



Seattle Met

2021 MEDIA KIT

WHO READS *SEATTLE MET*?

MEDIAN AGE

41

WELL EDUCATED

85%

GRADUATED COLLEGE

29%

HAVE A MASTERS OR DOCTORATE DEGREE

INDEPENDENT

24%

DON'T HAVE A FACEBOOK ACCOUNT

31%

DON'T HAVE AN INSTAGRAM ACCOUNT

AFFLUENT

\$252k

AVERAGE HH INCOME

16%

NET WORTH > \$1MM

HOMEOWNERS

68%

OWN A HOME

GENEROUS

86%

DONATE TO LOCAL OR NATIONAL CHARITIES

34%

DONATE OVER \$2,500 ANNUALLY



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

CONTENT THEY WANT



Food & Drink

Seattleites choose *Seattle Met's* Food Coverage more than any other media outlet. (1.8 million) That's more than Google, Yelp, Eater, Open Table, and more than 1 and half times the *Seattle Times* or any local food coverage.



Travel & Outdoors

86% of Seattleites use *Seattle Met* to plan local travel more than any other website.



Home & Real Estate

In the last 12 months over 547,000 Seattleites have come to *seattlemet.com* to learn about neighborhoods and home values.



Health & Wellness

Last year 94,000 Seattleites searched for a Top Doctor or a Top Dentist on the city's most respected databases. When it's essential to their health, Seattleites turn to SM.



Style & Shopping

A thriving voice for the city's unique shops that make Seattle special, last year nearly 300,000 Seattleites used *Seattle Met* to help determine their local shopping choices.



Arts & Entertainment

Seattle Met readers are some of the most active and urbane: 64% regularly go to Live Music, 53% Arts Performances, 52% Museums/Galleries, and 60% Food/Drink Events (*when it's safe to do so).



News & City Life

The city's most engaged and committed leadership come to *Seattle Met* to hear our in-depth storytelling around the issues that affect the future of our city. This channel boasts some of the longest time spent per page in the industry, nearly 25 minutes.

EDITORIAL CALENDAR*

2021-2022



SPRING

BEST ROAD TRIPS IN WASHINGTON
GUIDE TO RV LIFE
BEST NEIGHBORHOODS: SUBURBS EDITION
TOP DENTISTS
SPRING FASHION: BACK TO LIFE
Space 1/22/21 | Materials 1/29/21 | On Sale 3/5/21



SUMMER

THE BEST OF SEATTLE
WASHINGTON ISLAND GETAWAYS
OUTDOOR ENTERTAINING
SUMMER WELLNESS SEATTLE STYLE
FRIED CHICKEN GOES GLOBAL
Space 4/23/21 | Materials 4/30/21 | On Sale 6/3/21



FALL

WASHINGTON WINE
SECOND HOMES: A BUYER'S GUIDE
TOP DOCTORS
FALL FASHION
SCHOOL NEWS FEATURE
Space 7/30/21 | Materials 8/6/21 | On Sale 9/14/21



WINTER

BEST NEW RESTAURANTS
REDISCOVERING CANADA
SEATTLE'S POWER PLAYERS
WINTER ARTS
HOLIDAY GIFT GUIDE
Space 10/22/21 | Materials 10/29/21 | On Sale 12/14/21

IN EVERY ISSUE

Nosh Pit: Where to eat and what to drink in Seattle's ever-changing dining landscape. Plus: Recipes with local roots.

Habitat: The region's most beautiful homes, best spaces, and resources to help you remodel.

Currents: Our award-winning front-of-book section examines the city's news and vital issues through a singular lens.

Culture: A thinking person's tour through Seattle's vibrant arts scene: dance, literature, visual art, pop culture, and everything in between.

Life/Style: Celebrating the great locals (and local shops) that keep us looking our best.

*Editorial calendar is subject to change

AT A GLANCE: HIGHEST VALUE AD PACKAGES

	THREE MONTH PACKAGE	MONTHLY DIGITAL PACKAGES			
	<div>36% DISCOUNT</div> SEASONAL OMNICHANNEL \$25,000	PREMIUM \$10,500	DOMINANT \$7,500	COMPETITIVE \$5,000	BASIC \$2,500
DISPLAY					
RICH MEDIA	✓	✓	✓	✓	✓
E-NEWSLETTER BANNER ADS	✓				
TARGETED E-BLAST	3	2	2	1	
SPONSORED CONTENT PROMOTION					
SPONSORED CONTENT*	3	3	2	1	1
E-NEWSLETTER CONTENT ADS	✓	✓	✓	✓	
FACEBOOK AD CAMPAIGN**	3	2	2	1	1
INSTAGRAM AD CAMPAIGN**	3	2	2	1	1
ORGANIC SOCIAL POST***	3	1			
OMNICHANNEL ADDITIONS					
VIRTUAL EVENT	✓	✓ (See Package Details)			
	OR				
FULL PAGE PRINT AD	✓				

WEBSITE
3.3M
 visitors annually

MAGAZINE
226K
 readership

FACEBOOK
57K
 friends

INSTAGRAM
73K
 followers

TWITTER
190K
 followers

PACKAGE DETAILS

SEASONAL OMNICHANNEL PACKAGE

RICH MEDIA

3 different ad creations (one per month) at **10,000** ad impressions each (**30,000 total**) on your choice of content category on seattlemet.com

E-NEWSLETTER BANNER AD

6 display ad banners (two per month) in *Seattle Met's* award-winning daily newsletter to approximately **20,000** households

TARGETED E-BLAST

3 *Seattle Met* branded emails for your exclusive message delivered to a targeted list of **50,000** email recipients to generate leads for your product or service

SPONSORED CONTENT*

3 advertiser provided stories (one per month) at **20,000** minimum ad impressions per month (**60,000 total**) on your choice of content channels on seattlemet.com

E-NEWSLETTER CONTENT ADS

6 ads promoting your advertiser provided stories (two per month) in *Seattle Met's* award-winning daily newsletter to approximately **20,000** households

SOCIAL MEDIA CAMPAIGN**

3 *Seattle Met* branded paid Facebook ads promoting your sponsored content
3 *Seattle Met* branded paid Instagram ads promoting your sponsored content

ORGANIC SOCIAL POST***

3 social media ads promoting your sponsored content (one per month) on your choice of *Seattle Met's* branded social media channels: Facebook, Twitter, Instagram, or LinkedIn

PLEASE CHOOSE ONE:

LIVE VIRTUAL EVENT

Co-branded virtual event minutes streamed on YouTube Live or Facebook Live

OR

FULL PAGE PRINT AD

1 full-page print ad in one of our seasonal print magazines within your 3-month consecutive window (spring, summer, fall, or winter)

31%
DISCOUNT
VIRTUAL
EVENT

PRICING & FREQUENCY DISCOUNTS

3 Months	6 months	Full Year
\$25,000	\$48,500	\$94,000

LIVE VIRTUAL EVENT DETAILS

PRE-EVENT PROMOTION

- **10,000** sponsored content ad impressions
- **10,000** rich media impressions
- 1 targeted e-blast to magazine subscribers
- 1 social ad campaign to promote the event
- 1 organic social media post on one channel: Facebook, Instagram, Twitter, or LinkedIn

EVENT PRODUCTION

- Custom **20-60** minute live virtual event on one streaming platform.
- Digital recording and written transcript
- *Seattle Met* will provide 1 co-host or interviewer for the client.
- Designed event registration page

POST EVENT VIDEO PROMOTION

- 1 sponsored content with digital video replay embedded
- **10,000** sponsored content ad impressions promoting video replay
- 1 content ad in daily e-newsletter delivered to nearly **20,000** households
- Video replay stored on *Seattle Met* YouTube channel
- Name and e-mail of online registered participants

PREMIUM 4-WEEK PACKAGE

YOUR BRANDED ADVERTISING

RICH MEDIA

20,000 minimum ad impressions on the channel of your choice on seattlemet.com

TARGETED E-BLAST

1 *Seattle Met* branded email for your exclusive message delivered to a targeted list of **50,000** email recipients to generate leads for your product or service

SPONSORED CONTENT*

1 advertiser provided story at **20,000** minimum ad impressions on your choice of content channels on seattlemet.com

E-NEWSLETTER CONTENT AD

1 ad promoting your advertiser provided story in *Seattle Met's* award-winning daily newsletter to approximately **20,000** households

SOCIAL MEDIA CAMPAIGN**

1 *Seattle Met* branded paid Facebook ad promoting your sponsored content
1 *Seattle Met* branded paid Instagram ad promoting your sponsored content

YOUR VIRTUAL EVENT (Details listed above)

31%
DISCOUNT
VIRTUAL
EVENT

PRICING & FREQUENCY DISCOUNTS (pricing is per month)

1-3 months	4-9 months	10-12 months
\$10,500	\$10,290	\$9,900

CONTENT CHANNELS:

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

PACKAGE DETAILS

DOMINANT 4-WEEK PACKAGE

RICH MEDIA
30,000 minimum impressions on the channel of your choice on seattlemet.com

TARGETED E-BLAST
2 *Seattle Met* branded email for your exclusive message delivered to a targeted list of 50,000 email recipients to generate leads for your product or service

SPONSORED CONTENT*
2 advertiser provided stories at 40,000 total ad impressions on your choice of content channels on seattlemet.com

E-NEWSLETTER CONTENT AD
2 ads promoting your advertiser provided stories in *Seattle Met's* award-winning daily newsletter to approximately 20,000 households

SOCIAL MEDIA CAMPAIGN**
2 *Seattle Met* branded paid Facebook ads promoting your sponsored content
2 *Seattle Met* branded paid Instagram ads promoting your sponsored content

PRICING & FREQUENCY DISCOUNTS (pricing is per month)

1-3 months	4-9 months	10-12 months
\$7,500	\$7,350	\$7,100

COMPETITIVE 4-WEEK PACKAGE

RICH MEDIA
20,000 minimum impressions on the channel of your choice on seattlemet.com

TARGETED E-BLAST
1 *Seattle Met* branded email for your exclusive message delivered to a determined targeted list of 50,000 email recipients to generate leads for your product or service

SPONSORED CONTENT*
1 advertiser provided story at 20,000 minimum ad impressions on your choice of content channels on seattlemet.com

E-NEWSLETTER CONTENT AD
1 ad promoting your advertiser provided story in *Seattle Met's* award-winning daily newsletter to approximately 20,000 households

SOCIAL MEDIA CAMPAIGN**
1 *Seattle Met* branded paid Facebook ad promoting your sponsored content
1 *Seattle Met* branded paid Instagram ad promoting your sponsored content

PRICING & FREQUENCY DISCOUNTS (pricing is per month)

1-3 months	4-9 months	10-12 months
\$5,000	\$4,800	\$4,600

BASIC 4-WEEK PACKAGE

RICH MEDIA
10,000 minimum impressions on the channel of your choice on seattlemet.com

SPONSORED CONTENT*
1 advertiser provided story at 20,000 minimum ad impressions on your choice of content channels on seattlemet.com

SOCIAL MEDIA CAMPAIGN**
1 *Seattle Met* branded paid Facebook ad promoting your sponsored content
1 *Seattle Met* branded paid Instagram ad promoting your sponsored content

PRICING & FREQUENCY DISCOUNTS (pricing is per month)

1-12 months
\$2,500

ADD-ONS

Live Virtual Event	\$6,500
Homepage Takeover	\$2,500 (per week)
Content Creation	\$1,500
Targeted E-blast	\$1,500
Social Media Post	\$500
E-Newsletter Banner Ad	\$500

CONTENT CHANNELS:

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

**Sponsored content includes article with photos, slideshow, or digital video. Pieces must be submitted in final form. If you would like our marketing team to create your content, additional fees will apply.*

***Targets consumers in the DMA (designated market area) in and around city including suburbs and surrounding counties.*

****Post is published directly to a Seattle Met branded channel following clear sponsorship labeling and quality control between our two brands.*

AD PRODUCT EXAMPLES

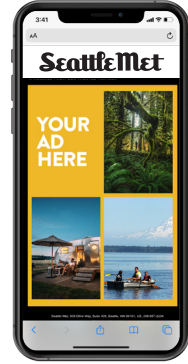
RICH MEDIA ADS



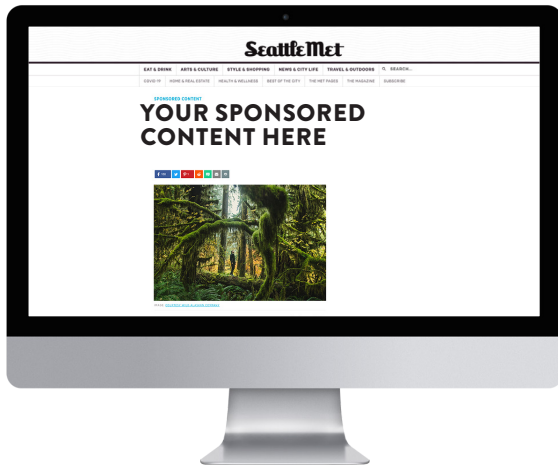
E-NEWSLETTER BANNER AD



TARGETED E-BLAST



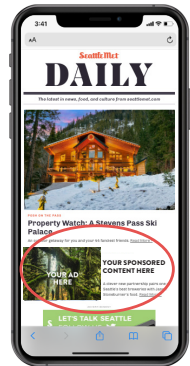
SPONSORED CONTENT



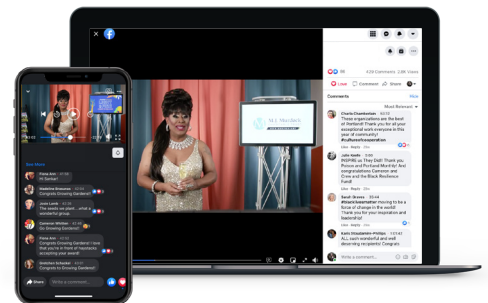
SPONSORED CONTENT ADS



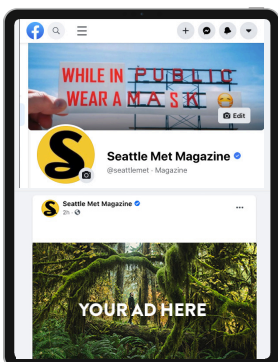
E-NEWSLETTER SPONSORED CONTENT AD



LIVE VIRTUAL EVENT



FACEBOOK



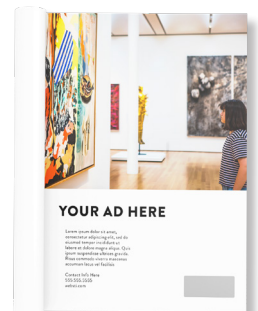
INSTAGRAM



TWITTER



FULL PAGE PRINT AD

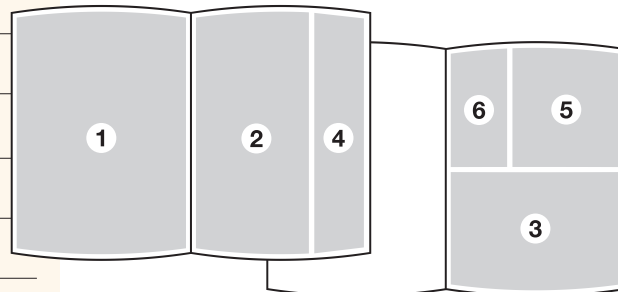


PRINT RATES

Four super-sized seasonal magazines
(nearly 200 pages an issue)



POSITION	1X	2-3X	4X
Spread	\$11,015	\$9,255	\$9,075
1 Full Page	\$6,650	\$5,540	\$4,810
2 2/3 Page	\$4,585	\$3,875	\$3,400
3 1/2 Page	\$3,590	\$3,015	\$2,625
4 5 1/3 Page	\$2,545	\$2,110	\$1,810
6 1/4 Page	\$1,490	\$1,195	\$985
Inside Front Cover: \$10,415 Inside Back Cover: \$8,745 Back Cover: \$11,280			



ADD-ON DESIGN SERVICES

Let our designers create a unique print ad for your business for \$75/hour.

LEARN MORE ABOUT HYPERLOCAL MARKETS WE SERVE

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 digital content services and custom publications for travel and tourism groups across the U.S.

If you would like to advertise in two or more markets, please let us know. We will build a multi-market, multi-audience opportunity for you.

