



DIGITAL MEDIA SOLUTIONS FOR LOCAL ADVERTISERS

HEARST
SEATTLE

**A unified way to reach your audience.
Targeted. Scalable. Efficient.**

HEARST
SEATTLE



**THE SEATTLE
POST-INTELLIGENCER**

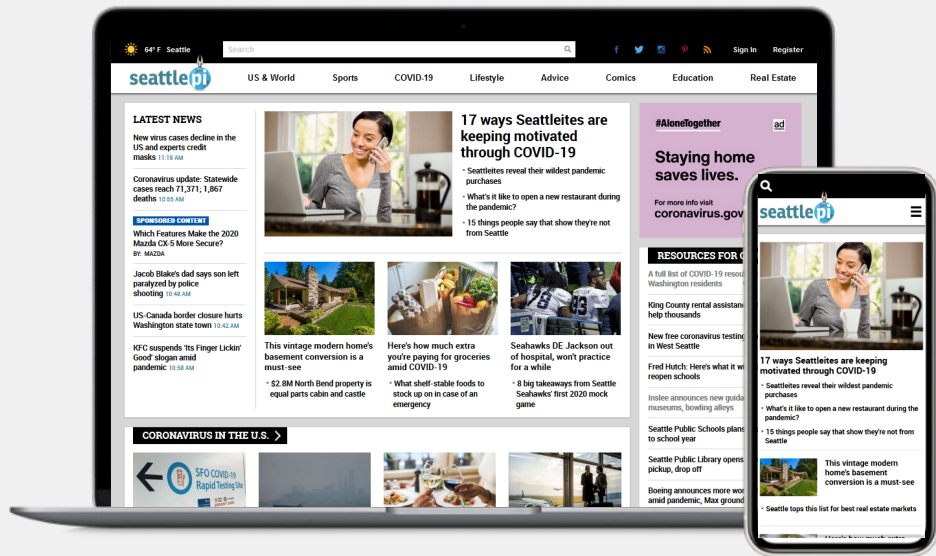
HEARST
SEATTLE

**The voice of Seattle for over 150 years.
Now a fresh view of the city's landscape.**

HEARST
SEATTLE

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.



Kristina Moy
Editorial Director

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 trend setters 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

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

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%)

DEMOGRAPHICS

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

AFFLUENT

49%

Of households have income of \$100K+

73%

Peak earners / buyers (age 25–54)

INFLUENTIAL

23%

Hold management positions at work

22%

Are millennials (age 18–34)

MOBILE

62%

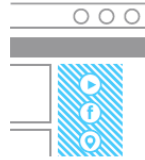
Access via mobile (up 53% year-over-year)

Source: Scarborough Research, R1 2020, June 2020 Google Analytics Affinity Groups
SeattlePI.com monthly audience in the Seattle DMA.

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CAPABILITIES

Seattle PI sponsorship opportunities include standard IAB units & higher-impact offerings.



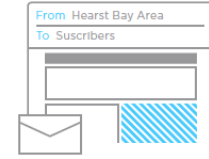
INTERACTIVE CONTENT MODULE (ICM)

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.



NEWSLETTER SPONSORSHIP

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



DISPLAY ADS

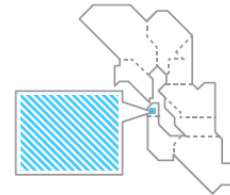
The Seattle PI offers various IAB standard and rising star units across platforms. Campaigns are automatically optimized in-flight to maximize performance.



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).

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SEATTLE

An aerial, grayscale photograph of a city nestled between a large body of water in the foreground and a range of snow-capped mountains in the background. The city is densely packed with buildings and trees. The mountains are rugged and partially covered in snow, with some peaks appearing more prominent than others. The overall scene is a wide, panoramic view.

HEARST SEATTLE AUDIENCE EXTENSIONS

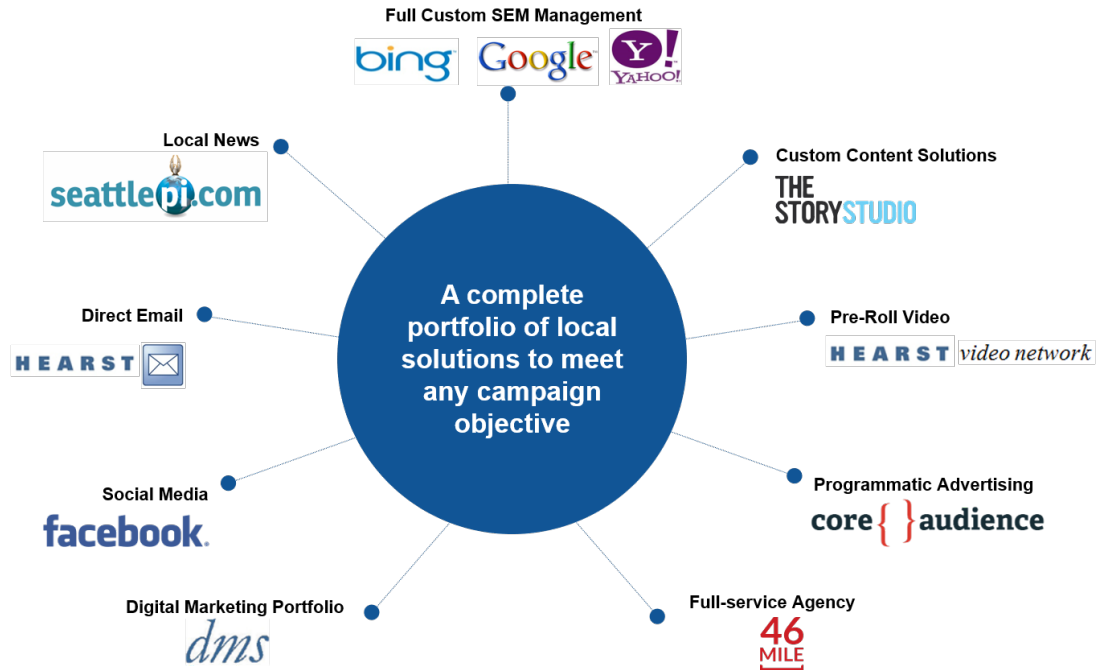
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**Scale your targeting beyond the PI.
The Hearst advantage.**

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CAPABILITIES

Hearst Seattle extends buys beyond the PI to add reach and efficiency to your campaigns.



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

The collage displays various content types: a main article for the Harry Potter play, a travel guide for San Francisco, a sponsored content piece for Real Milk, and a grid of smaller promotional images for the play's cast.

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.

↑
REMARKETING
↓

EMAIL
NURTURING

SOCIAL
RETARGETING

DISPLAY
RETARGETING

MARKETING
AUTOMATION

AWARENESS



NEWS SITE
DISPLAY



AUDIENCE EXT.
DISPLAY



NATIVE
ADVERTISING



PODCAST
ADVERTISING

CONSIDERATION



DIRECT
MAIL



WEBSITE
DESIGN



SOCIAL MEDIA
MARKETING



EMAIL
MARKETING

INTENT



PAID SEARCH
MARKETING



SEARCH ENGINE
OPTIMIZATION



REPUTATION
MANAGEMENT

PLANNING

Bring it all together into a holistic media plan.

PRODUCT	MAR	APR	MAY	JUN	JUL	AUG	SEP
Seattle PI Display	\$2500	\$2500	\$2500	\$2500	\$2500	\$2500	\$2500
StoryStudio Article		\$1000	\$1000	\$1000	\$1000	\$1000	\$1000
Email			\$1500			\$1500	
Social + Retargeting			\$500	\$500	\$500	\$500	\$500
SEM	\$500	\$500	\$1000	\$1000	\$1000	\$1000	\$1000
SEO	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Total	\$3500	\$4500	\$7000	\$5500	\$5500	\$7000	\$5500

REPORTING

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.