE

ARE CONNECTED

78%

HAVE SOCIAL MEDIA ACCOUNT

AFFLUENT

\$206k

AVERAGE HH INCOME

30%

NET WORTH > \$1M

HOMEOWNERS

75%

OWN A HOME

GENEROUS

88%

DONATE TO LOCAL OR NATIONAL CHARITIES



4 NEARLY
MILLION
SEATTLEITES
RELY ON US
TO MAKE PLANS
AND TAKE
ACTION EACH
YEAR

CONTENT THEY RELY ON



Seattleites choose *Seattle Met*'s Food Coverage more than any other media outlet. More than Yelp, Eater, *Seattle Times*, *Seattle Magazine*, or any other local source!



Travel & Outdoors

82% of our readers use our Travel & Outdoors channel to plan their regional travel and outdoor adventures.



Home & Real Estate

75% of our readers are homeowners and 20% own second home. They turn to *Seattle Met* to learn about neighborhoods and home values.



Health & Wellness

Last year, our health content is viewed more than 230,000 times and our Top Doctor / Top Dentist lists are the city's most respected databases. When it's essential to their health, Seattleites turn to SM.



Style & Shopping

A champion for local retail, *Seattle Met* editors scour the city to report on the shops and local designers that make Seattle special.



Arts & Entertainment

Our readers are active and engaged: 91% use *Seattle Met* and seattlemet.com when looking for local entertainment / arts / events suggestions and information.



News & City Life

Seattleites consistently come to us for news and information. We are champions for our community: 73% report feeling better about their city after engaging with *Seattle Met* content.

EDITORIAL CALENDAR*

2023-2024 PRINT ISSUES



Close 1/12/23 | Materials 1/19/23 | On Sale 3/8/23

TOURIST IN YOUR OWN TOWN
TOP DENTISTS
COST OF LIVING IN SEATTLE
HOME COLLECTIONS

SPECIAL ADVERTISING SECTIONS:
DENTAL PROFESSIONAL PROFILES



Close 4/6/23 | Materials 4/13/23 | On Sale 5/31/23

BEST WASHINGTON FOOD TOWNS
FUN ON THE WATER
IT'S ELECTRIC! ALL ABOUT EV'S
AURORA AVENUE

SPECIAL ADVERTISING SECTIONS:
FACES OF SEATTLE



Close 6/15/23 | Materials 6/29/23 | On Sale 8/23/23

GUIDE TO BEER!
REAL ESTATE TRENDS
TOP DOCTORS
SUSTAINABLE HUNTING

SPECIAL ADVERTISING SECTIONS:
WOMEN WHO MOVE THE CITY



Close 9/21/23 | Materials 9/28/23 | On Sale 11/15/23

BEST RESTAURANTS
LOCAL SHOPPING
HOLIDAY GIFT GUIDE
BIRTH YEAR WINES

SPECIAL ADVERTISING SECTIONS:
HOLIDAY GIFT GUIDE

DIGITAL ONLY OPPORTUNITIES

*Editorial calendar is subject to change

VALENTINE'S DAY GIFT GUIDE (JAN/FEB)
MOTHER'S DAY GIFT GUIDE (APRIL/MAY)
FATHER'S DAY GIFT GUIDE (MAY/JUNE)
GRADUATION GIFT GUIDE (MAY/JUNE)

OMNICHANNEL ADVERTISING OPPORTUNITIES

DISPLAY ADS • EMAIL CAMPAIGNS • NEWSLETTERS • SOCIAL MEDIA • EXTENDED REACH • PRINT • ADVERTORIAL

We want to simplify the media buying process for our advertising partners! Each of our tailored Omnichannel Packages reaches customers across all our channels and platforms while they are engaging with our award-winning content. Throughout your package, our deployment specialists will monitor your campaign and help increase awareness, improve engagement, and facilitate interaction with our partners' brands.

By advertising alongside *Seattle Met* lifestyle content, you reach an engaged, educated and affluent audience during their leisure time when they are relaxed and open to new experiences.



SEASONAL PACKAGE: 3-Month Duration

\$27,750

Our most extensive program, the Seasonal three-month program is tailored to organizations who are looking to make a significant impact on our readers. Use your extended campaign to build on your message, swapping out creative every 4 weeks.

Your 3-month commitment comes with a significant discount - **50% off our ala cart pricing!**

The Seasonal Omnichannel Package includes advertorial article creation, high impact digital display advertising, email marketing and print magazine advertising.

EACH MONTH INCLUDES:

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	15,000 EMAILS
TARGETED E-BLAST	2	50,000 RECIPIENTS (option for fewer deployments to larger audience)
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK
CO-BRANDED SOCIAL POST	1	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	2 (TOTAL)	87,400 READERS

CAMPAIGN TOTALS ARE 3x THE QUANTITIES LISTED ABOVE

Sponsored content article copy writing/editing is included for our Seasonal Package advertising partners.

PREMIUM: 4-Weeks

\$12,000

The Premium Omnichannel Package is our most robust one-month print and digital marketing program that spans all our product offerings, including article content development, high-impact digital display advertising, email marketing services, and magazine advertising.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	15,000 EMAILS
TARGETED E-BLAST	2	50,000 RECIPIENTS (option for fewer deployments to larger audience)
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	1	87,400 READERS

DOMINANT: 4-Weeks

\$8,325

The Dominant Package is a one-month digital program that offers our advertisement partners the opportunity to explore multiple marketing solutions from content marketing to email marketing solutions.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	15,000 EMAILS
TARGETED E-BLAST	2	50,000 RECIPIENTS (option for fewer deployments to larger audience)
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK

COMPETITIVE: 4-Weeks

\$5,320

The Competitive Package is a cost-effective solution for partners who wish to explore a variety of digital marketing solutions using multiple creative messaging tactics. This program includes high impact placements in addition to brand awareness offerings.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	1	15,000 EMAILS
TARGETED E-BLAST	1	50,000 RECIPIENTS (option for fewer deployments to larger audience)
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	1	15,000 EMAILS
PAID SOCIAL AD	1	INSTAGRAM & FACEBOOK

Sponsored content article copy writing/editing is included in our Premium/Dominant/Competitive Packages.

BASIC: 4-Weeks

\$3,200

Our Basic Package is ideal to promote an event or occasion. For four weeks, your campaign will feature high-impact digital solutions with a focus on quick response in a short amount of time.

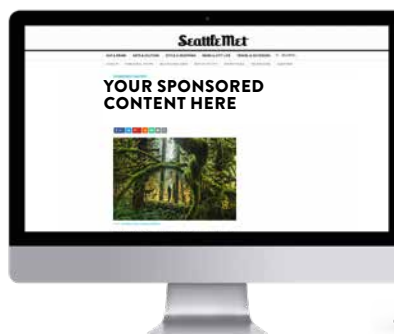
PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	1	15,000 EMAILS
TARGETED E-BLAST	1	50,000 RECIPIENTS (option for fewer deployments to larger audience)
PAID SOCIAL AD	1	INSTAGRAM & FACEBOOK

AD PRODUCT EXAMPLES

RICH MEDIA ADS



SPONSORED CONTENT



SPONSORED CONTENT ADS



TARGETED E-BLAST



NEWSLETTER BANNER AD



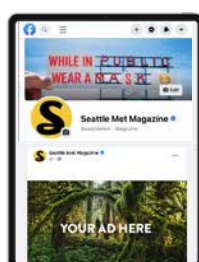
NEWSLETTER NATIVE AD



PRINT ADVERTISING



FACEBOOK



INSTAGRAM



ALA CARTE / ADD-ONS

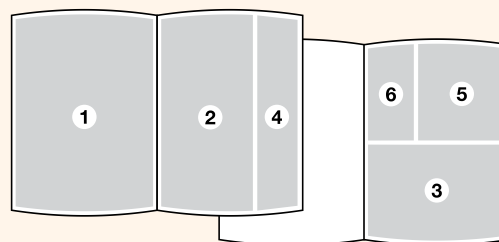
PRINT ADS

Four super-sized seasonal magazines each year.

SIZE / POSITION	RATE
1 FULL PAGE	\$6,650
2 2/3 VERTICAL	\$4,988
3 1/2 HORIZONTAL	\$3,590
4 5 1/3 HORZ OR VERT	\$2,545
6 1/6 VERTICAL	\$1,490
BACK COVER	\$11,280
INSIDE FRONT COVER	\$10,415
INSIDE BACK COVER	\$8,745

Frequency Discounts Available!

Ask about special position rates



ADD-ON DESIGN SERVICES AVAILABLE

SEATTLEMET.COM CONTENT CHANNELS:

Travel & Outdoors • Home & Real Estate • Eat & Drink
Arts & Culture • Health & Wellness • Style & Shopping
News & City Life • The Shops @ Seattle Met

A LA CARTE DIGITAL

SEATTLEMET.COM

Homepage/Channel Takeover	\$825 (per day)
Targeted or Sponsored E-Blast	\$1,200-\$1,750
Paid Social Media Ad	\$750
Co-Branded Social Media Post	\$1250
E-Newsletter Banner Ad	\$240-\$500
Content Creation	\$850

EXTENDED REACH

Targeted Display Ads	Custom Quote
Device ID Targeting	Custom Quote
Location-Based Display Ads	Custom Quote

ADVERTISING REACH

WEBSITE
5.4M+
visitors annually

AUDIENCE
766K
print+digital

FACEBOOK
63K
friends

INSTAGRAM
75K
followers

NEWSLETTERS
20K
households

EBLASTS
50K
targeted emails

Seattle Met

AD SALES TEAM:

Les Utley

Director of Sales – Pacific Northwest
Phone: (206) 771-4266
lesutley@sagacitymedia.com

Liz Utley

Senior Account Executive
lutley@sagacitymedia.com
(425) 890-2947

Trish Bruno

Account Executive
tbruno@sagacitymedia.com
(425) 208-6374

AD OPERATIONS:

Abby Drago

Vice President, Advertising Operations
adrago@sagacitymedia.com

PRINT PRODUCTION:

In Churl Yo

Production Manager
icyo@sagacitymedia.com

SAGACITY MEDIA

SagaCity Media, Inc. is the parent company of the preeminent lifestyle media brands in Seattle, Portland, Houston, Sarasota, Aspen, Vail, and Park City. In their respective city markets, we produce the most-visited local lifestyle websites, largest-selling magazines, and industry-dominating social media followers. SagaCity also produces award-winning content and publications for regional tourism, real estate, arts and entertainment groups across the U.S.

If you would like to advertise in two or more markets, let us build a multi-market, multi-audience opportunity for you!

LEARN MORE ABOUT HYPERLOCAL MARKETS WE SERVE

