

# Seattle Met

## 2024 MEDIA KIT & ADVERTISING PACKAGES



# WHO READS *SEATTLE MET*?

## MEDIAN AGE

**47**

## 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



## Food & Drink

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\*

## 2024-2025 PRINT ISSUES



### SPRING

Close 1/11/24 | Materials 1/18/24 | On Sale 3/5/24

GOOD CATCH: SEAFOOD IN SEATTLE  
SPECIAL OCCASION DINING  
METHOW VALLEY GUIDE  
SEATTLE LOVES DOUGHNUTS  
TOP DENTISTS

**SPECIAL ADVERTISING SECTIONS:**  
DENTAL PROFESSIONAL PROFILES  
BEST ESCAPES



### SUMMER

Close 4/4/24 | Materials 4/11/24 | On Sale 5/28/24

THE GREAT OUTDOORS  
SEATTLE'S FOOD & DRINK SCENE  
RETRO SIDE OF PALM SPRINGS  
DESTINATION: HOOD RIVER  
SUMMER CAMPS

**SPECIAL ADVERTISING SECTIONS:**  
FACES OF SEATTLE  
BEST ESCAPES



### FALL

Close 6/27/24 | Materials 7/8/24 | On Sale 8/20/24

WHALE WATCHING  
BEST BARS  
WATERFALL HIKES  
TOP DOCTORS

**SPECIAL ADVERTISING SECTIONS:**  
MEDICAL PROFESSIONALS PROFILES  
WOMEN ON THE MOVE



### WINTER

Close 9/19/24 | Materials 9/26/24 | On Sale 11/12/24

BEST NEW RESTAURANTS  
HOOD CANAL GUIDE  
MIDCENTURY MADNESS  
TRAVEL & OUTDOORS

**SPECIAL ADVERTISING SECTIONS:**  
HOLIDAY GIFT GUIDE

\*Editorial calendar is subject to change

## DIGITAL ONLY OPPORTUNITIES

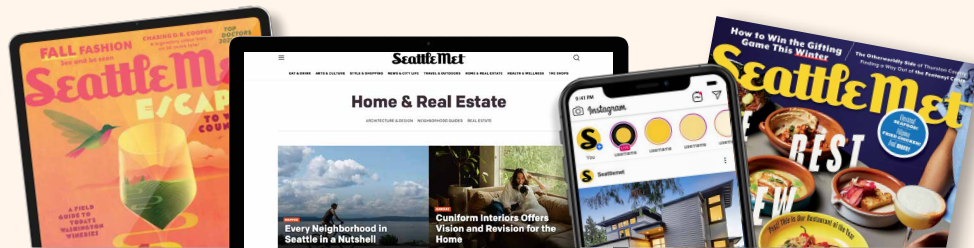
- VALENTINE'S DAY GIFT GUIDE (JAN/FEB)
- SUMMER CAMPS GUIDE (JAN-APRIL)
- MOTHER'S DAY GIFT GUIDE (APRIL/MAY)
- FATHER'S DAY GIFT GUIDE (MAY/JUNE)

# 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

**\$28,650**



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.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	3 SETS (1 per month)	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	6 (2 per month)	EMAIL SUBSCRIBERS
TARGETED E-BLAST	6 (2 per month)	50,000 RECIPIENTS <small>(option for fewer deployments to larger audience)</small>
SPONSORED ARTICLE	3 (1 per month)	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	6 (2 per month)	EMAIL SUBSCRIBERS
PAID SOCIAL AD	6 (2 per month)	INSTAGRAM & FACEBOOK
CO-BRANDED SOCIAL POST	3 (1 per month)	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	2 (TOTAL)	171,324 READERS

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

40% OFF  
a la carte  
rates!

**PREMIUM: 4-Weeks**

**\$12,550**

*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
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	171,324 READERS

**DOMINANT: 4-Weeks**

**\$8,750**

*The Dominant Package is an impactful digital-only program that offers our advertisement partners the opportunity to create a multi-pronged campaign that includes content marketing, display ads, and email outreach.*

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
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK

**COMPETITIVE: 4-Weeks**

**\$5,650**

*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
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

**\$3,400**

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

**SPONSORED CONTENT:** 4-Weeks **\$1,950**

Tell your story and build trust by positioning your messaging alongside our highly relevant content on our website. Work with a writer to create original content or to enhance your existing content. Article headline ads nested within our editorial content direct readers to your article.

PRODUCT/CHANNEL	QUANTITY	REACH
SPONSORED CONTENT WRITING + PRODUCTION	1 ARTICLE 500-750 words	SEATTLEMET.COM AUDIENCE
NATIVE DISPLAY AD	1	20,000 NATIVE IMP
NEWSLETTER NATIVE AD	1	EMAIL SUBSCRIBERS

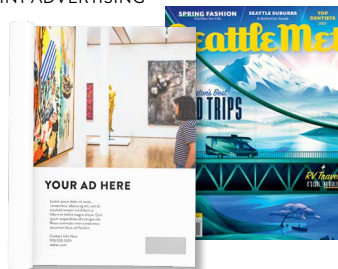
Extend your article's reach with any of our a la carte options.

# AD PRODUCT EXAMPLES

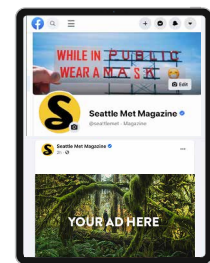
RICH MEDIA ADS



PRINT ADVERTISING



SOCIAL



TARGETED E-BLAST



NEWSLETTER BANNER AD



NEWSLETTER NATIVE AD



SPONSORED CONTENT



SPONSORED CONTENT ADS



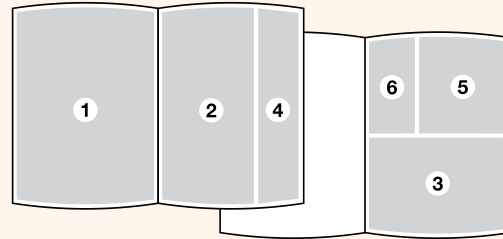
# ALA CARTE / ADD-ONS

## PRINT ADS

Four super-sized seasonal magazines each year.



Ask about special position rates



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

### SEATTLEMET.COM CONTENT CHANNELS:

Travel & Outdoors • Home & Real Estate • Eat & Drink  
Arts & Culture • Health & Wellness • Style & Shopping  
News & City Life

## A LA CARTE DIGITAL

### SEATTLEMET.COM

Homepage/Channel Takeover	\$825 (per day)
Targeted E-Blast	\$1,875 base
Sponsored E-Blast	\$1,250
Paid Social Media Ad	\$850
Co-Branded Social Media Post	\$1,400
E-Newsletter Banner Ad	\$240-\$500
Campaign Creative Design	\$300

### 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**  
**66K**  
friends

**INSTAGRAM**  
**79K**  
followers

**NEWSLETTERS**  
**30%**  
click thru rate

**EBLASTS**  
**50K**  
targeted emails



# Seattle Met

## AD SALES TEAM:

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### Michael Silberfarb

Account Executive  
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## AD OPERATIONS:

### Abby Drago

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## PRINT PRODUCTION:

### In Churl Yo

Production Manager  
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## SAGACITY MEDIA

SagaCity Media, Inc. is the parent company of the preeminent lifestyle media brands in Seattle, Portland, Houston, 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 THE OTHER HYPERLOCAL MARKETS WE SERVE

