

SEATTLEWEEKLY

Editorial Edge

SEATTLE WEEKLY'S STAFF INCLUDES YOUNG NORTHWEST NATIVES, SEEN-IT-ALL VETERAN JOURNALISTS, AND ACCOMPLISHED NEWCOMERS VIEWING THE CITY WITH FRESH EYES.

Leading *Seattle Weekly's* ambitious and unruly staff are: Editor in Chief **MIKE SEELY**, whose recent book, *Seattle's Best Dive Bars*, continues to be a hot seller among bargain-hunting drunks all over town. Seely's strong love of his hometown comes through in every issue of *Seattle Weekly*.

The music team is led by editor **CHRIS KORNELIS**, who came of age seeing bands like SuperDeluxe and PUSA around Puget Sound while the Teen Dance Ordinance was in full effect. He's assisted by expert scene-chronicler and clubs editor **ERIN THOMPSON**.

Food critic **HANNA RASKIN** lasted only one day on Jeopardy!, mostly because Alex Trebek failed to ask her about whiskey, buried cabbage or livermush. She's had considerably more success chronicling edible culture for publications including Cooking Light, Everyday with Rachael Ray, the Food Network Magazine and Garden & Gun. A winner of the Association of Food Journalists' award for feature writing, Raskin previously served as food critic and lead food blogger for *Seattle Weekly's* sister paper, the Dallas Observer, where her online work was honored with a James Beard Foundation award nomination.

JANE SHERMAN is back for her second stint as art wrangler at *Seattle Weekly*. Originally from Minneapolis—where she started her design career at our sister paper, City Pages—she's been soaking in the Seattle scene for the last several years and loving every minute of it.

RICK ANDERSON is among the city's most seasoned and celebrated journalists. His work for *Seattle Weekly* was recently featured in The Best Crime Writing 2010 from Ecco Press.

NINA SHAPIRO is one of the most admired journalists in the state, delivering meticulously-reported stories on every hot-button topic. She has been at *Seattle Weekly* for more than a decade, and has won numerous national awards for her work.

After nearly seven years as managing editor of our sister paper in St. Louis, **ELLIS CONKLIN** has returned to his native home. Conklin, the man behind The Daily Weekly, our news blog, has been around the journalistic block more than once, having worked at papers too numerous to count -- including a decade at the P-I.

Staff writer **KEEGAN HAMILTON** studied journalism, cinema and Husky hoops at the University of Washington. His stories cover a broad range of topics, from crime and corruption to hip-hop and street art and everything in between.

A native Seattleite with a master's degree in film, **BRIAN MILLER** covers everything from literature to lawsuits. He's got the lowest REI membership number on staff.

GAVIN BORCHERT is an expert in the high arts, who also has a fond appreciation for the low on occasion. Raised in North Dakota, he writes incisively about music that none of the rest of us can understand, and sometimes talks about it on KUOW, too.



Distribution

Areas of distribution include
(but are not limited to):

METRO SEATTLE

Ballard	Madison Park
Beacon Hill	Madrona
Capitol Hill	Queen Anne
Central District	University District
Downtown	West Seattle
Fremont	Wallingford

NORTH OF SEATTLE

Bothell	Mill Creek
Edmonds	Mukilteo
Everett	Shoreline
Lynnwood	Snohomish

EAST OF SEATTLE

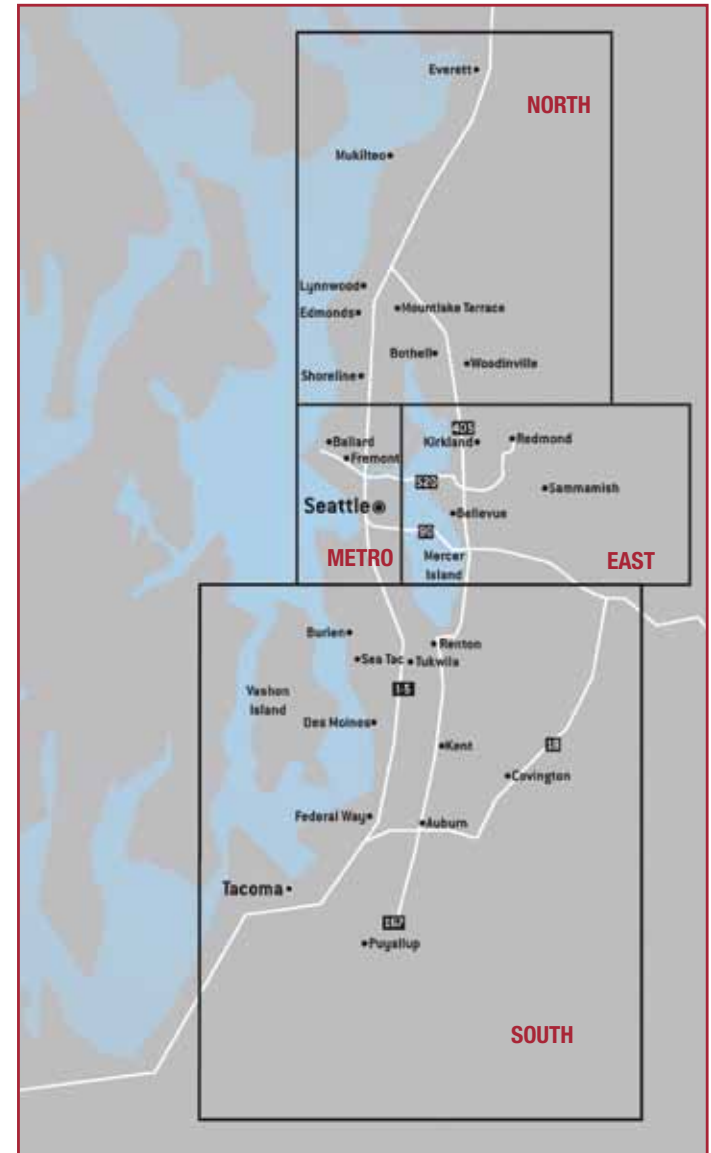
Bellevue	North Bend
Issaquah	Redmond
Kirkland	Snoqualmie
Mercer Island	Woodinville

SOUTH OF SEATTLE

Auburn	Puyallup
Burien	Renton
Covington	Sea Tac
Des Moines	Tacoma
Federal Way	Tukwila
Georgetown	Vashon Island
Kent	

**PLUS ALL THE COLLEGE CAMPUSES
ALONG THE I-5 CORRIDOR**

408,847 Non-Duplicated monthly readers distinguish *Seattle Weekly* as the Pacific Northwest leader in demand-driven readership. Every Wednesday, 65,000 copies are printed and distributed to 142,203 readers (2.2 readers per copy) via 2,000+ outdoor news boxes and in-store racks throughout Seattle and outlying areas. Readers pick up the paper at high-traffic locations such as Washington State Convention & Trade Center, Washington State Ferries, SeaTac Airport, coffee shops, cafes, music stores, nightclubs, metro stations and more. *Seattle Weekly* delivers shoppers, diners, entertainment lovers and tourists directly to your advertising.



Demographics

Seattle Weekly Delivers Your Ideal Customer.

With 408,847 non-duplicated
monthly print readers and 633,146
unique monthly online users,
Seattle Weekly makes it easy to
reach your target audience.

	SW Non-duplicated Monthly Print Readers	Additional SW Online Readers
AGE		
21+	393,904	610,000
18-34	138,122	213,896
21-34	123,179	190,755
25-44	231,360	358,284
GENDER		
Female	167,616	259,570
Male	241,230	373,569
MARITAL STATUS		
Single	199,235	308,535
Married	141,224	218,699
Children at home	107,733	166,835
EDUCATION		
Some college	149,435	231,415
College graduate	98,312	152,246
Single or Advanced degree	56,276	87,149
PROFESSION		
Proprietor, managerial	68,612	106,253
Professional, technical	50,502	78,207
Working women	110,184	170,631
INCOME		
\$50K+ household	182,814	283,106
\$75K + household	120,898	187,223
\$100K+ household	65,518	101,461
Financial optimists	173,011	267,925
Dual income families	73,229	113,402
Dual income, no children at home	30,183	46,741

Active Lifestyles

SEATTLE WEEKLY READERS are enthusiastic consumers of arts, live music, and urban culture.
Our reader profile is a coveted lifestyle demographic of educated, culturally engaged urban dwellers.

	SW Print Readers	Additional Online Readers
ACTIVITIES		
Frequently dine out (sit-down, 4+ times past 2 weeks)	30,061	46,552
Frequent bars/nightclubs (past 4 weeks)	228,069	353,188
Frequent beer drinker (6+ times past 2 weeks)	60,623	93,881
Frequent wine drinker (3+ times past 2 weeks)	59,969	92,868
Rock, pop concerts (past year)	166,258	257,467
Theater/opera/symphony (past year)	194,348	300,967
College/Pro Sports events (3+ times past year)	142,768	221,091
Go to the movies regularly (past 4 weeks)	218,235	337,959
Visit casino (1+ times past year)	218,436	338,270
Exercise at health club (12+ times past year)	206,060	319,105
Cell Phone Texting	290,080	449,218
SHOPPING		
Purchased Women's clothes (past 4 weeks)	155,731	241,165
Purchased Men's clothes (past 4 weeks)	217,711	337,147
Purchased Children's clothes (past 4 weeks)	108,614	168,200
Purchases books frequently (12+ books past year)	175,210	271,330
Sporting Goods (past 4 weeks)	84,772	131,278
\$100+ on groceries weekly	296,633	459,336
\$150+ on groceries weekly	152,417	236,033
Bought CDs or downloaded music (past 4 weeks)	177,007	274,113
Jewelry stores (past 4 weeks)	18,800	29,114
Internet (5+ purchase past year)	298,247	461,865
Internet e-commerce (12+ purchases past year)	147,525	228,457
Buys "Green" regularly/occasionally	386,584	598,664
Buys "Green" regularly	148,719	230,306
PLAN TO PURCHASE IN THE NEXT YEAR		
Computer/computer equipment or software	161,780	250,533
Car/Van/SUV/Truck	53,665	83,106
New TV	82,796	128,218
New home (next 2 years)	103,040	159,568
Remodel home	90,961	140,862
Furniture	113,339	175,517
Glasses/contact lenses	150,544	233,132
Stereo/CD or MP3/iPod	91,397	141,537
Major household appliance	55,047	85,246
Plan to take college level courses (next 12 months)	110,745	171,500

SOURCE: MEDIA AUDIT MAR - APR 2012. BASED ON 4-WEEK

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NON-DUPLICATED READERSHIP AND JUNE 2012 GOOGLE ANALYTICS.