DIGITAL MEDIA SOLUTIONS FOR LOCAL ADVERTISERS
The voice of Seattle for over 150 years.
Now a fresh view of the city’s landscape.
For locals, by locals

A digital news site that tells the stories behind the people, places and ideas that make Seattle the unique and eclectic city that it is.

Born & raised in Seattle, with over 20 years of local broadcast and digital media experience, Kristina’s guidance has already generated audience growth since she took the reigns in January 2020.
A focus on the unique stories that matter most

Through six core verticals, the Seattle PI helps readers navigate and celebrate the changing shape of Seattle.

- **News**
  From COVID to BLM and transit updates, the local headlines impact us daily

- **Seattle Living**
  From real estate trends to life hacks, we help you get the most out of the city

- **This is Us**
  A celebration of the unique places and characters that help define where we live

- **PNW Travel**
  Weekend getaway coverage for those looking to get out of town to experience the PNW

- **Game Changers**
  Local trendsetters that have an impact, often with influence beyond Seattle

- **Sports Culture**
  Exploring the way Seattle lives and breathes sports in a way that most Metros don’t
### Site Traffic

**1.5M**
Avg. uniques per month (up 20% year-over-year)

**2.6M**
Avg. site visits per month (up 11% year-over-year)

**3:08**
Average session duration (up 9% year-over-year)

### Social Traffic

**562K**
Average referral visits from Google (+10%)

**186K**
Twitter fans & 42K avg. referral visits (+170%)

**87K**
Facebook fans & 172K avg. referrals (+244%)

---

*New editorial direction has already generated core traffic growth and more social engagement.*

Source: Google Analytics, Non-Demand-Media / Core Site Jan-Jul 2020
Social media: June 30, 2020
The PI attracts a mix of valuable audience segments to reach.

Monthly Uniques for Top Affinity Groups:

- 676K - News & politics
- 672K - Value shoppers
- 567K - Health & fitness
- 556K - Travel buffs
- 533K - Technophiles
- 515K - Outdoor enthusiasts
- 509K - Art & theater
- 471K - Music lovers

### Demographics

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affluent</td>
<td>49%</td>
</tr>
<tr>
<td>Influential</td>
<td>23%</td>
</tr>
<tr>
<td>Mobile</td>
<td>62%</td>
</tr>
</tbody>
</table>

- **Affluent**: Of households have income of $100K+.
- **Influential**: Hold management positions at work.
- **Mobile**: Access via mobile (up 53% year-over-year).

- **73%**: Peak earners / buyers (age 25–54).
- **22%**: Are millennials (age 18–34).

Source: Scarborough Research, R1 2020, June 2020 Google Analytics Affinity Groups SeattlePI.com monthly audience in the Seattle DMA.
Seattle PI sponsorship opportunities include standard IAB units & higher-impact offerings.

**INTERACTIVE CONTENT MODULE (ICM)**
These custom units offer the ability to feature a variety of creative assets, such as Facebook share, video player, slideshow, email sign-up, store locator, and more, encouraging deeper engagement with target audiences.

**MOBILE**
Over 60% of the Seattle PI’s audience accesses our responsive website through smartphones and tablets. High impact and fixed units available.

**EMAIL SPONSORSHIP**
Own one of the Seattle PI’s editorially-driven email newsletters with 100% SOV. Impression-based sponsorships also available.

**DISPLAY ADS**
The Seattle PI offers various IAB standard and rising star units across platforms. Campaigns are automatically optimized in-flight to maximize performance.

**HIGH IMPACT RICH MEDIA**
We provide rich media solutions that are effective and efficient in getting readers’ attention. Placements include:
- Wrap/Takeover
- Roadblock
- Synched Ad Units
- Overlay
- And more

**TARGETING**
Increase the effectiveness of your campaigns by targeting consumers based on online behavior or by geo-fencing their location (specific zones, cities or neighborhoods).
Scale your targeting beyond the PI. The Hearst advantage.
Hearst Seattle extends buys beyond the PI to add reach and efficiency to your campaigns.

A complete portfolio of local solutions to meet any campaign objective.
STORYSTUDIO

Cost-effective, market-leading content marketing solutions with scalable, guaranteed readership for advertisers big and small.

Custom storytelling capabilities

**Creation:** we can help tell your story on any platform by creating high-impact content.

(Microsites, Articles, Videos, Podcasts, etc.)

**Distribution:** Leverage premium inventory across our partner network, proprietary data, and optimization to maximize engagement.

**Optimization:** all placements utilize proprietary data and analytics to optimize your content for maximize engagements against your target audience.

**Case Studies:** AirBnB, Harry Potter the Play, CORT Furniture, MGM Resorts, Monterey Tourism
APPROACH

We ensure our customers’ objectives drive every plan we develop in order to best engage with their target audience.

Engage your target audience along the full path to purchase

A multi-channel approach covers each stage of the buying cycle, ensuring you capture every opportunity to convert your target consumer into a customer.
Bring it all together into a holistic media plan.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>M A R</th>
<th>A P R</th>
<th>M A Y</th>
<th>J U N</th>
<th>J U L</th>
<th>A U G</th>
<th>S E P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle PI Display</td>
<td>$2500</td>
<td>$2500</td>
<td>$2500</td>
<td>$2500</td>
<td>$2500</td>
<td>$2500</td>
<td>$2500</td>
</tr>
<tr>
<td>StoryStudio Article</td>
<td>$1000</td>
<td>$1000</td>
<td>$1000</td>
<td>$1000</td>
<td>$1000</td>
<td>$1000</td>
<td>$1000</td>
</tr>
<tr>
<td>Email</td>
<td>$1500</td>
<td>$1500</td>
<td>$1500</td>
<td>$1500</td>
<td>$1500</td>
<td>$1500</td>
<td>$1500</td>
</tr>
<tr>
<td>Social + Retargeting</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>SEM</td>
<td>$500</td>
<td>$500</td>
<td>$1000</td>
<td>$1000</td>
<td>$1000</td>
<td>$1000</td>
<td>$1000</td>
</tr>
<tr>
<td>SEO</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3500</strong></td>
<td><strong>$4500</strong></td>
<td><strong>$7000</strong></td>
<td><strong>$5500</strong></td>
<td><strong>$5500</strong></td>
<td><strong>$7000</strong></td>
<td><strong>$5500</strong></td>
</tr>
</tbody>
</table>
Get powerful performance data at your fingertips

Full transparency into reporting enables you to see performance over time, while a dedicated Customer Performance Manager optimizes your campaigns for maximum business impact.
Cannabis Demographics

- **Visitors to our site: (compared to other papers, local news sites via cable, tv or online) city of Seattle specific**
  - Have a 32% higher median household income;
  - 61% more likely to have a household income over $100,000
  - 21% more likely to have a white collar job
- 57% more likely to use marijuana products
- And 50% more likely to make purchases at a dispensary.
Where local businesses go to thrive.

A Respected Brand & Quality Audiences
Access the most desirable audiences in Seattle.

Engaging Portfolio
Select from a full suite of digital marketing services.

Strategic Planning
Leverage plans infused with local knowledge.