



Washington State's Largest Community News Organization

Geographically Targeted Delivery
Verified Audience Readership



SOUND
PUBLISHING INC
COMMUNITY + DELIVERED

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Sound Publishing reports local news to engage people in their neighborhood, informing about issues that affect their quality of life: creating community for readers and value for partners through content delivered digitally as well as to the front door.



Founded in 1987, Sound Publishing is the largest community news organization in Washington state and the recipient of numerous state and national awards.

Today, more people read Sound Publishing, Inc. community newspapers than the traditional dailies in the markets we cover.

With 45 titles and nearly 600,000 circulation, Sound Publishing strives for maximum home penetration with local news and advertising that affects neighbors and creates community. Our suburban news teams cover and report local news in more depth than the major dailies within the same region.

And our products enjoy unprecedented read time, making it to the kitchen counter, not the recycling bin.



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A.A.M. / C.A.C. Consolidated Media Report (Q3, 2017).
U.S. Census, 2014 American Community Survey (5-Year).
2017 Google's Doubleclick for Publishers. 2017 Pulse Research readership survey.

Community. Delivered.



Our Readers

Twice as many people read their local newspaper as compared to the national daily

Reader interest in local news is **24%** higher than their interest in state or national news

72% have purchased or sought additional information regarding products or services they saw advertised in their local paper.



Recognized with 275 industry awards in 2017! Sound Publishing won 261 industry awards in the 2017 Washington Newspaper Publishers Association Better Newspaper Contest. Awards included 94 first place winners and seven titles honored with General Excellence.

We're viewed as a community resource. We're connected. Our titles deliver an advantage: content that's relevant to the community you're trying to reach.

This valuable interaction with our neighbors increases read time and exposure for our business partners.

We're a part of the community; we live where we work. We have shared interests with our neighbors and focus on the stories that affect all of us.

Receptive to diverse points-of-view while amplifying all voices in the community, we're in this together.

Josh O'Connor
President

TRADITIONAL AND DIGITAL ADVERTISING OPTIONS TO REACH ANY AUDIENCE

We're connected.

Sound Publishing is viewed as a **community resource**. Our titles deliver an advantage: content that's relevant to the community you're trying to reach.

This valuable interaction with our neighbors increases read time and exposure for our business partners.



Sound Publishing embraces a **web-to-print philosophy** that ensures news is published while it's still news. We actively listen to our core audience in an effort to extend the conversation deep into our communities, we engage our readers when and where they're interested and receptive.



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Our Readers

83% are very interested in local news

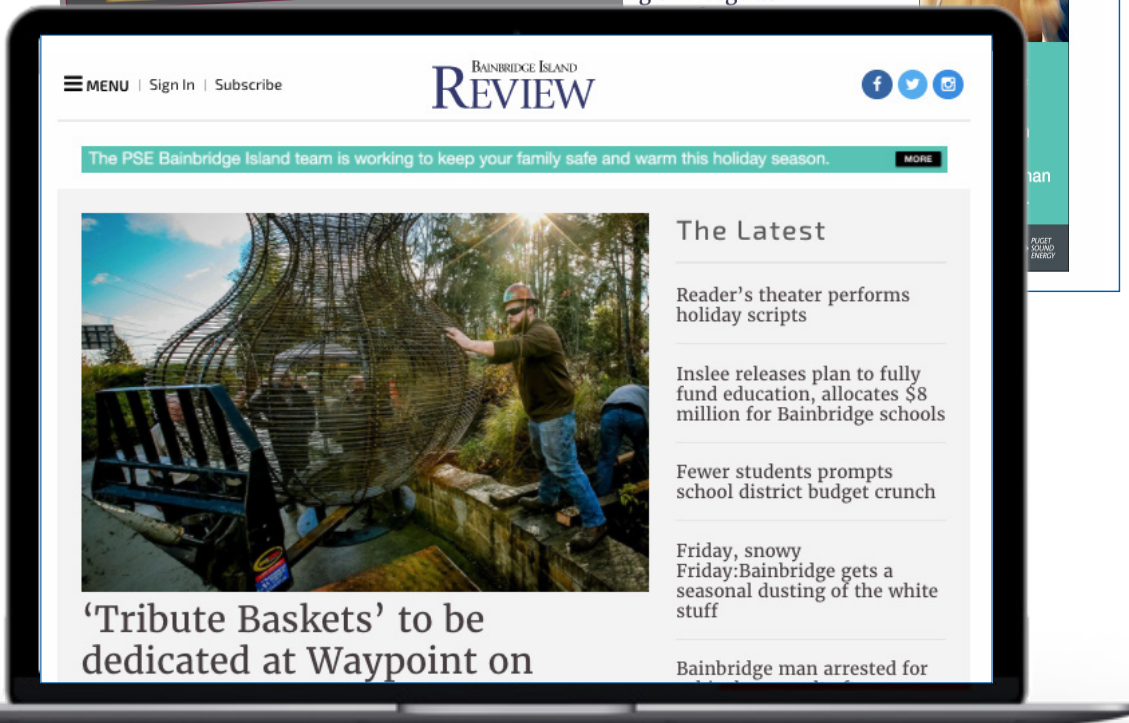
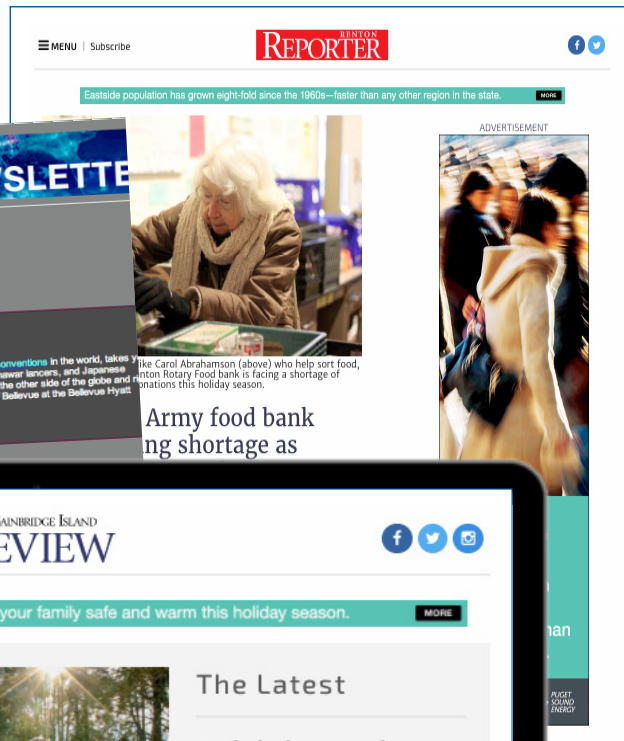
58% visit their local newspaper's website weekly

40% always read retail store ads in their local newspaper

34% of users access our content via a mobile device

31% always read ad inserts from their local newspaper

2.77 pageviews per average user



ROP Display Advertising
Preprinted Insert Advertising
Promotions

- Poly-bags
- Newspaper Wraps
- Insert Wraps
- Tab-on / Sticky Notes
- Print and Deliver

Standard Digital Ad Packages
High Impact Digital Ad Packages
Programmatic Strategies

- Video Advertising
- e-Newsletters
- Partnership Opportunities
- Guest Editorials
- Sponsorships

YOUR MEDIA BUY WILL REACH CONSUMERS WHERE THEY LIVE...

Sound Publishing
offers 45 local
community newspaper
titles and corresponding
digital properties

1.3 million print readers in
Washington State each week

Nearly **600,000 households**
delivered each week

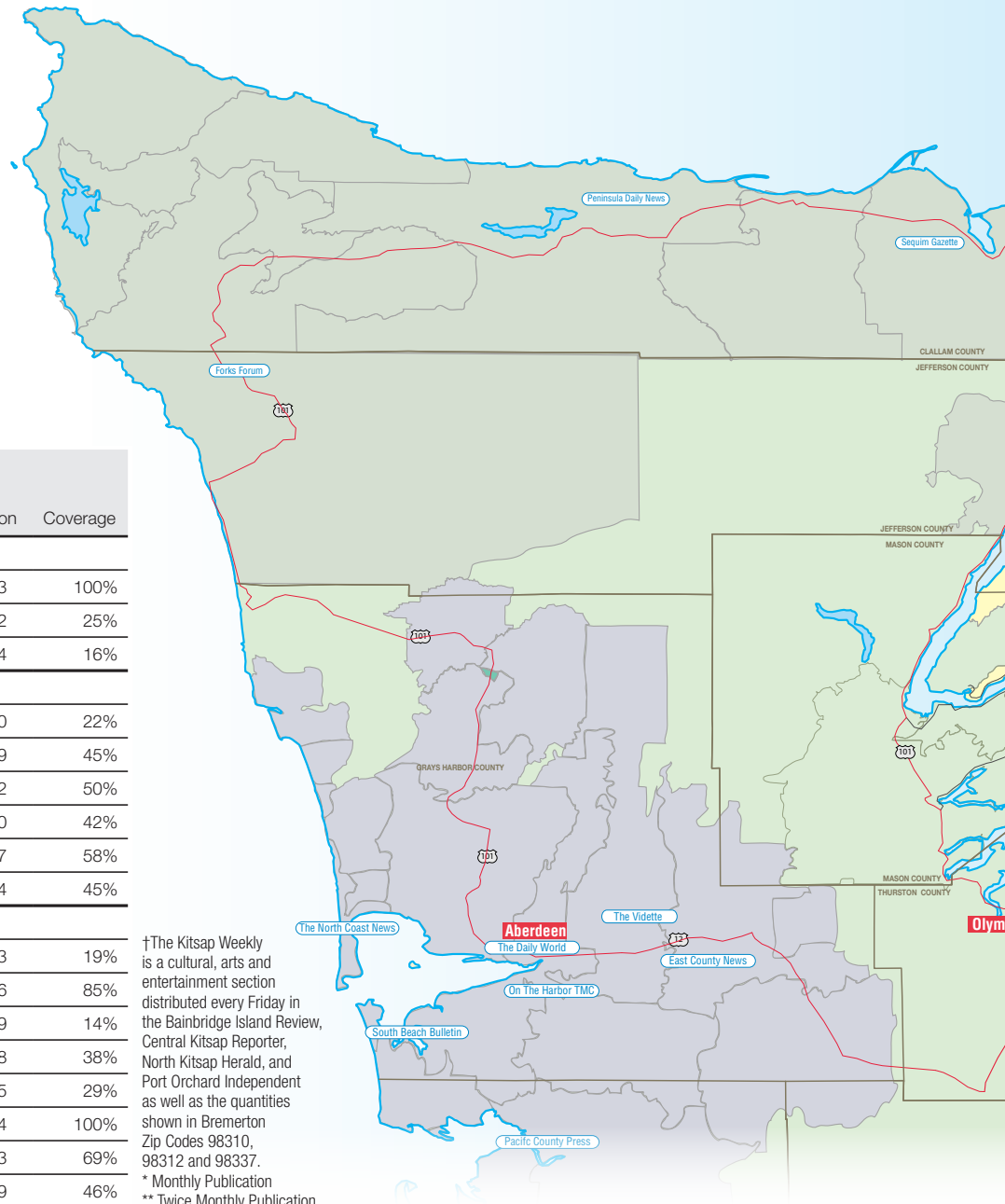
More than **18.5 million**
preprints inserted monthly!

| Community Cluster | | |
|-------------------------------------|-------------|----------|
| Community News Title | Circulation | Coverage |
| Clallam and Jefferson County | | |
| Forks Forum | 4,533 | 100% |
| Peninsula Daily News (Sun) | 11,912 | 25% |
| Sequim Gazette | 3,824 | 16% |
| Kitsap County | | |
| Bainbridge Island Review | 2,150 | 22% |
| Central Kitsap Reporter | 14,809 | 45% |
| Kingston Community News* | 9,042 | 50% |
| Kitsap Weekly† | 10,330 | 42% |
| North Kitsap Herald | 11,317 | 58% |
| Port Orchard Independent | 17,614 | 45% |
| Grays Harbor County | | |
| The Daily World (Sat) | 6,393 | 19% |
| The East County News (TMC) | 8,216 | 85% |
| The (Montesano) Vidette | 2,959 | 14% |
| North Coast News | 1,248 | 38% |
| Pacific County Press | 1,055 | 29% |
| Pacific County Press (TMC) | 4,434 | 100% |
| On the Harbors (TMC) | 15,393 | 69% |
| South Beach Bulletin | 4,889 | 46% |

†The Kitsap Weekly is a cultural, arts and entertainment section distributed every Friday in the Bainbridge Island Review, Central Kitsap Reporter, North Kitsap Herald, and Port Orchard Independent as well as the quantities shown in Bremerton Zip Codes 98310, 98312 and 98337.

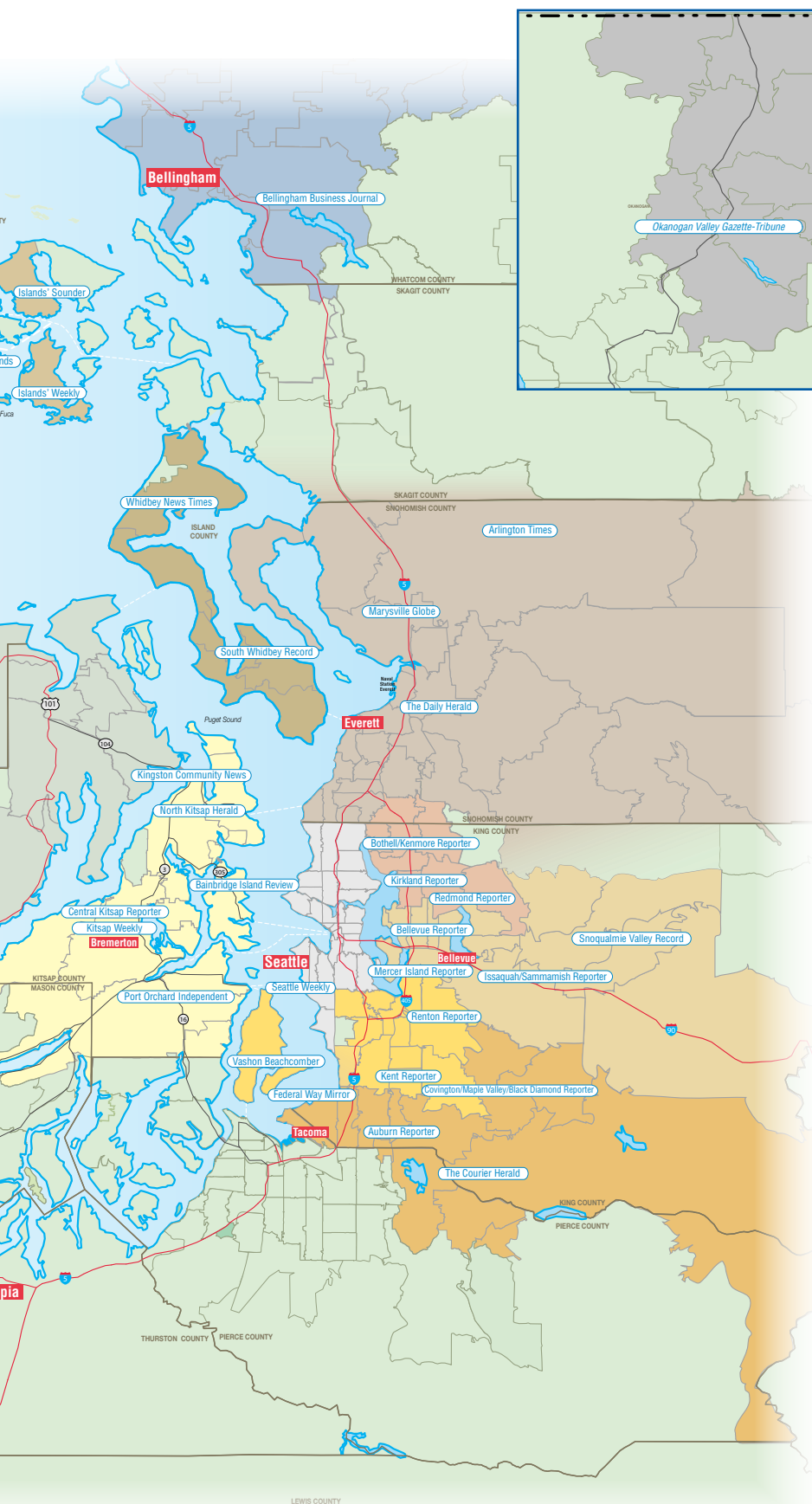
* Monthly Publication

** Twice Monthly Publication



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Community Cluster

| Community News Title | Circulation | Coverage |
|----------------------|-------------|----------|
|----------------------|-------------|----------|

Whatcom County

| | | |
|------------------------------|-------|----|
| Bellingham Business Journal* | 2,643 | 6% |
|------------------------------|-------|----|

San Juan County

| | | |
|------------------|-------|------|
| Islands Sounder | 1,723 | 69% |
| Islands Weekly | 2,049 | 100% |
| San Juan Journal | 1,765 | 48% |

Island County

| | | |
|----------------------------|-------|-----|
| South Whidbey Record (Sat) | 3,140 | 42% |
| Whidbey Crosswind* | 6,157 | 17% |
| Whidbey Hot Sheet (TMC) | 6,432 | 33% |
| Whidbey News Times (Wed) | 4,535 | 24% |

Snohomish County

| | | |
|------------------------------|--------|-----|
| Arlington Times | 6,573 | 27% |
| The Daily Herald (Sun) | 33,011 | 8% |
| The Herald Business Journal* | 7,128 | 2% |
| Marysville Globe | 13,492 | 49% |

North King County

| | | |
|--------------------|--------|-----|
| Bothell Reporter** | 20,764 | 70% |
| Kirkland Reporter | 24,408 | 66% |
| Redmond Reporter | 22,267 | 65% |

East King County

| | | |
|-------------------------------|--------|-----|
| Bellevue Reporter | 35,096 | 59% |
| Issaquah Sammamish Reporter | 24,225 | 63% |
| Mercer Island Reporter | 2,859 | 35% |
| Snoqualmie Valley Record | 11,353 | 76% |

South King County

| | | |
|---------------------------------|--------|-----|
| Kent Reporter | 25,109 | 45% |
| Renton Reporter | 24,446 | 41% |
| Tukwila Reporter** | 10,463 | 34% |
| Vashon Maury Isl. Beachcomber | 3,229 | 68% |

Southeast King and Pierce County

| | | |
|------------------------------|--------|-----|
| Auburn Reporter | 23,694 | 56% |
| Courier Herald | 25,335 | 51% |
| Covington MV BD Reporter | 24,140 | 51% |
| Federal Way Mirror | 29,174 | 36% |

Okanogan County

| | | |
|---------------------------------|-------|-----|
| Okanogan Valley Gazette-Tribune | 1,917 | 19% |
|---------------------------------|-------|-----|

Greater Puget Sound

| | | |
|----------------------|--------|----|
| Seattle Weekly | 44,959 | 7% |
| La Raza del Noroeste | 19,969 | 2% |

WHETHER THEY'RE AT HOME OR NOT

Sound Publishing's **digital footprint** lets you geographically target your brand and message to the community-level or reach the masses with an enterprise-wide online campaign.

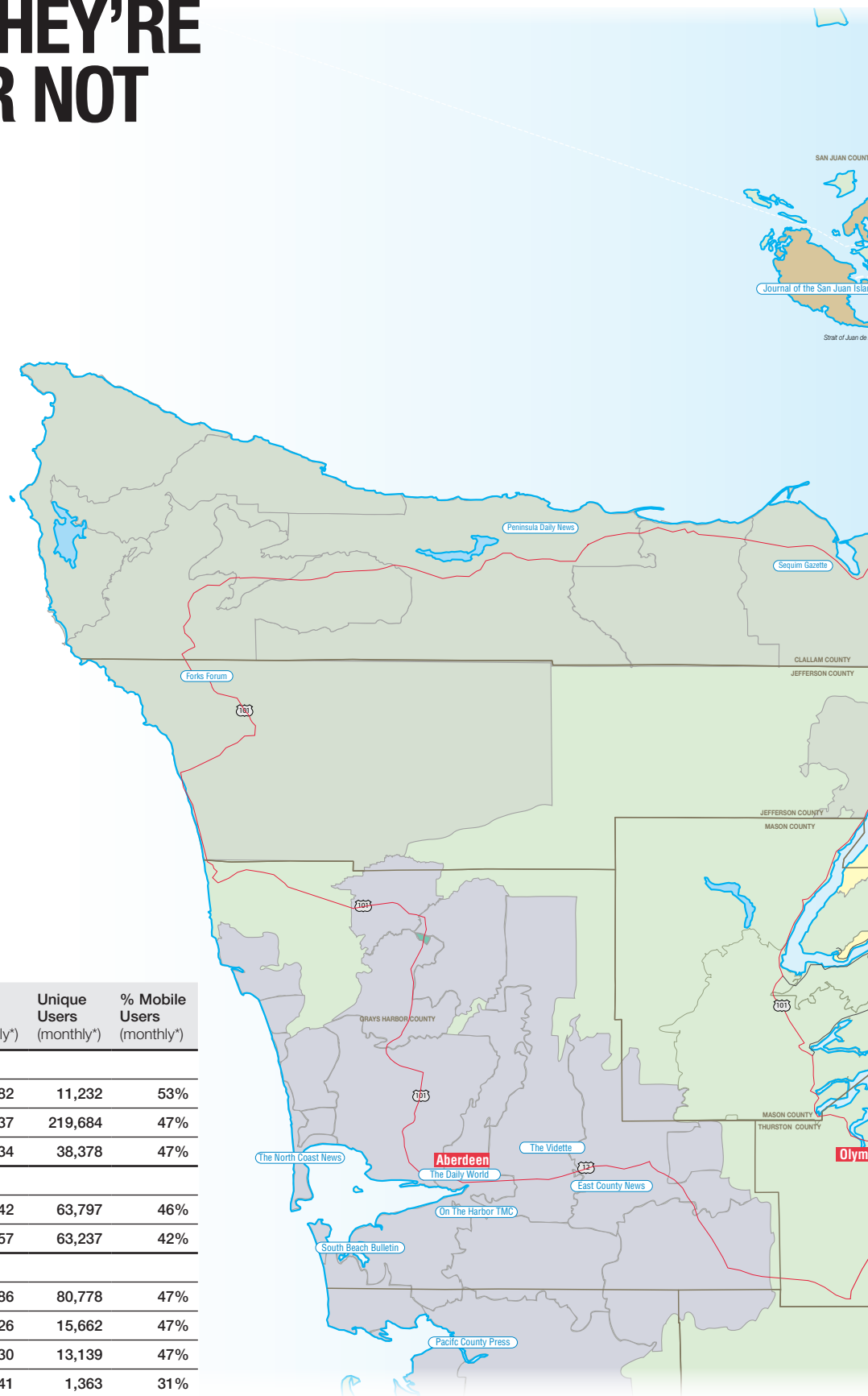
5,130,567 Monthly Pageviews (average)

2,260,548 Monthly Digital Users (average)

39% Users access our content via a mobile device

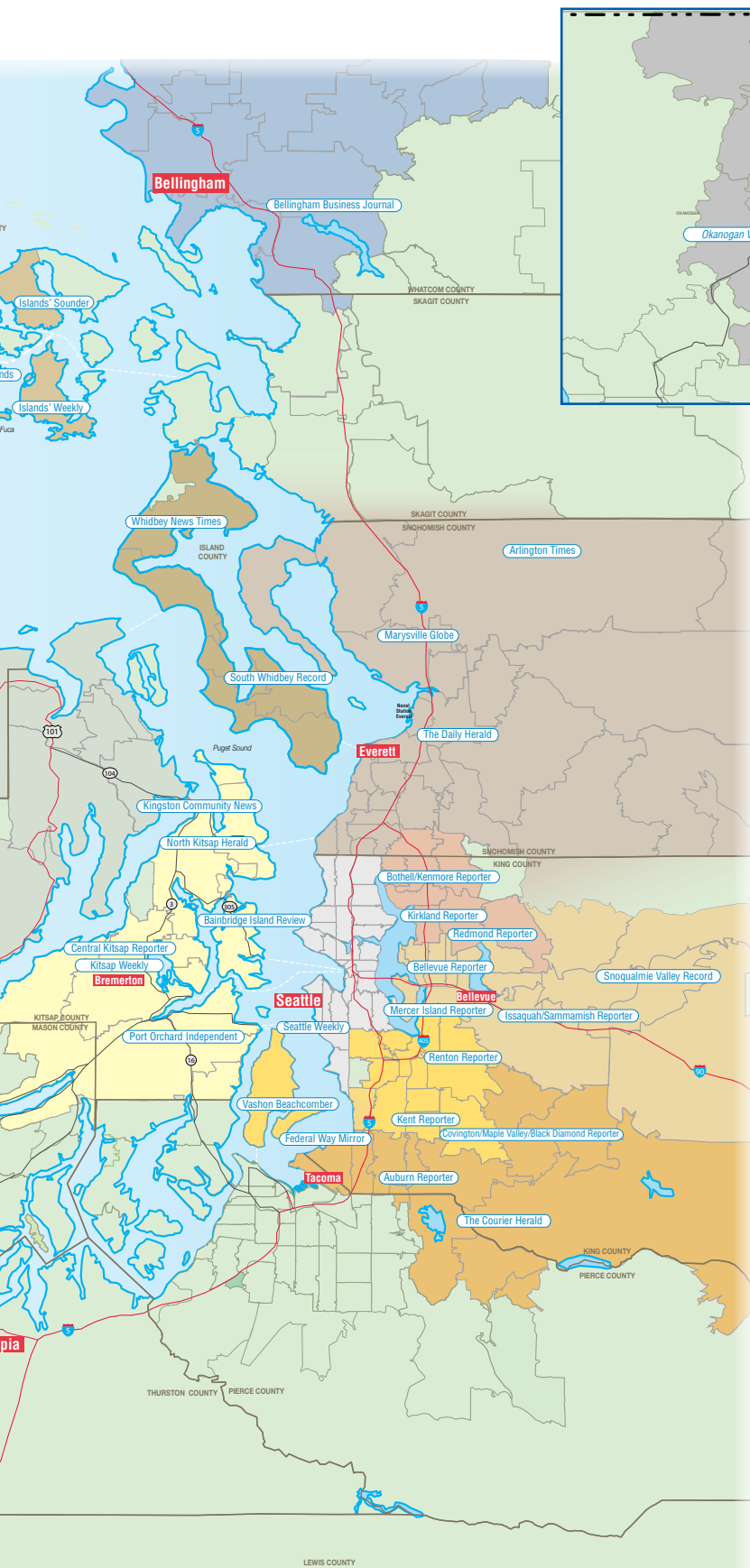
| Community Cluster | Page-views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|--|-----------------------|-------------------------|---------------------------|
| Community News URL | | | |
| Olympic Peninsula | | | |
| ForksForum.com | 23,282 | 11,232 | 53% |
| PeninsulaDailyNews.com | 770,837 | 219,684 | 47% |
| SequimGazette.com | 69,134 | 38,378 | 47% |
| Kitsap Peninsula | | | |
| BainbridgeReview.com | 102,142 | 63,797 | 46% |
| KitsapDailyNews.com | 141,857 | 63,237 | 42% |
| Grays Harbor / Coastal Washington | | | |
| TheDailyWorld.com | 244,586 | 80,778 | 47% |
| TheVidette.com | 19,926 | 15,662 | 47% |
| NorthCoastNews.com | 22,130 | 13,139 | 47% |
| SouthBeachBulletin.com | 2,341 | 1,363 | 31% |

*Sound Publishing Digital Audience Data (OCT_2017)



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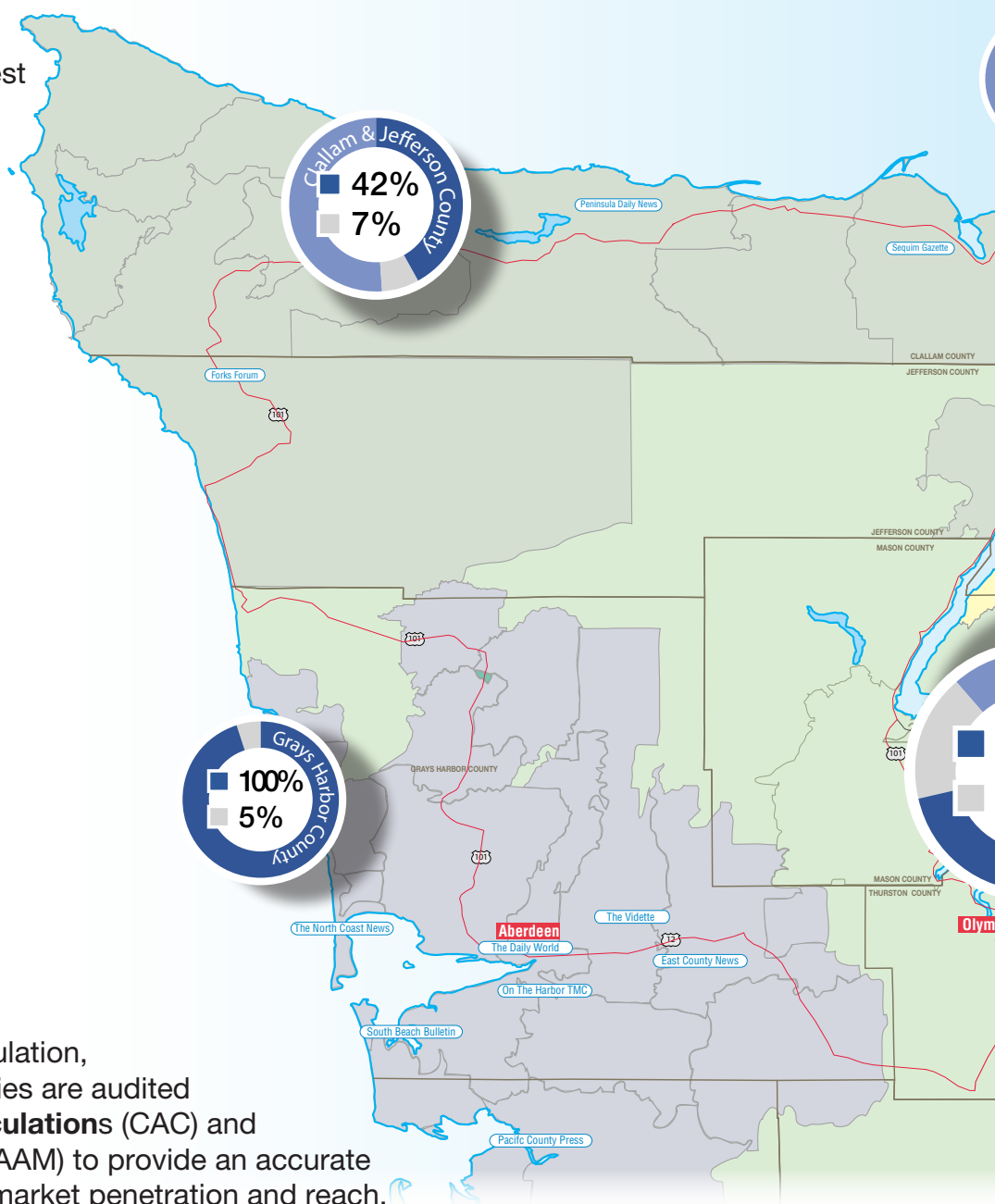
** Independent websites based on geographic location and/or site traffic volume.

| Community Cluster | Page-Views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|----------------------------------|-----------------------|-------------------------|---------------------------|
| Community News URL | | | |
| San Juan County | | | |
| IslandsSounder.com | 57,260 | 16,596 | 42% |
| IslandsWeekly.com | 12,145 | 7,311 | 32% |
| SanJuanJournal.com | 76,416 | 19,827 | 39% |
| Island Island | | | |
| SouthWhidbeyRecord.com | 90,613 | 41,462 | 44% |
| WhidbeyNewsTimes.com | 187,085 | 92,444 | 33% |
| Snohomish County | | | |
| ArlingtonTimes.com | 22,544 | 10,793 | 58% |
| MarysvilleGlobe.com | 56,275 | 34,390 | 34% |
| North King County | | | |
| Bothell-Reporter.com | 75,158 | 43,930 | 38% |
| KirklandReporter.com | 80,858 | 42,756 | 51% |
| Redmond-Reporter.com | 73,606 | 40,154 | 30% |
| East King County | | | |
| BellevueReporter.com | 123,141 | 66,159 | 34% |
| IssaquahReporter.com | 74,400 | 36,052 | 55% |
| MI-Reporter.com | 61,895 | 48,194 | 25% |
| TheEastSideScene.com | 27 | 12 | 25% |
| ValleyRecord.com | 38,148 | 18,287 | 44% |
| South King County | | | |
| KentReporter.com | 112,652 | 42,732 | 38% |
| RentonReporter.com | 66,169 | 35,338 | 28% |
| TukwilaReporter.com | 8,386 | 4,588 | 34% |
| Southeast King County | | | |
| Auburn-Reporter.com | 78,501 | 41,090 | 35% |
| CourierHerald.com | 41,343 | 18,187 | 47% |
| MapleValleyReporter.com | 49,058 | 30,335 | 25% |
| Independents | | | |
| BBJToday.com (Bellingham) | 67,9736 | 24,353 | 15% |
| FederalWayMirror.com | 133,200 | 49,489 | 58% |
| Gazette-Tribune.com | 19,958 | 6,257 | 33% |
| HeraldNet.com (The Daily Herald) | 1,698,628 | 774,120 | 45% |
| LaRazaNW.com | 7,694 | 4,829 | 62% |
| SeattleWeekly.com | 336,643 | 177,650 | 39% |
| TacomaDailyIndex.com | 5,647 | 3,171 | 1% |
| VashonBeachcomber.com | 34,066 | 16,568 | 44% |

YOUR MESSAGE WILL GAIN MORE ATTENTION FROM OUR READERS

Sound Publishing produces the **highest penetration** numbers in western Washington and delivers double-digit percentage increases versus our closest competition in nearly every market.

■ Sound Publishing
■ The Competition

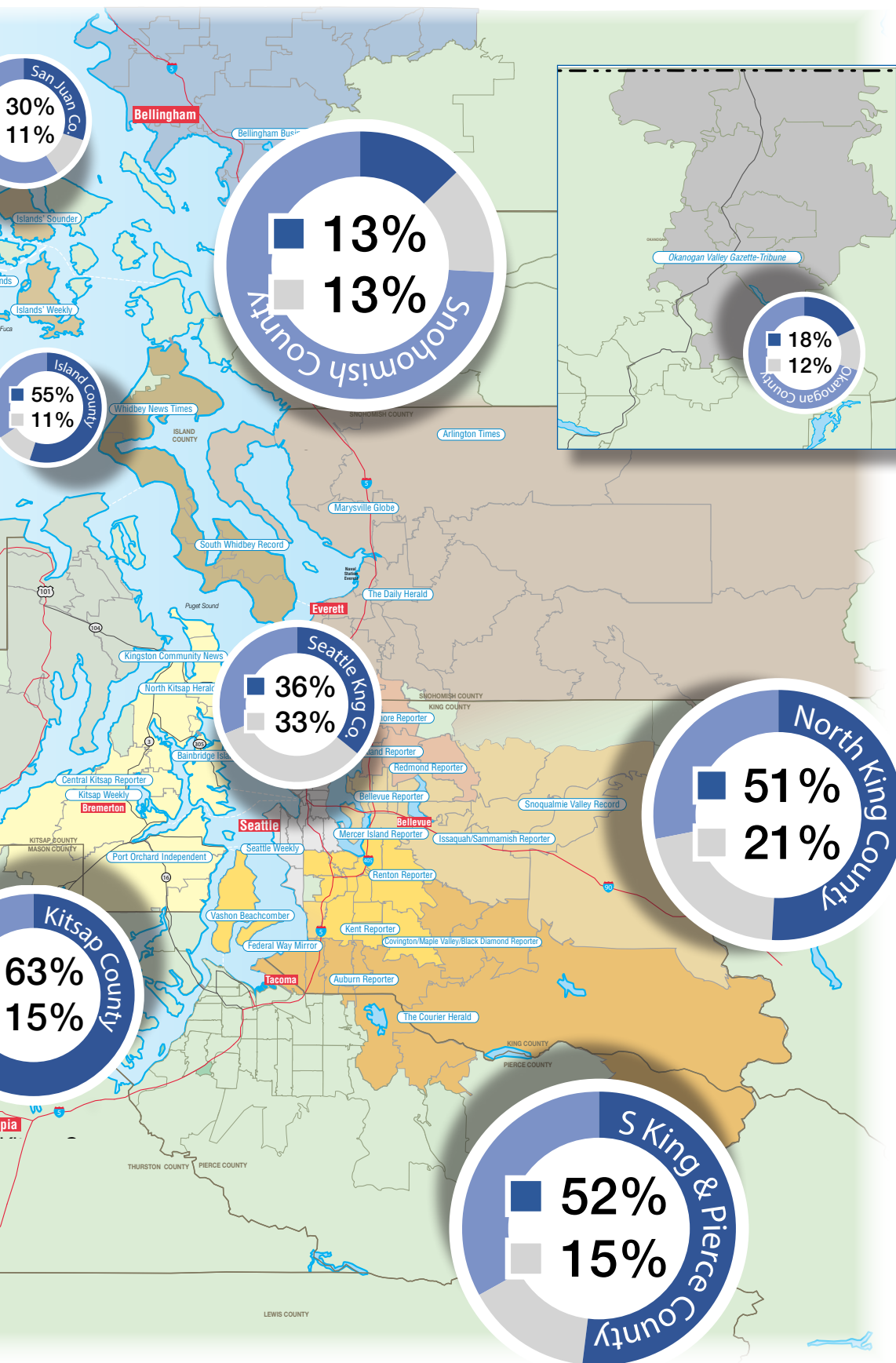


Our printing, distribution, circulation, websites and readership studies are audited by the **Certified Audit of Circulations (CAC)** and **Alliance for Audited Media (AAM)** to provide an accurate picture of each publication's market penetration and reach.



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Market Size* & Competitors

Clallam County & Jefferson County

48,005 Households
SP vs- Seattle Times

Grays Harbor County

33,482 Households
SP vs- Seattle Times

Island County

36,582 Households
SP vs- Seattle Times

North King County

281,119 Households
SP vs- Seattle Times

Seattle King County

662,905 Readership
SP vs- The Stranger

South King County & North Pierce County

309,752 Households
SP vs- Seattle Times

Kitsap County

104,053 Households
SP vs- Kitsap Sun

Okanogan County

10,862 Households
SP vs- Wenatchee World

San Juan County

18,301 Households
SP vs- Skagit Valley Herald

Snohomish County

416,762 Households
SP vs- Seattle Times

Certified Audit

CAC
of Circulations

Alliance for Audited Media
The New Audit Bureau of Circulations

*Nielsen Households

OUR READERS AND OUR ADVERTISERS FORM GREAT PARTNERSHIPS



Our readers are well-read, educated homeowners who are looking for values both online and in-print.

They have varied interests and income levels that rank among the highest in the nation.

Sound Publishing's readers are engaged and research indicates a high degree of advertising engagement, which drives advertising effectiveness.

Sound Publishing is a key media buy for major, national advertisers. We've built successful partnerships with these advertisers and many more.

Call to discuss your options and let us deliver your next target audience.



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2,260,548
Monthly
digital users
(average)



592,665
households
delivered
weekly



1.36 Million
Washington
print readers
weekly



72%
made a purchase
decision based on
print advertising



18.7 Million
preprints
inserted
each month



275+
industry
awards won
in 2016



47
daily, weekly
and monthly
newspapers



39%
Users access our
content via a
mobile device



65%
always /
frequently read
retail store ads



2.3
readers
per issue
average†



5.1+ Million
pageviews
each month
(average)



100+
Washington
communities
served

Our Readers

33% will shop
outside of their
local trade area
(includes online
purchases)

38% will use a
local newspaper
site to find local
job listings (in the
next 12 months.)

22% throw out
direct-mail
advertising
unread

13% use a
local newspaper
site to make
travel / hotels &
accommodations
purchases

58% will
visit their local
newspapers
website weekly

*Sound Pub. Digital Audience Data (OCT_2017)
†National Newspaper Association (2010)



Walgreens



Total Wine
& MORE



SmartSource.com*



NORTH SOUND COMMUNITIES: SNOHOMISH COUNTY

Snohomish County's Largest Employers:

- The Boeing Company
- Naval Station Everett
- Washington State
- Providence Regional Medical Center
- Tulalip Tribes Enterprises



Everett, Washington

Everett is the largest city and county seat of Snohomish County. Located at the mouth of the Snohomish River on Possession Sound, the Everett waterfront is home to Naval Station Everett and the Port of Everett. It is also home to Boeing's largest assembly plant for the 747, 767, 777 and the new 787. These large employers, a revitalized waterfront, and the Everett Events Center, contribute to a relatively young population, one of the fastest growing in Washington State.

- \$70,389 median household income
- 67% family households
- 42% ages 25 to 54 years
- 44% earned a college degree

Sound Publishing Media Profile

Additional Penetration Available

No Sound Publishing Penetration

| Community Cluster | Page-Views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|----------------------------------|--------------------------|----------------------------|------------------------------|
| Community News URL | | | |
| Snohomish County | | | |
| ArlingtonTimes.com | 22,544 | 10,793 | 58% |
| MarysvilleGlobe.com | 56,275 | 34,390 | 34% |
| Independents | | | |
| HeraldNet.com (The Daily Herald) | 1,698,628 | 774,120 | 45% |

*Sound Publishing Digital Audience Data (OCT_2017)

\$70,807
median
household
income

73%
family
households

40%
ages
25 to 54
years

30%
earned a
college
degree

98273
Mount Vernon

98274
Mount Vernon

SKAGIT COUNTY
SNOHOMISH COUNTY

98282
Camano
Island

98292
Stanwood

Arlington

98223
Arlington

98271
Marysville

Marysville

98270
Marysville

98252
Granite Falls

98201
98206
98207

98258
Lake
Stevens

Everett

98203
Everett

98290
Snohomish

98294
Sultan

98275
Mukilteo

98204
Everett

98208
Everett

98026
Edmonds

98087
Lynnwood

98012
Bothell

98296
Snohomish

98037
Lynnwood

98036
Lynnwood

98020
Edmonds

98043
Mountlake
Terrace

98021
Bothell

98272
Monroe

98177
Seattle

98133
Seattle

98155
Seattle

98028
Kenmore

98011
Bothell

98072
Woodinville

KING COUNTY

98019
Duvall



Marysville, Washington

Marysville is the second largest city in Snohomish County and, with an annual growth rate of 2.5%, one of the fastest growing in the state. With easy access to the city of Everett, and a relatively short drive to Seattle or the Eastside, only 10% of its residents work within Marysville city limits.

With two new retail and small industrial centers, and the developments of the Tulalip Tribes, Marysville offers a great variety of opportunities for both residents and business.

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The Arlington Times

Arlington, Washington

Arlington is a small, vibrant city that has retained its hometown feel and truly enjoys a sense of community. It is centrally located halfway between Seattle and Vancouver, BC and offers convenient access to the city of Everett, Camano and Whidbey Islands.

With both the Cascades and Puget Sound at its doorstep, and its current offer of a 2.2 jobs-per-resident ratio, The City of Arlington is an attractive place to work and live.

The Arlington Times

| ZIP | Community | Nielsen House-holds | Arlington Times Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|---------------------|-----------------------------|---------------------------|---------------------|---------------------|
| 98223 | Arlington | 15,802 | 5,348 | 34% | 887 | 6% |
| 98292 | Stanwood | 8,390 | 1,068 | 13% | 570 | 7% |
| | Miscellaneous | - | 157 | - | - | - |
| Total Circulation | | 24,192 | 6,573 | 27% | 1,457 | 6% |

The Arlington Times is carrier delivered to doorsteps on Saturdays

THE MARYSVILLE GLOBE

| ZIP | Community | Nielsen House-holds | Marysville Globe Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|---------------------|------------------------------|---------------------------|---------------------|---------------------|
| 98270 | Marysville | 17,457 | 9,487 | 54% | 979 | 6% |
| 98271 | Marysville | 10,277 | 3,901 | 38% | 587 | 6% |
| | Miscellaneous | - | 104 | - | - | - |
| Total Circulation | | 27,734 | 13,492 | 49% | 1,566 | 6% |

The Marysville Globe is carrier delivered to doorsteps on Saturdays

The Arlington Times and Marysville Globe totals are unduplicated circulation from The (Everett) Daily Herald

THE DAILY Herald

www.heraldnet.com

Key Readership Areas

Total ZIP Codes Thursday circulation **26,922**

Total ZIP Codes Sunday circulation **33,011**


| ZIP | Community | Nielsen House-holds | Daily Herald Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------|---------------|---------------------|--------------------------|---------------------------|---------------------|---------------------|
| 98201 | Everett | 13,260 | 1,966 | 15% | 762 | 6% |
| 98203 | Everett | 14,175 | 2,132 | 15% | 965 | 7% |
| 98208 | Everett | 20,162 | 2,399 | 12% | 1,718 | 8% |
| 98223 | Arlington | 15,802 | 2,532 | 16% | 887 | 6% |
| 98258 | Lake Stevens | 16,142 | 2,070 | 13% | 825 | 5% |
| 98270 | Marysville | 17,457 | 2,363 | 14% | 979 | 6% |
| 98271 | Marysville | 10,277 | 1,682 | 16% | 587 | 6% |
| 98272 | Monroe | 9,267 | 1,020 | 11% | 813 | 9% |
| 98282 | Camano Island | 6,937 | 925 | 13% | 659 | 9% |
| 98290 | Snohomish | 12,740 | 2,141 | 17% | 1,022 | 8% |
| 98292 | Stanwood | 8,390 | 1,158 | 14% | 570 | 7% |

The (Everett) Daily News is carrier delivered to doorsteps 7 days a week. PrePrints inserted Thursday and Sunday. Limited inserts available Wednesday and Friday. Please call your Sales Representative for details.

 **\$66,057** median household income

 **72%** family households

 **42%** ages 25 to 54 years

 **28%** earned a college degree

EAST SOUND COMMUNITIES: NORTH KING COUNTY



\$93,268
median
household
income



62%
family
households



48%
ages
25 to 54
years



66%
earned a
college
degree

KIRKLAND REPORTER

Kirkland, Washington

Kirkland is acknowledged to be one of the most livable cities in the Puget Sound region and was ranked in 2014 by Money Magazine as the #5 Best Places to Live in America.

Expecting a growth spurt, Kirkland is projecting 363 new housing units and 975 new jobs annually through the year 2035.

Kirkland's Largest Employers:

- Google
- Paccar's Kenworth Truck Company
- WB Games
- Wave Broadband
- Tableau
- Bluetooth Special Interest Group

Sound Publishing Media Profile

Additional Penetration Available

No Sound Publishing Penetration

| Community Cluster | Page-Views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|----------------------|--------------------------|----------------------------|------------------------------|
| Community News URL | | | |
| North King County | | | |
| Bothell-Reporter.com | 75,158 | 43,930 | 38% |
| KirklandReporter.com | 80,858 | 42,756 | 51% |
| Redmond-Reporter.com | 73,606 | 40,154 | 30% |

*Sound Publishing Digital Audience Data (OCT_2017)

REDMOND- REPORTER

Redmond, Washington

With many prominent high tech companies calling it home, Redmond is nationally recognized as a center for technology. Redmond is a thriving city of only 17-square-miles, but a population of over 60,000 and home to more than 84,500 jobs.







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Bothell | Kenmore, Washington

Located at the north end of Lake Washington, Kenmore is one of the newest cities in the county, while Bothell has grown from a small logging community into one of the fastest growing areas of King County. Both offer easy commute access to Seattle, Everett, or Bellevue, positioning them for economic stability and steady residential and retail growth.

| | | | |
|--|---|---|---|
|  |  |  |  |
| \$89,632 median household income | 71 % family households | 45% ages 25 to 54 years | 57% earned a college degree |

Bothell | Kenmore's Largest Employers:

- AT&T
- EKOS Corporation
- HaloSource
- Google
- Philips

| ZIP | Community | Neilsen House-holds | Bothell Kenmore Reporter Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|---------------------|--|---------------------------|---------------------|---------------------|
| 98011 | Bothell | 10,065 | 6,792 | 68% | 2,270 | 23% |
| 98021 | Bothell | 11,057 | 6,708 | 61% | 2,155 | 19% |
| 98028 | Kenmore | 8,714 | 7,023 | 81% | 1,958 | 22% |
| | Miscellaneous | | 241 | | | |
| Total Circulation | | 29,836 | 20,764 | 70% | 6,383 | 21% |





The Bothell | Kenmore Reporter is delivered to doorsteps on first and third Fridays

| ZIP | Community | Neilsen House-holds | Kirkland Reporter Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|---------------------|-------------------------------|---------------------------|---------------------|---------------------|
| 98033 | Kirkland | 16,449 | 11,844 | 72% | 3,438 | 21% |
| 98034 | Kirkland | 20,593 | 12,465 | 61% | 3,850 | 19% |
| | Miscellaneous | - | 99 | - | - | - |
| Total Circulation | | 37,042 | 24,408 | 66% | 7,288 | 20% |

The Kirkland Reporter is carrier delivered to doorsteps on Fridays

| ZIP | Community | Neilsen House-holds | Redmond Reporter Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|---------------------|------------------------------|---------------------------|---------------------|---------------------|
| 98052 | Redmond | 25,962 | 15,786 | 62% | 4,749 | 18% |
| 98053 | Redmond | 8,177 | 6,671 | 82% | 1,945 | 25% |
| | Miscellaneous | - | 187 | - | - | - |
| Total Circulation | | 34,139 | 22,267 | 65% | 6,694 | 20% |

The Redmond Reporter is carrier delivered to doorsteps on Fridays

| | |
|--|---|
|  | \$110,706 median household income |
|  | 66% family households |
|  | 48% age 25 to 54 years |
|  | 70% earned a college degree |

Redmond's Largest Employers:

- Microsoft Corporation
- Terex Washington & USA
- Eures Dining Services
- Lake Washington School District
- Nintendo of America
- AT&T Mobility
- United Parcel Service

EAST SOUND COMMUNITIES: EAST KING COUNTY

REPORTER

Mercer Island, Washington

Mercer Island is a city located on an island of the same name in the southern portion of Lake Washington. Located halfway between Seattle and Bellevue, and linked by bridges, Mercer Island is home to executives and decision-makers from both sides of the lake. Mercer Island has the fifth highest per-capita income in Washington state.

- \$126,106 median household income
- 72% family households
- 36% ages 25 to 54 years
- 82% earned a college degree

REPORTER

Bellevue, Washington

Bellevue is the fifth largest city in Washington and both the high-tech and retail centers of the Eastside. Located between Lake Washington and Lake Sammamish, recreational opportunities abound helping Bellevue to be routinely ranked among the best mid-sized cities in the country. The population is projected to grow significantly through 2035, adding 25,000 new residents and 63,000 new jobs.

- \$99,799 median household income
- 66% family households
- 47% ages 25 to 54 years
- 69% earned a college degree

Bellevue's Largest Employers:

- The Boeing Company
- Paccar
- Microsoft
- Puget Sound Energy
- Overlake Hospital
- Expedia

| Community Cluster | Page-Views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|-------------------------|--------------------------|----------------------------|------------------------------|
| Community News URL | | | |
| East King County | | | |
| BellevueReporter.com | 123,141 | 66,159 | 34% |
| IssaquahReporter.com | 74,400 | 36,052 | 55% |
| MI-Reporter.com | 61,895 | 48,194 | 25% |
| TheEastSideScene.com | 27 | 12 | 25% |
| ValleyRecord.com | 38,148 | 18,287 | 44% |

*Sound Publishing Digital Audience Data (OCT_2017)



REPORTER

Issaquah | Sammamish, Washington

With access to over 40% of the state's population within 40 miles of downtown and nearly \$5 billion of investments in the past 5-years, Issaquah was named Best Burb by Sunset Magazine. Issaquah's business friendly community coupled with cultural and outdoor amenities offer an outstanding work-life balance.

- \$125,324 median household income
- 77% family households
- 46% ages 25 to 54 years
- 74% earned a college degree



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A.A.M. / C.A.C. Consolidated Media Report (Q1, 2016).
U.S. Census, 2014 American Community Survey (5-Year).
2016 Google's Doubleclick for Publishers. 2015 Pulse Research readership survey.

Snoqualmie, Washington

Snoqualmie is one of the fastest growing cities in Washington. Located just 25 miles east of Seattle in the heart of the Mountains to Sound Greenway, Snoqualmie has grown from just over 1,500 residents in 1990 to nearly 13,000 in 2015.



\$106,235
median
household
income



78%
family
households



47%
ages
25 to 54
years



56%
earned a
college
degree

98065
Snoqualmie

Snoqualmie

Snoqualmie's Largest Employers:

- Snoqualmie Valley School District
- Snoqualmie Valley Hospital
- Snoqualmie Casino
- Puget Sound Energy

98045
North Bend



Issaquah's Largest Employers:

- King County Library System
- Costco Headquarters
- Microsoft Corporation
- Swedish Medical
- City of Issaquah
- Siemens
- SanMar

Sound Publishing Media Profile

Additional Penetration Available

No Sound Publishing Penetration

BELLEVUE REPORTER

| ZIP | Community | Nielsen House-holds | Bellevue Reporter Circulation | Sound Publishing Coverage | Seattle Times (Sun) | Seattle Times Coverage |
|-------------------|---------------|---------------------|-------------------------------|---------------------------|---------------------|------------------------|
| 98004 | Bellevue | 15,823 | 7,886 | 50% | 4,170 | 26% |
| 98005 | Bellevue | 7,743 | 3,895 | 50% | 1,751 | 23% |
| 98006 | Bellevue | 14,037 | 10,666 | 76% | 3,618 | 26% |
| 98007 | Bellevue | 11,172 | 4,044 | 36% | 1,810 | 16% |
| 98008 | Bellevue | 9,257 | 7,575 | 82% | 2,374 | 26% |
| 98039 | Medina | 1,069 | 798 | 75% | 355 | 33% |
| | Miscellaneous | - | 212 | - | - | - |
| Total Circulation | | 59,101 | 35,096 | 59% | 14,078 | 24% |

The Bellevue Reporter is carrier delivered to doorsteps on Fridays

ISSAQUAH | SAMMAMISH Reporter

| ZIP | Community | Nielsen House-holds | Issaquah Samm Reporter Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times Coverage |
|-------------------|---------------|---------------------|------------------------------------|---------------------------|---------------------|------------------------|
| 98027 | Issaquah | 11,054 | 6,368 | 58% | 2,636 | 24% |
| 98029 | Issaquah | 10,761 | 5,234 | 49% | 2,047 | 19% |
| 98074 | Sammamish | 9,179 | 6,797 | 74% | 2,026 | 22% |
| 98075 | Sammamish | 7,634 | 5,670 | 74% | 1,834 | 24% |
| | Miscellaneous | - | 156 | - | - | - |
| Total Circulation | | 38,628 | 24,225 | 63% | 8,543 | 22% |

The Issaquah | Sammamish Reporter is carrier delivered on Fridays

Mercer Island REPORTER

| ZIP | Community | Nielsen House-holds | Mercer Island Reporter Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|---------------------|------------------------------------|---------------------------|---------------------|---------------------|
| 98040 | Mercer Island | 9,719 | 2,611 | 27% | 3,440 | 35% |
| | Miscellaneous | - | 248 | - | - | - |
| Total Circulation | | 9,719 | 2,859 | 35% | 3,440 | 35% |

The Mercer Island Reporter is delivered to paid subscriber's mailboxes on Wednesdays

SNOQUALMIE VALLEY RECORD

| ZIP | Community | Nielsen House-holds | Snoq. Valley Record Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|---------------------|---------------------------------|---------------------------|---------------------|---------------------|
| 98014 | Carnation | 2,697 | 1,270 | 47% | 507 | 19% |
| 98024 | Fall City | 2,230 | 1,345 | 60% | 443 | 20% |
| 98045 | North Bend | 5,414 | 4,426 | 82% | 1,040 | 19% |
| 98065 | Snoqualmie | 4,688 | 4,059 | 87% | 851 | 18% |
| | Miscellaneous | - | 253 | - | - | - |
| Total Circulation | | 15,029 | 11,353 | 76% | 2,841 | 19% |

The Snoqualmie Valley Record is carrier delivered to doorsteps on Fridays

EAST SOUND COMMUNITIES: CENTRAL KING COUNTY

Various Media from
BEACHCOMBER

Vashon-Maury Island, Washington

Vashon is a census-designated place in King County Washington - alternately called Vashon Island or Vashon-Maury Island. Vashon is the largest island in Puget Sound south of Admiralty inlet. With no bridge connection to the mainland, Vashon retains a relatively isolated rural character.

Connected by passenger ferry to downtown Seattle, and vehicle ferry to West Seattle, Tacoma, and Southworth on the Kitsap Peninsula, Vashon enjoys flexibility of destination for both working and shopping.



\$71,884
median
household
income



57%
family
households



44%
ages
25 to 54
years



64%
earned a
college
degree

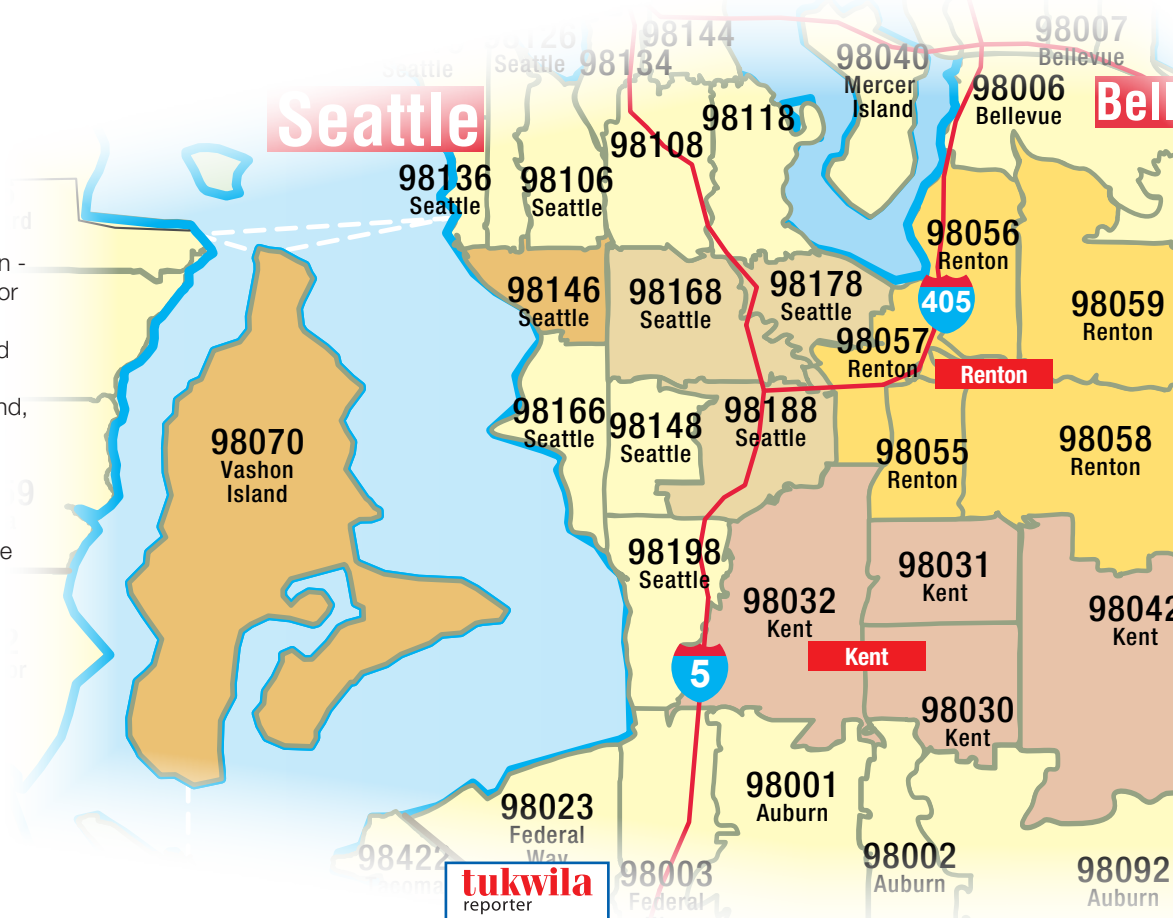
Sound Publishing Media Profile

Additional Penetration Available

No Sound Publishing Penetration

| Community Cluster | Page-Views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|--------------------------|--------------------------|----------------------------|------------------------------|
| Community News URL | | | |
| South King County | | | |
| KentReporter.com | 112,652 | 42,732 | 38% |
| RentonReporter.com | 66,169 | 35,338 | 28% |
| TukwilaReporter.com | 8,386 | 4,588 | 34% |
| Independents | | | |
| VashonBeachcomber.com | 34,066 | 16,568 | 45% |

*Sound Publishing Digital Audience Data (OCT_2017)



tukwila
reporter

Tukwila, Washington

Tukwila's location at the confluence of rivers, freeways and railroads has created a valuable commerce center. Home to Puget Sound's largest shopping center, Tukwila enjoys Sound Transit commuter rail service as well as easy access to Seattle-Tacoma International Airport.

This proximity has opened new industrial doors as several large companies now house their datacenters in Tukwila. Tukwila is also home of the air and space museum, The Museum of Flight, as well as the Major League Soccer team, Seattle Sounders FC.



\$47,057
median
household
income



60%
family
households



44%
ages
25 to 54
years



30%
earned a
college
degree

Tukwila's Largest Employers:

- Boeing
- Group Health Cooperative
- King County metro
- Costco
- Carlisle Interconnect Technologies
- Boeing Employees Credit Union
- Nordstrom
- Macy's
- Red Dot Corporation



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A.A.M. / C.A.C. Consolidated Media Report (Q3, 2017).
U.S. Census, 2014 American Community Survey (5-Year).
2017 Google's Doubleclick for Publishers. 2017 Pulse Research readership survey.

Renton, Washington

Birthplace of the Boeing 737 Airliner, Renton has been proclaimed the "Jet Capital of the World." Ideally located on the southern shore of Lake Washington with close proximity to SeaTac International Airport, Renton is now also home of IKEA, Kenworth trucks, and the Seattle Seahawks.

As part of the greater Seattle area, Renton is close to the Puget Sound and Olympic Mountains to the west and Cascade range to the east, providing unlimited cultural and recreational opportunities and sustainable growth: Renton's population has doubled since the year 2000.



\$73,240
median
household
income



68%
family
households



45%
ages
25 to 54
years



50%
earned a
college
degree

Renton's Largest Employers:

- Boeing Company
- Valley Medical Center
- Federal Aviation Administration
- Paccar (Kenworth)
- Providence Washington Regional Service Center

98038
Maple Valley

Kent, Washington

Kent is the second oldest community in King County and home to over 125,000 residents and the special legacy of more than 50-years in space research and development. From the first lunar rover developed at Boeing's famous Kent Space Center to the creation of next-generation rockets at Blue Origin headquarters, brilliant scientists and engineers are continuing to develop the world's most advanced outer space vehicles in Kent.



\$64,291
median
household
income



70%
family
households



43%
ages
25 to 54
years



36%
earned a
college
degree

Kent's Largest Employers:

- Boeing Space and Defense
- Kent School District
- City of Kent
- Recreation Equipment Inc.
- Mikon Industries
- King County Reg. Justice Center
- Sysco Food Systems
- Alaska Airlines

| ZIP | Community | Nielsen House-holds | Kent Reporter Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------|-------------------|---------------------|---------------------------|---------------------------|---------------------|---------------------|
| 98030 | Kent | 12,826 | 6,389 | 50% | 1,360 | 11% |
| 98031 | Kent | 13,538 | 9,300 | 69% | 2,191 | 16% |
| 98032 | Kent | 13,688 | 4,905 | 36% | 1,902 | 14% |
| 98042 | Kent | 16,097 | 4,530 | 28% | 2,998 | 19% |
| | Miscellaneous | - | 75 | - | - | - |
| | Total Circulation | 56,149 | 25,109 | 45% | 8,451 | 15% |

The Kent Reporter is carrier delivered to neighborhood doorsteps on Fridays

| ZIP | Community | Nielsen House-holds | Renton Reporter Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------|-------------------|---------------------|-----------------------------|---------------------------|---------------------|---------------------|
| 98055 | Renton | 9,153 | 4,203 | 46% | 1,393 | 16% |
| 98056 | Renton | 14,122 | 7,549 | 54% | 2,313 | 17% |
| 98057 | Renton | 6,196 | 3,535 | 57% | 1,354 | 23% |
| 98058 | Renton | 16,323 | 2,694 | 17% | 3,113 | 19% |
| 98059 | Renton | 13,305 | 6,332 | 48% | 2,897 | 22% |
| | Miscellaneous | - | 153 | - | - | - |
| | Total Circulation | 59,099 | 24,446 | 41% | 10,314 | 17% |

The Renton Reporter is carrier delivered to neighborhood doorsteps on Fridays

| ZIP | Community | Nielsen House-holds | Tukwila Reporter Circulation | Sound Publishing Coverage | Seattle Times (FRI) | Seattle Times (FRI) |
|-------|-------------------|---------------------|------------------------------|---------------------------|---------------------|---------------------|
| 98168 | Seattle | 12,179 | 5,057 | 42% | 2,094 | 17% |
| 98178 | Seattle | 8,833 | 573 | 7% | 1,585 | 18% |
| 98188 | Seattle | 9,451 | 4,624 | 49% | 2,848 | 30% |
| | Miscellaneous | - | 209 | - | - | - |
| | Total Circulation | 30,463 | 10,463 | 34% | 6,527 | 21% |

The Tukwila Reporter is delivered to doorsteps on the third Wednesday of each month

| ZIP | Community | Nielsen House-holds | Vashon Island Circulation | Sound Publishing Coverage | Seattle Times (Sun) | Seattle Times (Sun) |
|-------|-------------------|---------------------|---------------------------|---------------------------|---------------------|---------------------|
| 98070 | Vashon | 4,778 | 2,893 | 61% | 977 | 20% |
| | Miscellaneous | -- | 355 | -- | -- | -- |
| | Total Circulation | 4,778 | 3,229 | 68% | 977 | 20% |

The Vashon | Maury Island Beachcomber is carrier delivered to doorsteps each Wednesday

EAST SOUND COMMUNITIES: SOUTH KING & NORTH PIERCE COUNTY

King County's Largest Employers:

- The Boeing Company
- Microsoft Corporation
- University of Washington
- Amazon.com Inc
- King County Government
- Starbucks Corporation
- Swedish Health Services
- Costco Wholesale Corporation
- Group Health Cooperative



Federal Way, Washington

The sixth largest city in the state and third largest in King County, Federal Way enjoys easy access to both Seattle and Tacoma while enjoying a vibrant economy of its own.

Federal Way is home of the King County Aquatics Center, featuring an Olympic size pool, and once played host to the Goodwill Games. With a host of city parks and waterfront access to the Puget Sound, Federal Way is a great place to live and work.

Federal Way's Largest Employers:

- Federal Way School District
- Xerox Commercial Services
- Weyerhaeuser
- United States Postal Service
- St. Francis Hospital

- \$63,289 median household income
- 67% family households
- 43% ages 25 to 54 years
- 36% earned a college degree

Sound Publishing Media Profile

Additional Penetration Available

No Sound Publishing Penetration

| Community Cluster | Page-Views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|------------------------------|-----------------------|-------------------------|---------------------------|
| Community News URL | | | |
| Southeast King County | | | |
| Auburn-Reporter.com | 78,501 | 41,090 | 35% |
| CourierHerald.com | 41,343 | 18,187 | 47% |
| MapleValleyReporter.com | 49,058 | 30,335 | 25% |
| Independents | | | |
| FederalWayMirror.com | 133,200 | 49,489 | 58% |

*Sound Publishing Digital Audience Data (OCT_2017)



Auburn, Washington

One of Washington State's oldest cities with an historic downtown, Auburn is centrally located between Seattle and Tacoma in the heart of the Green River Valley, the largest industrial complex in the northwest. Rail access to the Ports of Seattle and Tacoma, a Sounder rail stop for commuters, and both north / south and east / west access to major freeways make Auburn a desirable place to live or work.

- \$62,676 median household income
- 68% family households
- 41% ages 25 to 54 years
- 34% earned a college degree

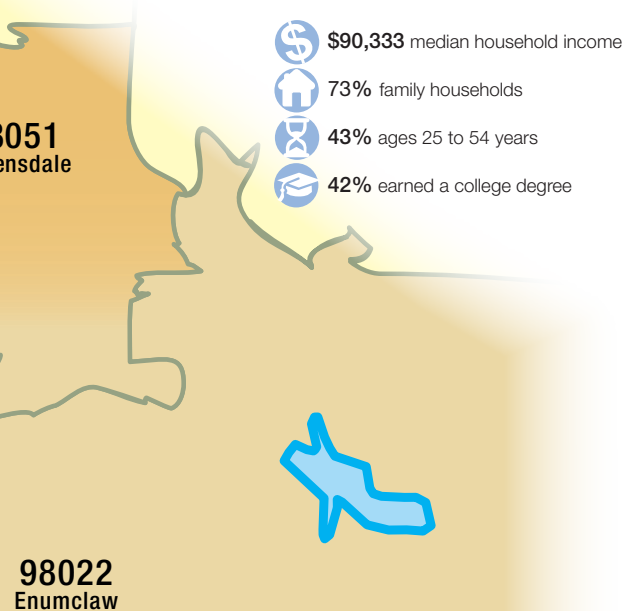


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A.A.M. / C.A.C. Consolidated Media Report (Q3, 2017).
U.S. Census, 2014 American Community Survey (5-Year).
2017 Google's Doubleclick for Publishers. 2017 Pulse Research readership survey.

Covington, Maple Valley & Black Diamond, Washington

Covington, Maple Valley, and Black Diamond are located in one of the fastest-growing areas of the Puget Sound with abundant opportunities for commercial development and residential reach.



Bonney Lake and Enumclaw, Washington

Bonney Lake, Sumner and the surrounding Enumclaw Plateau offer the essence of small-town America with quick access to both major metropolitan areas of Seattle and Tacoma.

The plateau is also a gateway to Mount Rainier and the recreational and tourist activities that come with one of the nation's busiest National Parks.



\$76,677
median
household
income



73%
family
households



42%
ages
25 to 54
years



36%
earned a
college
degree

| ZIP | Community | Nielsen House-holds | Auburn Reporter Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------|-------------------|---------------------|-----------------------------|---------------------------|---------------------|---------------------|
| 98001 | Auburn | 11,192 | 4,000 | 36% | 1,489 | 13% |
| 98002 | Auburn | 13,131 | 8,002 | 61% | 1,706 | 13% |
| 98047 | Pacific | 2,389 | 1,486 | 62% | 207 | 9% |
| 98092 | Auburn | 15,467 | 10,116 | 65% | 1,976 | 13% |
| | Miscellaneous | - | 90 | - | - | - |
| | Total Circulation | 42,179 | 23,694 | 56% | 5,378 | 13% |

The Auburn Reporter is carrier delivered on Fridays



| ZIP | Community | Nielsen House-holds | Courier Herald Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------|-------------------|---------------------|----------------------------|---------------------------|---------------------|---------------------|
| 98010 | Black Diamond | 1,881 | 608 | 32% | 355 | 19% |
| 98022 | Enumclaw | 8,661 | 6,936 | 80% | 1,243 | 14% |
| 98051 | Ravensdale | 1,284 | 40 | 3% | 132 | 10% |
| 98092 | Auburn | 15,467 | 409 | 3% | 1,976 | 13% |
| 98321 | Buckley | 5,892 | 3,783 | 64% | 230 | 4% |
| 98391 | Bonney Lake | 16,337 | 13,170 | 81% | 992 | 6% |
| 98396 | Wilkeson | 359 | 40 | 11% | - | - |
| | Miscellaneous | - | 322 | - | - | - |
| | Total Circulation | 49,881 | 25,335 | 51% | 4,928 | 10% |

The Courier-Herald is carrier delivered to doorsteps on Wednesdays

| ZIP | Community | Nielsen Occ. HHs | Covington M.V. / B.D. Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------|-------------------|------------------|-----------------------------------|---------------------------|---------------------|---------------------|
| 98010 | Black Diamond | 1,881 | 1,558 | 83% | 355 | 19% |
| 98038 | Maple Valley | 11,758 | 10,133 | 86% | 2,192 | 19% |
| 98042 | Kent | 16,097 | 9,775 | 61% | 2,998 | 19% |
| 98051 | Ravensdale | 1,284 | 1,040 | 81% | 132 | 10% |
| 98058 | Renton | 16,323 | 1,576 | 10% | 2,904 | 18% |
| | Miscellaneous | - | 78 | - | - | - |
| | Total Circulation | 47,343 | 24,140 | 51% | 8,581 | 18% |

The Covington / Maple Valley / Black Diamond Reporter is carrier delivered on Fridays

| ZIP | Community | Nielsen House-holds | Federal Way Mirror Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------|-------------------|---------------------|--------------------------------|---------------------------|---------------------|---------------------|
| 98001 | Auburn | 11,192 | 6,073 | 54% | 1,489 | 13% |
| 98003 | Federal Way | 17,921 | 8,601 | 48% | 2,178 | 12% |
| 98023 | Federal Way | 17,802 | 11,049 | 62% | 2,185 | 12% |
| 98032 | Kent | 13,688 | 1,059 | 8% | 1,902 | 14% |
| 98198 | Seattle | 13,820 | 1,217 | 9% | 2,710 | 20% |
| 98422 | Tacoma | 7,585 | 1,116 | 15% | 718 | 10% |
| | Miscellaneous | - | 59 | - | - | - |
| | Total Circulation | 82,008 | 29,174 | 36% | 11,182 | 14% |

The Federal Way Mirror is carrier delivered to doorsteps on Fridays

WEST SOUND COMMUNITIES: KITSAP COUNTY

Kitsap County's

Largest Employers:

- Naval Base Kitsap
- Puget Sound Naval Shipyard
- Naval Hospital Bremerton

CENTRAL KITSAP
REPORTER

KITSAPWEEKLY

Bremerton, Washington

Only an hour's ferry ride from Seattle, Bremerton is Kitsap county's largest city. It enjoys a high quality of life with restaurants, hotels, cafes and the Port of Bremerton Marina in the downtown Harborside area.

 **\$63,430** median household income

 **63%** family households

 **40%** ages 25 to 54 years

 **38%** earned a college degree

Sound Publishing Media Profile

Additional Penetration Available

No Sound Publishing Penetration

Community Cluster

Community News URL

Page-views
(monthly*)

Unique Users
(monthly*)

% Mobile Users
(monthly*)

Kitsap Peninsula

KitsapDailyNews.com

141,857

63,237

41%

Independents

BainbridgeReview.com

102,142

63,797

46%

*Sound Publishing Digital Audience Data (OCT_2017)

KINGSTON COMMUNITY NEWS

| ZIP | Community | Nielsen Households | Kingston Com. News Circulation | Sound Publishing Coverage | Kitsap Sun (Sun) | Kitsap Sun (Sun) |
|-------|-------------------|--------------------|--------------------------------|---------------------------|------------------|------------------|
| 98340 | Hansville | 1,160 | 1,417 | 100% | 171 | 15% |
| 98342 | Indianola | 731 | 805 | 100% | - | - |
| 98346 | Kingston | 4,074 | 5,344 | 100% | 760 | 19% |
| 98364 | Port Gamble | 29 | 247 | 100% | - | - |
| 98370 | Poulsbo | 11,960 | 1,155 | 10% | 1,583 | 13% |
| | Miscellaneous | - | 74 | - | - | - |
| | Total Circulation | 17,954 | 9,042 | 50% | 2,514 | 14% |





The Kingston Community News is mailed to homes on the last Friday of each month

marketing@soundpublishing.com
(888) 443-5815

A.A.M. / C.A.C. Consolidated Media Report (Q3, 2017).
U.S. Census, 2014 American Community Survey (5-Year).
2017 Google's Doubleclick for Publishers. 2017 Pulse Research readership survey.





Kingston, Washington

Kingston is situated on the shores of Appletree Cove and the Puget Sound and is the home of a major Washington State Ferries terminal linking the city of Edmonds to Kitsap County and the Olympic Peninsula. Founded as a lumber town, Kingston's local lumber yard is still in business today, while Kingston has become the social and economic center of the north end of the Kitsap Peninsula.

| | | | |
|---|---|---|---|
|  |  |  |  |
| \$67,195 median household income | 70% family households | 36% ages 25 to 54 years | 44% earned a college degree |





Poulsbo, Washington

Conveniently located with ferry routes across the Puget Sound from Everett and Seattle, Kitsap county is Seattle's gateway to the Olympic Peninsula as well as the home of the charming Little Norway destination of Poulsbo, Washington. Sheltered on Liberty Bay, Poulsbo retains its Scandinavian theme and is a popular tourist destination.

| | | | |
|---|---|---|---|
|  |  |  |  |
| \$69,117 median household income | 70% family households | 36% ages 25 to 54 years | 44% earned a college degree |





Bainbridge Island, Washington

Surrounded by the Puget Sound, with the Cascade Mountain Range to the east, the Olympic Peninsula and Olympic Mountains to the west, and Mount Rainier looming to the southeast, Bainbridge Island offers year-round recreation for residents who've turned the island into a ferry-commuters-haven.

| | | | |
|---|---|---|---|
|  |  |  |  |
| \$101,387 median household income | 71% family households | 36% ages 25 to 54 years | 58% earned a college degree |

Port Orchard, Washington

Already the home of county government, Port Orchard has been on a growth spurt in recent years with aggressive annexation initiatives in its goal of becoming the largest town in Mason County. Only a short ferry ride from either Bremerton and Seattle, Port Orchard prides itself on its waterfront and majestic views of the Olympic Mountains.

| | | | |
|---|---|---|---|
|  |  |  |  |
| \$63,969 median household income | 69% family households | 40% ages 25 to 54 years | 34% earned a college degree |

| ZIP | Community | Nielsen House-holds | Bainbridge Island Review Circulation | Sound Publishing Coverage | Kitsap Sun (SUN) | Kitsap Sun (SUN) |
|--------------|-------------------|---------------------|--------------------------------------|---------------------------|------------------|------------------|
| 98110 | Bainbridge Isl. | 9,746 | 2,004 | 21% | 588 | 6% |
| | Miscellaneous | - | 146 | - | - | - |
| | Total Circulation | 9,746 | 2,150 | 22% | 588 | 6% |

The Bainbridge Island Review is carrier delivered to doorsteps on Fridays

| ZIP | Community | Nielsen House-holds | Central Kitsap Reporter Circulation | Sound Publishing Coverage | Kitsap Sun (SUN) | Kitsap Sun (SUN) |
|--------------|-------------------|---------------------|-------------------------------------|---------------------------|------------------|------------------|
| 98311 | Bremerton | 9,797 | 5,974 | 61% | 1,756 | 18% |
| 98312 | Bremerton | 12,701 | 3,511 | 29% | 1,881 | 15% |
| 98380 | Seabeck | 1,956 | 270 | 14% | 293 | 15% |
| 98383 | Silverdale | 8,096 | 4,488 | 55% | 1,568 | 19% |
| | Miscellaneous | - | 566 | - | - | - |
| | Total Circulation | 32,550 | 14,809 | 45% | 5,498 | 17% |

The Central Kitsap Reporter is carrier delivered to doorsteps on Fridays

| ZIP | Community | Nielsen House-holds | Kitsap Weekly Circulation | Sound Publishing Coverage | Kitsap Sun (SUN) | Kitsap Sun (SUN) |
|--------------|-------------------|---------------------|---------------------------|---------------------------|------------------|------------------|
| 98310 | Bremerton | 8,787 | 5,342 | 61% | 1,669 | 19% |
| 98312 | Bremerton | 12,701 | 3,365 | 27% | 1,881 | 15% |
| 98337 | Bremerton | 3,050 | 1,590 | 52% | 581 | 19% |
| | Miscellaneous | - | 33 | - | - | - |
| | Total Circulation | 24,538 | 10,330 | 42% | 4,131 | 17% |

The Kitsap Weekly is carrier delivered to doorsteps on Fridays

| ZIP | Community | Nielsen House-holds | N. Kitsap Herald Circulation | Sound Publishing Coverage | Kitsap Sun (SUN) | Kitsap Sun (SUN) |
|--------------|-------------------|---------------------|------------------------------|---------------------------|------------------|------------------|
| 98340 | Hansville | 1,160 | 485 | 42% | 171 | 15% |
| 98342 | Indianola | 731 | 288 | 39% | - | - |
| 98345 | Keyport | 232 | 120 | 52% | - | - |
| 98346 | Kingston | 4,074 | 1,933 | 47% | 760 | 19% |
| 98370 | Poulsbo | 11,960 | 7,679 | 64% | 1,583 | 13% |
| 98392 | Suquamish | 1,377 | 753 | 55% | 353 | 26% |
| | Miscellaneous | - | 59 | - | - | - |
| | Total Circulation | 19,534 | 11,317 | 58% | 2,867 | 15% |

The North Kitsap Herald is carrier delivered to doorsteps on Fridays


| ZIP | Community | Nielsen House-holds | Port Orch. Independent Circulation | Sound Publishing Coverage | Kitsap Sun (SUN) | Kitsap Sun (SUN) |
|--------------|-------------------|---------------------|------------------------------------|---------------------------|------------------|------------------|
| 98312 | Bremerton | 12,701 | 264 | 2% | 1,881 | 15% |
| 98359 | Olalla | 1,906 | 1,196 | 63% | 84 | 5% |
| 98366 | Port Orchard | 13,860 | 9,134 | 66% | 2,277 | 17% |
| 98367 | Port Orchard | 10,451 | 6,940 | 67% | 1,596 | 15% |
| | Miscellaneous | - | 80 | - | - | - |
| | Total Circulation | 38,918 | 17,614 | 45% | 5,838 | 15% |

The Port Orchard Independent is carrier delivered to doorsteps on Fridays


NORTH SOUND COMMUNITIES: CLALLAM & JEFFERSON COUNTIES

FORKS FORUM

 **\$37,231**
median
household
income

 **60%**
family
households

 **36%**
ages
25 to 54
years

 **31%**
earned a
college
degree

Forks, Washington

Nicknamed the “Logging Capital of the World,” for many years, Fork’s economy was fueled by the local timber industry. More recently it has drawn tourism related to the novel series Twilight and the movies of the same name that are set in Forks. Clallam Bay Corrections Center and Olympic Corrections Center are now the area’s largest employers. Forks is also a popular destination for sports fishers and outdoor enthusiasts visiting the Olympic National Park and north coast beaches.

Sound Publishing Media Profile

Additional Penetration Available

No Sound Publishing Penetration

| Community Cluster | Page-views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|--------------------------|-----------------------|-------------------------|---------------------------|
| Community News URL | | | |
| Olympic Peninsula | | | |
| ForksForum.com | 23,282 | 11,232 | 53% |
| PeninsulaDailyNews.com | 770,837 | 219,684 | 47% |
| SequimGazette.com | 69,134 | 38,378 | 47% |

*Sound Publishing Digital Audience Data (OCT_2017)

Clallam County's

Largest Employers:

- Olympic Medical Center
- Aramark Corporation
- State of Washington
- National Park Service


Port Angeles


PENINSULA DAILY NEWS

Port Angeles, Washington

Over the past 20 years, Clallam County has seen slow steady growth, mostly within the service sector. Infrastructure improvement projects are employing residents and injecting important funds into the local economy. The Port of Port Angeles supports local industry, employs office and trade staff and brings valuable revenue to the community. New migration is also on the rise as many retirees are attracted to Sequim’s “Sun Belt” climate.

 **\$47,889**
median
household
income

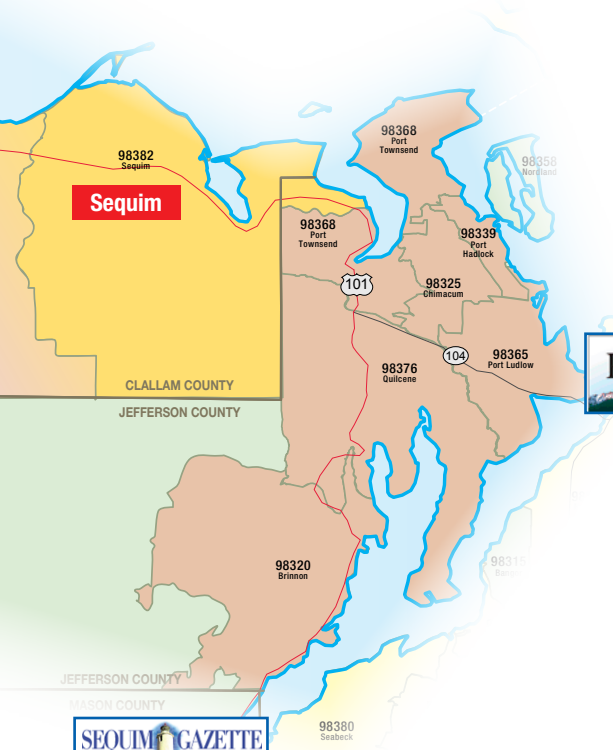
 **60%**
family
households

 **31%**
ages
25 to 54
years

 **38%**
earned a
college
degree

marketing@soundpublishing.com
(888) 443-5815

A.A.M. / C.A.C. Consolidated Media Report (Q3, 2017).
U.S. Census, 2014 American Community Survey (5-Year).
2017 Google's Doubleclick for Publishers. 2017 Pulse Research readership survey.



SEQUIM GAZETTE

Sequim, Washington

Sequim is pronounced as one syllable, with a “silent e”: skwim. Lying within the rain shadow of the Olympic Mountains, Sequim receives about the same annual rainfall as Los Angeles, California. Supported by this unique climate, the city and its surrounding area are particularly known for the commercial cultivation of lavender. Sequim is the “Lavender Capital of North America,” and rived only by France world-wide. In turn, Sequim has enjoyed a dramatic increase in population due to an influx of retirees from the Puget Sound region as well as California.

- \$48,473** median household income
- 58%** family households
- 31%** ages 25 to 54 years
- 39%** earned a college degree

FORKS FORUM

| ZIP | Community | Nielsen House-holds | Forks Forum Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|---------------------|-------------------------|---------------------------|---------------------|---------------------|
| 98305 | Beaver | 174 | 249 | 100% | - | - |
| 98326 | Clallam Bay | 315 | 305 | 97% | - | - |
| 98331 | Forks | 2,307 | 2,666 | 100% | 85 | 3.7% |
| 98350 | La Push | 121 | 206 | 100% | - | - |
| 98357 | Neah Bay | 487 | 630 | 100% | - | - |
| 98381 | Seki | 657 | 188 | 29% | - | - |
| | Miscellaneous | - | 289 | - | - | - |
| Total Circulation | | 4,061 | 4,533 | 100% | 85 | .02% |

The Forks Forum is mail delivered on Thursdays

PENINSULA DAILY NEWS

| ZIP | Community | Nielsen House-holds | Peninsula Daily News Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|---------------------|----------------------------------|---------------------------|---------------------|---------------------|
| 98305 | Beaver | 174 | 40 | 23% | - | - |
| 98320 | Brinnon | 618 | 70 | 11% | 82 | 13% |
| 98325 | Chimacum | 718 | 91 | 13% | - | - |
| 98326 | Clallam Bay | 315 | 57 | 18% | - | - |
| 98331 | Forks | 2,307 | 347 | 15% | 85 | 4% |
| 98339 | Port Hadlock | 1,672 | 190 | 11% | 175 | 10% |
| 98350 | La Push | 121 | 28 | 23% | - | - |
| 98357 | Neah Bay | 487 | 119 | 24% | - | - |
| 98358 | Nordland | 437 | 53 | 12% | 33 | 8% |
| 98362 | Port Angeles | 10,121 | 3,424 | 34% | 583 | 6% |
| 98363 | Port Angeles | 5,861 | 1,594 | 27% | 203 | 3% |
| 98365 | Port Ludlow | 2,358 | 211 | 9% | 424 | 18% |
| 98368 | Port Townsend | 7,658 | 1,107 | 15% | 856 | 11% |
| 98376 | Quilcene | 995 | 88 | 9% | - | - |
| 98381 | Seki | 657 | 31 | 5% | - | - |
| 98382 | Sequim | 13,506 | 4,017 | 30% | 968 | 7% |
| | Miscellaneous | - | 445 | - | - | - |
| Total Circulation | | 48,005 | 11,912 | 25% | 3,409 | 7% |

The Peninsula Daily News is delivered to doorsteps 6 days a week. PrePrinted advertising is inserted each Wednesday, Friday, and Sunday.

SEQUIM GAZETTE

| ZIP | Community | Nielsen House-holds | Sequim Gazette Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|---------------------|----------------------------|---------------------------|---------------------|---------------------|
| 98362 | Port Angeles | 10,121 | 250 | 3% | 583 | 6% |
| 98382 | Sequim | 13,506 | 3,070 | 23% | 968 | 7% |
| | Miscellaneous | - | 504 | - | - | - |
| Total Circulation | | 23,627 | 3,824 | 16% | 1,551 | 7% |

The Sequim Gazette is carrier delivered to doorsteps on Wednesdays

WASHINGTON'S COAST COMMUNITIES: GRAYS HARBOR COUNTY

The North Coast News

Ocean Shores, Washington

Guarding the north entrance to Grays Harbor, Ocean Shores was put on the map by land speculators promoting a California-style development that grew in stature, with help from Pat Boone's Celebrity Golf tournament, until the economic downturn of the 1970s. Ocean Shores now relies on tourism and receives approximately 4,000,000 visitors each year.



\$40,755
median
household
income



63%
family
households



38%
ages
25 to 54
years



25%
earned a
college
degree



Westport, Washington

Guarding the southern approach to Grays Harbor, Westport is the westernmost "Westport" in the world, beating out it's California namesake competitor by less than one degree of longitude.

Home to a US Coast Guard, Westport also has the largest public marina on the outer coast of the Pacific Northwest and supports a large commercial fishing fleet as well as recreational fishing charters.



\$32,822
median
household
income



61%
family
households



39%
ages
25 to 54
years



24%
earned a
college
degree

Sound Publishing Media Profile

Additional Penetration Available

No Sound Publishing Penetration

| Community Cluster | Page-views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|--|-----------------------|-------------------------|---------------------------|
| Community News URL | | | |
| Grays Harbor / Coastal Washington | | | |
| TheDailyWorld.com | 244,586 | 80,778 | 47% |
| TheVidette.com | 19,926 | 15,662 | 47% |
| NorthCoastNews.com | 22,130 | 13,139 | 47% |
| SouthBeachBulletin.com | 2,341 | 1,363 | 31% |

*Sound Publishing Digital Audience Data (OCT_2017)



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(888) 443-5815



We deliver Total Market Coverage (TMC)

On the Harbor

15,393
69% On the Harbor Circulation
Community Coverage

The East County News

8,216
85% East Co. News Circulation
Community Coverage

A.A.M. / C.A.C. Consolidated Media Report (Q3, 2017).
U.S. Census, 2014 American Community Survey (5-Year).
2017 Google's Doubleclick for Publishers. 2017 Pulse Research readership survey.

Aberdeen, Washington

Aberdeen and the rest of Grays Harbor County remain dependent on the timber and fishing industries while tourism and services as a regional center for much of the Olympic Peninsula has added to recent growth.

The Port of Grays Harbor is the largest coastal shipping port north of California and has become one of the largest centers for shipments of autos and grains to China and Korea.



\$43,467
median
household
income



64%
family
households



37%
ages
25 to 54
years



26%
earned a
college
degree

98541
Elma

98557
McCleary



98568
Oakville

Montesano, Washington

As the seat of Grays Harbor County, Montesano is home to a three story, domed courthouse featuring murals of their turn-of-the-century history. Montesano is also the access way to the southern quarter of the Olympic National Park



\$48,804
median
household
income



64%
family
households



37%
ages
25 to 54
years



26%
earned a
college
degree

Pacific County Press

4,434 Pacific Co. Press TMC Circulation
100% Community Coverage

Key Readership Areas

| ZIP | Community | Nielsen House-holds | Daily World (SA) Circulation | Sound Publishing Coverage | Seattle Times (FRI) | Seattle Times (FRI) |
|-------|---------------|---------------------|------------------------------|---------------------------|---------------------|---------------------|
| 98520 | Aberdeen | 8,428 | 2,346 | 28% | 269 | 3% |
| 98537 | Cosmopolis | 828 | 216 | 26% | - | - |
| 98550 | Hoquiam | 4,424 | 984 | 22% | 70 | 2% |
| 98563 | Montesano | 3,471 | 678 | 20% | 64 | 2% |
| 98569 | Ocean Shores | 2,898 | 439 | 15% | 485 | 17% |
| 98571 | Pacific Beach | 119 | 30 | 25% | 170 | 142% |
| 98577 | Raymond | 2,559 | 345 | 14% | - | - |
| 98595 | Westport | 1,357 | 176 | 13% | 299 | 22% |



The Daily World is delivered to doorsteps each TUE, THU, and SAT

| ZIP | Community | Nielsen House-holds | The Vidette Circulation | Sound Publishing Coverage | Seattle Times (FRI) | Seattle Times (FRI) |
|-------------------|---------------|---------------------|-------------------------|---------------------------|---------------------|---------------------|
| 98520 | Aberdeen | 8,428 | 440 | 5% | 164 | 2% |
| 98541 | Elma | 3,931 | 387 | 10% | 161 | 4% |
| 98550 | Hoquiam | 4,424 | 144 | 3% | 52 | 1% |
| 98557 | McCleary | 1,291 | 92 | 7% | - | - |
| 98563 | Montesano | 3,471 | 977 | 28% | 38 | 1% |
| | Miscellaneous | - | 919 | - | - | - |
| Total Circulation | | 21,547 | 2,959 | 14% | 971 | 3% |

The North Coast News

The Vidette is mailed on Thursdays of each week.

| ZIP | Community | Nielsen House-holds | N. Coast News Circulation | Sound Publishing Coverage | Seattle Times (FRI) | Seattle Times (FRI) |
|-------------------|---------------|---------------------|---------------------------|---------------------------|---------------------|---------------------|
| 98535 | Copalis Beach | 103 | 34 | 34% | 45 | 44% |
| 98562 | Moclips | 182 | 15 | 8% | 50 | 28% |
| 98569 | Ocean Shores | 2,898 | 801 | 28% | 282 | 10% |
| 98571 | Pacific Beach | 119 | 15 | 13% | 95 | 80% |
| | Miscellaneous | - | 383 | - | - | - |
| Total Circulation | | 3,302 | 1,248 | 38% | 472 | 5% |



North Coast News is mailed on Thursdays of each week.

| ZIP | Community | Nielsen House-holds | Pacific Co. Press Circulation | Sound Publishing Coverage | Seattle Times (FRI) | Seattle Times (FRI) |
|-------------------|---------------|---------------------|-------------------------------|---------------------------|---------------------|---------------------|
| 98577 | Raymond | 2,559 | 346 | 14% | - | - |
| 98586 | South Bend | 913 | 311 | 34% | - | - |
| 98590 | Tokeland | 202 | 53 | 26% | - | - |
| | Miscellaneous | - | 345 | - | - | - |
| Total Circulation | | 3,674 | 1,055 | 29% | - | - |



Pacific County Press is mailed on Wednesdays of each week.

| ZIP | Community | Nielsen House-holds | S. Beach Bulletin Circulation | Sound Publishing Coverage | Seattle Times (FRI) | Seattle Times (FRI) |
|-------------------|---------------|---------------------|-------------------------------|---------------------------|---------------------|---------------------|
| 98520 | Aberdeen | 8,428 | 178 | 2% | 164 | 2% |
| 98547 | Grayland | 701 | 1,000 | 100% | - | - |
| 98590 | Tokeland | 202 | 525 | 100% | - | - |
| 98595 | Westport | 1,357 | 2,662 | 100% | 179 | 13% |
| | Miscellaneous | - | 524 | - | - | - |
| Total Circulation | | 10,688 | 4,889 | 46% | 343 | 3% |

South Beach Bulletin is mailed to subscribers on Thursdays of each week.

NORTH SOUND COMMUNITIES: ISLAND COUNTY

Island County's Employment Sector Growth Projections:

- Leisure & Hospitality
- Government
- Private Education
- Health Sectors
- Construction

SOUTH WHIDBEY RECORD

Langley, Washington

Island County, Washington is divided economically into two different regions: the northern end is dominated by Naval Air Station Whidbey Island while the remainder of the island relies heavily on tourism, small-scale agriculture, and the arts.

South Whidbey Island is home to numerous working artists, writers, and performers and is referred to as Puget Sound's Largest Artist's Colony. In addition to being a haven for artists, the southern end of Whidbey Island has also become a minor commuter community for the nearby cities of Everett and Seattle via the Washington State Ferry System.



\$61,128
median household income



66%
family households



36%
ages 25 to 54 years



44%
earned a college degree

Sound Publishing Media Profile

Additional Penetration Available

No Sound Publishing Penetration

| Community Cluster | Page-Views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|------------------------|-----------------------|-------------------------|---------------------------|
| Community News URL | | | |
| Whidbey Island | | | |
| SouthWhidbeyRecord.com | 90,613 | 41,462 | 44% |
| WhidbeyNewsTimes.com | 187,085 | 92,444 | 33% |
| Independents | | | |
| Gazette-Tribune.com | 19,958 | 6,257 | 33% |

*Sound Publishing Digital Audience Data (OCT_2017)

NEWS-TIMES

Oak Harbor, Washington

Incorporated in 1915 and now Whidbey Island's largest city, Oak Harbor didn't realize true growth until the building of the Deception Pass Bridge in 1935 and the completion of Naval Air Station Whidbey Island (N.A.S. Whidbey) in 1942.

Today's local economy is still heavily influenced by N.A.S. Whidbey and is Oak Harbor's largest employer. The surrounding area is now predominantly a service-based economy with several national chain stores. The remainder of Whidbey Island south of Oak Harbor relies heavily on tourism, small-scale agriculture, and the arts.



\$54,403
median household income



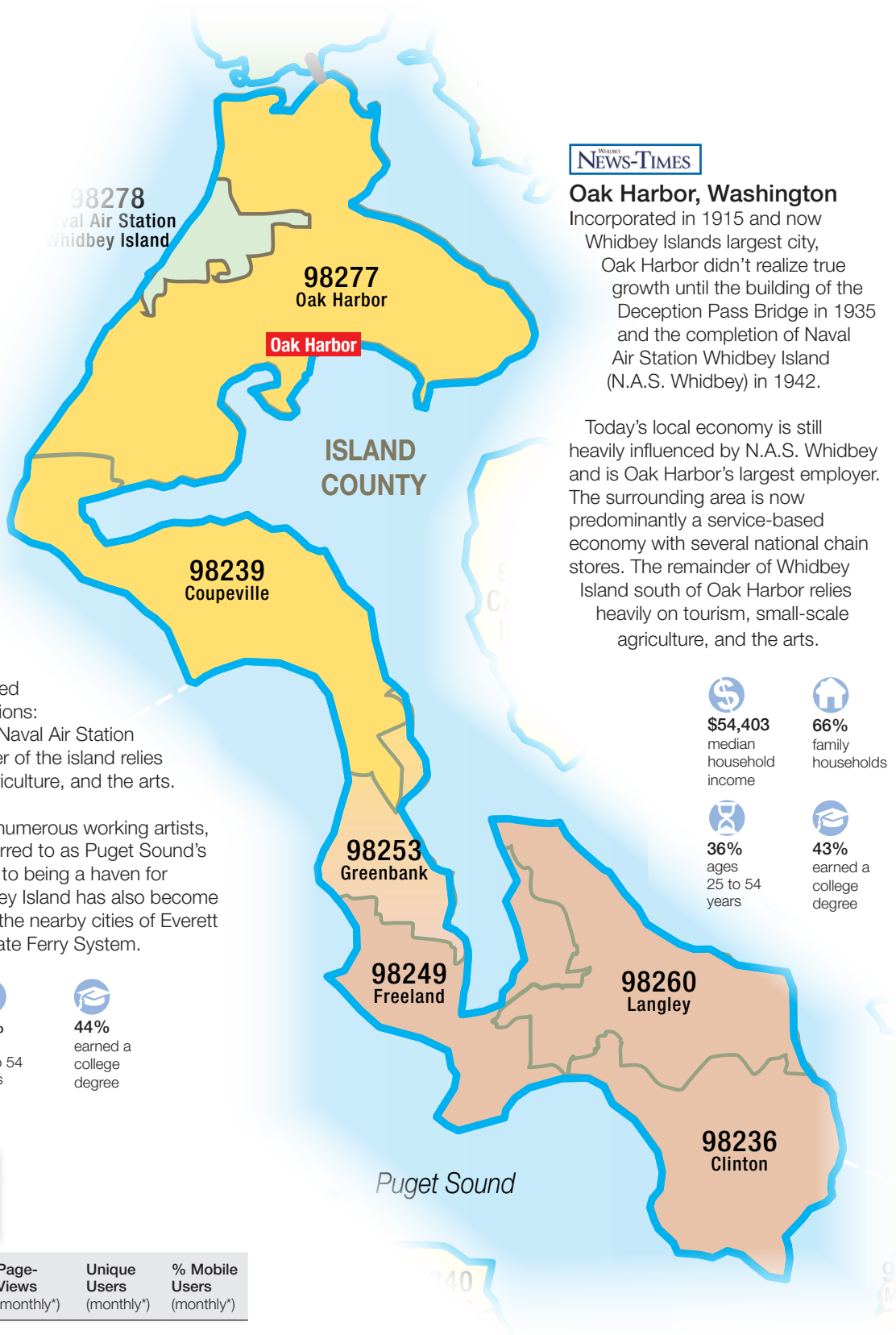
66%
family households



36%
ages 25 to 54 years



43%
earned a college degree



We deliver Total Market Coverage (TMC)

Whidbey Crosswind

6,157 Crosswind Circulation
17% Community Coverage

Whidbey Hot Sheet (TMC)

6,432 Hot Sheet (TMC) Circulation
33% Community Coverage

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A.A.M. / C.A.C. Consolidated Media Report (Q3, 2017).
U.S. Census, 2014 American Community Survey (5-Year).
2017 Google's Doubleclick for Publishers. 2017 Pulse Research readership survey.

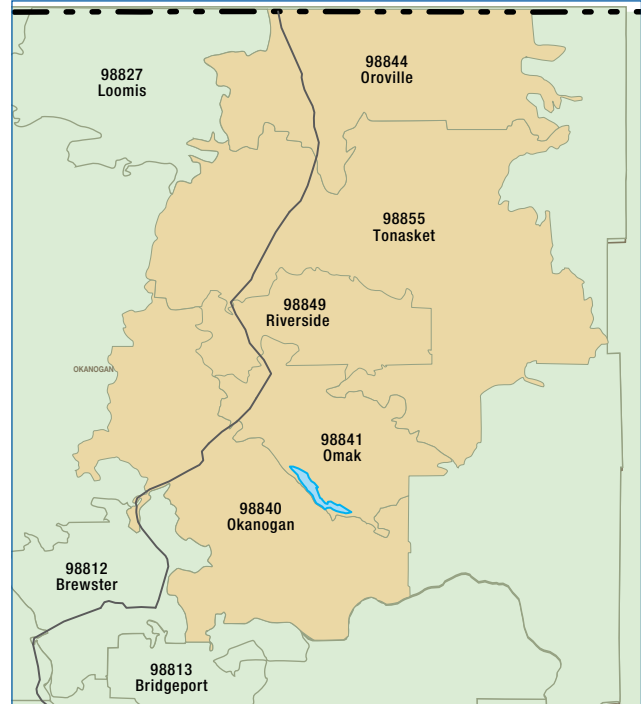
EASTERN WASHINGTON COMMUNITIES

 **\$37,322**
median
household
income

 **34%**
ages
25 to 54
years

 **28%**
earned a
college
degree

 **65%**
family
households



Okanogan Valley, Washington

Alternatingly referred to as Okanogan County or simply The Okanogan, Washington's Okanogan County extends south from the Canadian border through glacial cut valleys of green pastures and orchards.

With more than 300 days of sunshine a year and 3 million acres of public land, the Okanogan Valley is an outdoor sportsman's paradise. The valley is also home to the towns of Oroville, Tonasket and Omak along with the Colville Confederated Tribes.

Okanogan County's

Top Employment Sectors:

- Agriculture, Forestry and Fishing
- Local Government
- Retail Trade
- Health Services
- Accommodation and Food Services

SOUTH WHIDBEY RECORD

| ZIP | Community | Nielsen House- holds | S. Whidbey Record Circ. (SAT) | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|----------------------------|-------------------------------------|---------------------------------|---------------------------|---------------------------|
| 98236 | Clinton | 2,589 | 677 | 26% | 387 | 15% |
| 98249 | Freeland | 2,203 | 963 | 44% | 320 | 14% |
| 98260 | Langley | 2,675 | 1,266 | 47% | 370 | 14% |
| | Miscellaneous | - | 386 | - | - | - |
| Total Circulation | | 7,477 | 3,140 | 42% | 1,077 | 14% |

The South Whidbey Record is carrier delivered to doorsteps on Wednesdays & Saturdays

WHIDBEY NEWS-TIMES

| ZIP | Community | Nielsen House- holds | Whidbey News- Times Circ. (WED) | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------------------|---------------|----------------------------|--|---------------------------------|---------------------------|---------------------------|
| 98239 | Coupeville | 3,139 | 816 | 27% | 492 | 16% |
| 98277 | Oak Harbor | 15,470 | 3,416 | 22% | 1,054 | 7% |
| 98278 | Oak Harbor | 145 | 35 | 24% | - | - |
| | Miscellaneous | - | 268 | - | - | - |
| Total Circulation | | 18,754 | 4,535 | 24% | 1,546 | 8% |

The Whidbey News-Times is carrier delivered to doorsteps on Wednesdays & Saturdays

OKANOGAN VALLEY GAZETTE-TRIBUNE

| ZIP | Community | Nielsen House- holds | Okanogan Valley Gazette Circulation | Sound Publishing Coverage |
|-------------------|---------------|----------------------------|--|---------------------------------|
| 98840 | Okanogan | 2,187 | 26 | 1% |
| 98841 | Omak | 3,616 | 123 | 3% |
| 98844 | Oroville | 1,935 | 776 | 40% |
| 98855 | Tonasket | 2,570 | 472 | 18% |
| | Miscellaneous | - | 520 | - |
| Total Circulation | | 10,308 | 1,917 | 19% |

The Okanogan Valley Gazette is delivered to doorsteps on Thursdays

NORTH SOUND COMMUNITIES: SAN JUAN COUNTY

San Juan County's Employment Sectors:

- Leisure & Hospitality
- Trade, Transportation & Utilities
- Government
- Education and Health Sectors
- Construction



Friday Harbor, Washington

San Juan Island is the second largest, and most populated, of San Juan County and the San Juan Islands archipelago. Friday Harbor is the largest community, the county seat, and the only incorporated town in the islands.

Friday Harbor and San Juan Island are considered a "small town" community, but may boast as the commercial center of the San Juan Islands. Tourism-related industries, private services, and retirement communities form the economic base of the San Juan County economy.



\$60,543
median
household
income



64%
family
households



33%
ages
25 to 54
years



50%
earned a
college
degree

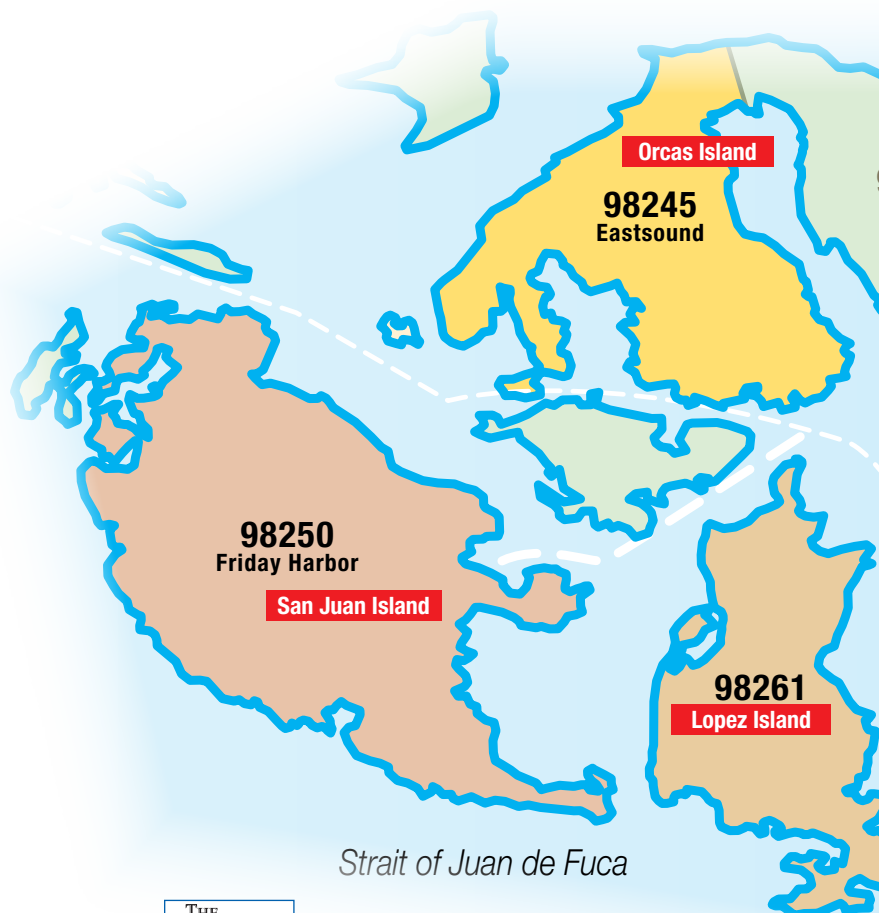
Sound Publishing Media Profile

Additional Penetration Available

No Sound Publishing Penetration

| Community Cluster | Page-Views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|-------------------------|--------------------------|----------------------------|------------------------------|
| Community News URL | | | |
| San Juan Islands | | | |
| IslandsSounder.com | 57,260 | 16,596 | 42% |
| IslandsWeekly.com | 12,145 | 7,311 | 32% |
| SanJuanJournal.com | 76,416 | 19,827 | 39% |

*Sound Publishing Digital Audience Data (OCT_2017)



Lopez Island, Washington

Lopez Island is the third largest, and most rural, of the large islands that make up the San Juan archipelago. Lopez Island is also the name of the unincorporated community on the island. Lopez Island has no highways, is known to be bicycle friendly, and locally famous for the longstanding custom of waving at every motorist, bicyclist, or pedestrian encountered on the island's roads.

Lopez Island Airport provides accessibility by air. Water landings by seaplanes arrive at Fisherman Bay. Lopez Island is also the first stop of four on the Washington State Ferry system's San Juan Islands run. Tourism-related industries, private services, and retirement communities form the economic base of the San Juan County economy.



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A.A.M. / C.A.C. Consolidated Media Report (Q3, 2017).
U.S. Census, 2014 American Community Survey (5-Year).
2017 Google's Doubleclick for Publishers. 2017 Pulse Research readership survey.



THE ISLANDS' SOUNDER

Orcas Island, Washington

Orcas Island is the largest of the San Juan Islands, but second in population. Eastsound, the largest population center on the island, is the second largest in the county. Tourism-related industries, private services, and retirement communities form the economic base of the San Juan County economy.

Orcas Island is accessible by air via Eastsound Airport or water landings by seaplanes as well as by water via the Washington State Ferry system or private watercraft. During summer months, an island shuttle runs from the ferry landing to Eastsound and other points of interest.



\$50,352
median
household
income



63%
family
households



32%
ages
25 to 54
years



50%
earned a
college
degree



\$48,074
median
household
income



66%
family
households



28%
ages
25 to 54
years



54%
earned a
college
degree

THE ISLANDS' SOUNDER

| ZIP | Community | Nielsen Households | Islands' Sounder Circulation | Sound Publishing Coverage | Seattle Times (FRI) | Seattle Times (FRI) |
|-------|-------------------|--------------------|------------------------------|---------------------------|---------------------|---------------------|
| 98245 | Eastsound | 2,502 | 1,065 | 43% | 115 | 5% |
| | Miscellaneous | - | 658 | - | - | - |
| | Total Circulation | 2,502 | 1,723 | 69% | 115 | 5% |

The Islands' Sounder is delivered by mail to subscribers on Wednesdays

THE ISLANDS' WEEKLY

| ZIP | Community | Nielsen Households | Islands' Weekly Circulation | Sound Publishing Coverage | Seattle Times (FRI) | Seattle Times (FRI) |
|-------|-------------------|--------------------|-----------------------------|---------------------------|---------------------|---------------------|
| 98261 | Lopez Island | 1,384 | 1,899 | 100% | 64 | 5% |
| | Miscellaneous | - | 150 | - | - | - |
| | Total Circulation | 1,384 | 2,049 | 100% | 64 | 5% |

The Islands' Weekly is delivered by mail on Tuesdays

The Journal of the San Juan Islands

| ZIP | Community | Nielsen Households | Journal San Juans Circulation | Sound Publishing Coverage | Seattle Times (SUN) | Seattle Times (SUN) |
|-------|-------------------|--------------------|-------------------------------|---------------------------|---------------------|---------------------|
| 98250 | Friday Harbor | 3,666 | 1,267 | 35% | 182 | 5% |
| | Miscellaneous | - | 498 | - | - | - |
| | Total Circulation | 3,666 | 1,765 | 48% | 182 | 5% |

The Journal of the San Juans is delivered by mail to subscribers on Wednesdays

REACH THE NEXT GENERATION FROM SEATTLE'S CORE OR THE PUGET SOUND'S FASTEST GROWING POPULATION

Seattle's Largest Employers:

- The Boeing Company
- Microsoft
- University of Washington
- Amazon.com Inc.
- Starbucks Corp.
- Swedish Health Services



Reach the most dynamic consumer economy from Washington's capitol to the Canadian border every Friday with La Raza.

La Raza del Noroeste is produced fully in Spanish by journalists familiar with both the language and the cultural nuances of a burgeoning community of Spanish-speaking residents.



\$60,344
median
household
income



61%
family
households



45%
ages
25 to 54
years



47%
earned a
college
degree

*Rough averages based on La Raza market areas

Total La Raza Circulation: 19,969

Unduplicated Monthly Readers: 167,739

La Raza del Noroeste is delivered to newsstands market-wide each Friday

Sound Publishing Media Profile

La Raza Penetration Available

No Sound Publishing Penetration

Community Cluster

Community News URL

Page-Views
(monthly*)

Unique
Users
(monthly*)

% Mobile
Users
(monthly*)

Independents

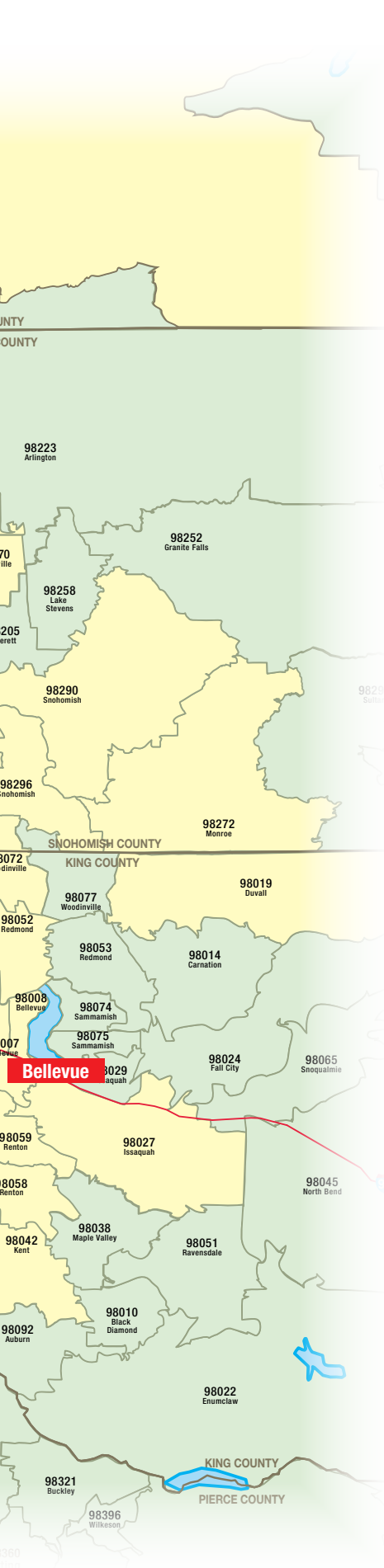
| | | | |
|-------------------|---------|---------|-----|
| LaRazaNW.com | 7,694 | 4,829 | 62% |
| SeattleWeekly.com | 336,643 | 177,650 | 39% |

*Sound Publishing Digital Audience Data (OCT_2017)



marketing@soundpublishing.com
(888) 443-5815

A.A.M. / C.A.C. Consolidated Media Report (Q3, 2017).
U.S. Census, 2014 American Community Survey (5-Year).
2017 Google's Doubleclick for Publishers. 2017 Pulse Research readership survey.



SEATTLEWEEKLY

Seattle is the largest city in Washington State as well as the Pacific Northwest region. It was the fastest growing major city in the U.S. in 2013 and remained in the Top 5 in 2015 with an annual growth rate of 2.1%. A major gateway for trade with Asia, Seattle was the fourth largest port in North America in terms of container volume in 2016. Seattle remains a young, vibrant city with a highly educated, tech-based population.


Total Circulation: 44,959


Unduplicated Monthly Readers: 462,904


| Distribution | Community | Circulation |
|--------------|------------------------|-------------|
| Zone 1 | West Seattle | 24,075 |
| Zone 2 | Metro Seattle | 2,025 |
| Zone 3 | North of Metro Seattle | 7,480 |
| Zone 4 | North Seattle | 2,370 |
| Zone 5 | South of Seattle | 5,400 |
| Zone 6 | East of Seattle | 3,560 |
| | Miscellaneous | 89 |
| | Total Circulation | 44,959 |

The Seattle Weekly is delivered to newsstands market-wide each Wednesday

 **\$62,619**
median
household
income

 **56%**
ages
25 to 54
years

 **47%**
family
households

 **58%**
earned a
college
degree

SOUND PUBLISHING: BUSINESS JOURNALS

Snohomish County's Largest Employers:

- The Boeing Company
- Naval Station Everett
- Washington State
- Providence Regional Medical Center
- Tulalip Tribes Enterprises

Everett, Washington

Everett is the largest city and county seat of Snohomish County. Located at the mouth of the Snohomish River on Possession Sound, the Everett waterfront is home to Naval Station Everett and the Port of Everett. It is also home to Boeing's assembly plant for the 747, 767, 777 and the new 787. These large employers, a revitalized waterfront, and the Everett Events Center, contribute to a relatively young population, one of the fastest growing in Washington State.

- \$67,549 median household income
- 68% family households
- 43% ages 25 to 54 years
- 40% earned a college degree

Sound Publishing Media Profile

Additional Penetration Available

No Sound Publishing Penetration

| Community Cluster | Page-Views (monthly*) | Unique Users (monthly*) | % Mobile Users (monthly*) |
|----------------------------------|--------------------------|----------------------------|------------------------------|
| Community News URL | | | |
| Independents | | | |
| BBJToday.com (Bellingham) | 67,973 | 24,353 | 15% |
| HeraldNet.com (The Daily Herald) | 1,698,628 | 774,120 | 45% |

*Sound Publishing Digital Audience Data (OCT_2017)



| ZIP | Community | Nielsen House-holds | Herald Business Journal Monthly Circulation | Sound Publishing Coverage |
|-------|-----------------|---------------------|---|---------------------------|
| 98012 | Bothell | 23,008 | 337 | 2% |
| 98020 | Edmonds | 8,731 | 482 | 6% |
| 98021 | Bothell | 11,057 | 31 | 1% |
| 98026 | Edmonds | 15,079 | 166 | 1% |
| 98036 | Lynnwood | 14,345 | 611 | 4% |
| 98037 | Lynnwood | 10,363 | 279 | 3% |
| 98043 | Mountlake Terr. | 8,546 | 105 | 1% |
| 98087 | Lynnwood | 12,704 | 17 | 1% |
| 98201 | Everett | 13,260 | 1,060 | 8% |
| 98203 | Everett | 14,175 | 367 | 3% |
| 98204 | Everett | 16,938 | 158 | 1% |
| 98208 | Everett | 20,162 | 517 | 3% |
| 98223 | Arlington | 15,802 | 386 | 3% |
| 98236 | Clinton | 2,589 | 1 | 1% |



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Bellingham, Washington

Bellingham is acclaimed for its easy access to outdoor opportunities in the San Juan Islands and North Cascades while enjoying easy access to the world-class cities of Seattle and Vancouver, BC. Downtown Bellingham made Livability.com's top ten Best Downtowns list in 2014 and topped the 2015 list of Beer Snob Cities.


Bellingham also enjoys an influx of Canadian shoppers who cross the border for relatively cheap gasoline, airfare and other products.


Bellingham's Largest Employers:

- Peace Health St. Joseph Medical Center
- Western Washington University
- Bellingham School District
- BP Cherry Point Refinery

 **\$46,890**
median
household
income

 **36%**
ages
25 to 54
years

 **47%**
earned a
college
degree

 **55%**
family
households

BBJ Today
The Bellingham Business Journal

| ZIP | Community | Nielsen House-holds | BBJ Monthly Circulation | Sound Publishing Coverage |
|-------------------|---------------|---------------------|-------------------------|---------------------------|
| 98225 | Bellingham | 20,320 | 304 | 2% |
| 98226 | Bellingham | 17,478 | 186 | 1% |
| 98230 | Blaine | 7,424 | 49 | 1% |
| | Miscellaneous | - | 2,104 | - |
| Total Circulation | | 45,222 | 2,643 | 6% |

The Bellingham Business Journal is mailed to decision-makers on the first Monday of each month

| ZIP | Community | Nielsen House-holds | Herald Business Journal Monthly Circulation | Sound Publishing Coverage |
|-------------------|---------------|---------------------|---|---------------------------|
| 98252 | Granite Falls | 3,587 | 1 | 1% |
| 98258 | Lake Stevens | 16,142 | 278 | 2% |
| 98270 | Marysville | 17,457 | 841 | 5% |
| 98271 | Marysville | 10,277 | 546 | 5% |
| 98272 | Monroe | 9,267 | 335 | 4% |
| 98273 | Mount Vernon | 10,697 | 1 | 1% |
| 98275 | Mukilteo | 8,444 | 356 | 4% |
| 98290 | Snohomish | 12,740 | 142 | 1% |
| 98291 | Snohomish | - | 1 | 100% |
| 98292 | Stanwood | 8,390 | 101 | 1% |
| 98294 | Sultan | 2,699 | 1 | 1% |
| | Miscellaneous | - | 8 | - |
| Total Circulation | | 286,459 | 7,128 | 3% |

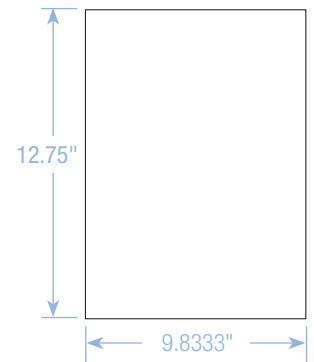
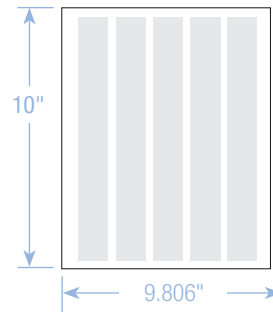
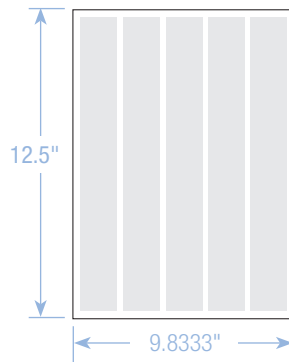
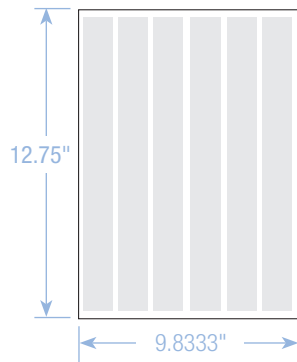
The Herald Business Journal is mailed to decision-makers on the last Wednesday of each month

SOUND PUBLISHING PRINT & DIGITAL DISPLAY AD: MECHANICAL SPECIFICATIONS

Acceptable half-tone screen is 85 line.

All ads smaller than a full page must be bordered to their exact dimensions.

All publications are printed web offset.



| Tab 1 6 Column Format | | |
|------------------------------|---------|----------|
| 9.8333" x 12.75" | | |
| Sold by column Inch | | |
| 1 Column | 1.5" | 9 Picas |
| 2 Column | 3.1666" | 12 Picas |
| 3 Column | 4.8333" | 29 Picas |
| 4 Column | 6.5" | 39 Picas |
| 5 Column | 8.1666" | 49 Picas |
| 6 Column | 9.8333" | 59 Picas |
| Multiple Counties and Titles | | |
| (See title list below) | | |

| Tab 2 5 Column Format | | |
|------------------------------|--------|----------|
| 9.8333" x 12.5" | | |
| Sold by column Inch | | |
| 1 Column | 1.833" | 11 Picas |
| 2 Column | 3.833" | 23 Picas |
| 3 Column | 5.833" | 35 Picas |
| 4 Column | 7.833" | 47 Picas |
| 5 Column | 9.833" | 59 Picas |
| Clallam & Jefferson Counties | | |
| Forks Forum | | |

| Tab 3: 5 Column Format | | |
|---------------------------|--------|----------|
| 9.806" x 10" | | |
| Sold by column Inch | | |
| 1 Column | 1.861" | 11 p 2 |
| 2 Column | 3.847" | 23 p 1 |
| 3 Column | 5.833" | 35 Picas |
| 4 Column | 7.819" | 46 p 9 |
| 5 Column | 9.806" | 58 p 8 |
| Greater Puget Sound | | |
| La Raza | | |

| Tab 4: Modular Format | | |
|-----------------------------|--------|--------|
| 9.8333" x 12.75" | | |
| Sold by modular size | | |
| Full Page | 9.833" | 12.75" |
| 2/3 Page | 8.167" | 9.521" |
| 1/2 Page H | 9.833" | 6.292" |
| 1/2 Page V | 4.833" | 12.75" |
| 1/4 Page H | 9.833" | 3.063" |
| 1/4 Page S | 4.833" | 6.292" |
| 1/3 Page V | 3.167" | 12.75" |
| 1/6 Page V | 3.167" | 6.292" |
| 1/8 Page H | 4.833" | 3.063" |
| 1/12 Page | 3.167" | 3.063" |
| Snohomish County | | |
| The Herald Business Journal | | |

| Tab 1: 6 Column Format |
|--------------------------|
| Greater Seattle |
| Seattle Weekly |
| Island County |
| South Whidbey Record |
| Whidbey News-Times |
| King County (North) |
| Bothell-Kenmore Reporter |
| Kirkland Reporter |
| Redmond Reporter |
| King County (Eastside) |
| Bellevue Reporter |
| Issaquah-Samm Reporter |
| Mercer Island Reporter |
| Snoqualmie Valley Record |

| Tab 1: 6 Column Format |
|--------------------------|
| King County (Central) |
| Kent Reporter |
| Renton Reporter |
| Tukwila Reporter |
| Vashon-MI Beachcomber |
| King County (South) |
| Auburn Reporter |
| Courier Herald |
| Covington-MV-BD Reporter |
| Federal Way Mirror |
| San Juan Island County |
| Islands' Sounder |
| Islands' Weekly |
| Journal of the San Juans |

| Tab 1: 6 Column Format |
|------------------------------|
| Kitsap County |
| Bainbridge Island Review |
| Central Kitsap Reporter |
| North Kitsap Herald |
| Port Orchard Independent |
| Kingston Community News |
| Kitsap Weekly |
| Grays Harbor County |
| Pacific County Press (& TMC) |
| Snohomish County |
| Arlington Times |
| Marysville Globe |
| Whatcom County |
| Bellingham Business Journal |

Tabloid Display Ad Column Inch Charges

Display ads charged to the half inch.

Tab 1: Ads which exceeds 11" will be billed at 13".

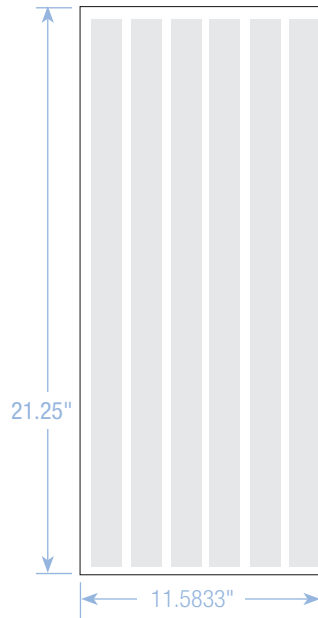
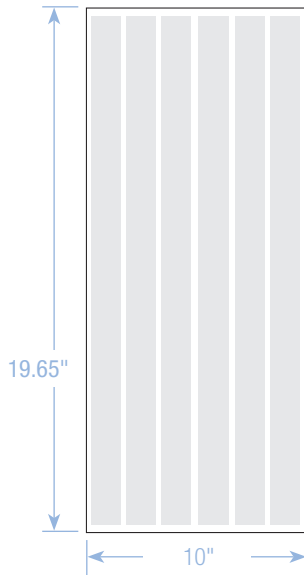
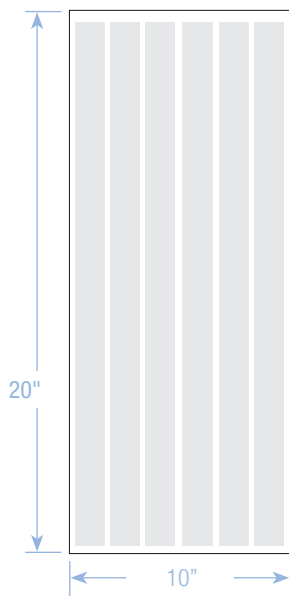
Tab 2: Ads which exceeds 9" will be billed at 13".

Tab 3: Ads which exceeds 9" will be billed at 10".



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A.A.M. / C.A.C. Consolidated Media Report (Q3, 2017).
U.S. Census, 2014 American Community Survey (5-Year).
2017 Google's Doubleclick for Publishers. 2017 Pulse Research readership survey.



| Broadsheet 1 6 Column Format | | |
|---------------------------------|--------|-----------|
| 10" x 20" | | |
| Sold by column Inch | | |
| 1 Column | 1.563" | 9 p 4.5 |
| 2 Column | 3.25" | 19 p 6 |
| 3 Column | 4.938" | 29 p 7.5 |
| 4 Column | 6.625" | 39 p 9 |
| 5 Column | 8.313" | 49 p 10.5 |
| 6 Column | 10" | 60 picas |
| Grays Harbor County | | |
| Aberdeen Daily World | | |
| East County News (TMC) | | |
| North Coast News | | |
| On the Harbors (TMC) | | |
| South Beach Bulletin | | |
| The (Montesano) Vidette | | |
| Snohomish County | | |
| The (Everett) Daily Herald | | |

| Broadsheet 2 6 Column Format | | |
|---------------------------------|--------|-----------|
| 10" x 19.65" | | |
| Sold by column Inch | | |
| 1 Column | 1.563" | 9 p 4.5 |
| 2 Column | 3.25" | 19 p 6 |
| 3 Column | 4.983" | 29 p 7.5 |
| 4 Column | 6.625" | 39 p 9 |
| 5 Column | 8.313" | 49 p 10.5 |
| 6 Column | 10" | 60 picas |
| Classifieds | | |
| 1 Column | 1" | 6 p |
| 2 Column | 2.125" | 12 p 9 |
| 3 Column | 2.35" | 19 p 6 |
| 4 Column | 4.375" | 26 p 3 |
| 5 Column | 5.5" | 33 p |
| 6 Column | 6.625" | 39 p 9 |
| 7 Column | 7.75" | 46 p 9 |
| 8 Column | 8.875" | 53 p 3 |
| 9 Column | 10" | 60 picas |
| Clallam and Jefferson Counties | | |
| Peninsula Daily News | | |
| Sequim Gazette | | |

| Broadsheet 3 6 Column Format | | |
|---------------------------------|----------|--------|
| 11.5833" x 21.25" | | |
| Sold by modular size | | |
| 1 Column | 1.7917" | 10 p 9 |
| 2 Column | 3.75" | 22 p 6 |
| 3 Column | 5.7083" | 34 p 3 |
| 4 Column | 7.6667" | 46 p |
| 5 Column | 9.626" | 57 p 9 |
| 6 Column | 11.5833" | 69 p 6 |
| Okanogan County | | |
| Okanogan Valley Gazette-Trib. | | |

Digital Creative Specifications and Best Practices

Digital Ad Packages require one of each 1x ad size (2x Ad size recommended for best resolution.)

| High Impact Ad Package | Min. 1x Ad Size | Hi Res 2x Ad Size | Max. File Size |
|-------------------------|-----------------|-------------------|----------------|
| Pencil | 970x30 | 1940x60 | 50 KB |
| Billboard | 970x250 | 1940x500 | 200 KB |
| Portrait | 300x1050 | 600x2100 | 200 KB |
| Mobile Banner | 320x50 | 640x100 | 15 KB |
| Standard Ad Package | Min. 1x Ad Size | Hi Res 2x Ad Size | Max. File Size |
| Super Leaderboard | 970x90 | 1940x180 | 200 KB |
| Leaderboard | 728x90 | 1456x180 | 200 KB |
| Medium Rectangle | 300x250 | 600x500 | 200 KB |
| Mobile Banner | 320x50 | 640x100 | 15 KB |
| HeraldNet e-Newsletters | Top Position | Within Story | |
| | 320x50 | 300x250 | 50 KB |

Ad sizes vary based on newsletter and position placement. Please contact your local Sales Representative for current options.

Proofing: Unless specified by the client, ads are proofed using the 970 x 90 Super Leaderboard size.

File formats: All ads should be built at 72 dpi. PNG, JPG, GIF, HTML5 and 3rd Party Tag.

Digital advertising is sold as packages and includes all sizes as well as a Mobile Banner.

Broadsheet Display Ad Column Inch Charges

Display ads charged to the half inch.

Broadsheet 1: Any ad which exceeds 18" will be billed at 20".

Broadsheet 2: Any ad which exceeds 19" will be billed at 21".

Broadsheet 3: Any ad which exceeds 19" will be billed at 21".

Broadsheet 4: Any ad which exceeds 19" will be billed at 21.50".

Washington State's Largest Community News Organization

| Sound Publishing Community Titles | Frequency | Issue | Delivery | Format | Circulation | Pay Type |
|--|--------------|---------------------|-------------|--------------|----------------|-----------|
| GREATER SEATTLE DMA | | | | | 64,928 | |
| 1 Seattle Weekly | weekly | Wednesday | rack | tabloid 1 | 44,959 | free |
| 2 La Raza | weekly | Friday | rack | tabloid 6 | 19,969 | free |
| KING & PIERCE COUNTIES | | | | | 307,049 | |
| 3 Auburn Reporter | weekly | Friday | carrier | tabloid 1 | 23,694 | free |
| 4 Bellevue Reporter | weekly | Friday | carrier | tabloid 1 | 35,096 | free |
| 5 Bothell/Kenmore Reporter | bi-monthly | 1st & 3rd Friday | carrier | tabloid 1 | 20,764 | free |
| 6 Courier-Herald | weekly | Wednesday | carrier | tabloid 1 | 25,335 | free |
| 7 Covington/Maple Valley/Black Diamond Reporter | weekly | Friday | carrier | tabloid 1 | 24,140 | free |
| 8 Federal Way Mirror | weekly | Friday | carrier | tabloid 1 | 29,174 | vol. paid |
| 9 Issaquah/Sammamish Reporter | weekly | Friday | carrier | tabloid 1 | 24,225 | free |
| 10 Kent Reporter | weekly | Friday | carrier | tabloid 1 | 25,199 | free |
| 11 Kirkland Reporter | weekly | Friday | carrier | tabloid 1 | 24,408 | free |
| 12 Mercer Island Reporter | weekly | Wednesday | mail | tabloid 1 | 2,859 | paid |
| 13 Redmond Reporter | weekly | Friday | carrier | tabloid 1 | 22,644 | free |
| 14 Renton Reporter | weekly | Friday | carrier | tabloid 1 | 24,466 | free |
| 15 Snoqualmie Valley Record | weekly | Friday | carrier | tabloid 1 | 11,353 | vol. paid |
| 16 Tukwila Reporter | monthly | 3rd Wednesday | mailed | tabloid 1 | 10,463 | free |
| 17 Vashon-Maury Island Beachcomber | weekly | Wednesday | carrier | tabloid 1 | 3,229 | paid |
| SNOHOMISH COUNTY | | | | | 53,076 | |
| 18 Arlington Times | weekly | Saturday | carrier | tabloid 1 | 6,573 | vol. paid |
| 19 The (Everett) Daily Herald | daily | Mon - Wed, Saturday | carrier | broadsheet 2 | 26,984 | paid |
| (Preprints inserted on Thu & Sun) | daily | Thursday | carrier | broadsheet 2 | 26,922 | paid |
| (Limited inserts available Wed & Fri - Call for details) | daily | Friday | carrier | broadsheet 2 | 28,752 | paid |
| | daily | Sunday | carrier | broadsheet 2 | 33,011 | paid |
| 20 Marysville Globe | weekly | Saturday | carrier | tabloid 1 | 13,492 | vol. paid |
| KITSAP COUNTY | | | | | 65,262 | |
| 21 Bainbridge Island Review | weekly | Friday | carrier | tabloid 1 | 2,150 | paid |
| 22 Central Kitsap Reporter | weekly | Friday | carrier | tabloid 1 | 14,809 | vol. paid |
| 23 Kingston Community News | monthly | Last Friday | mail | tabloid 1 | 9,042 | free |
| 24 Kitsap Weekly | weekly | Friday | carrier | tabloid 1 | 10,330 | Vol. paid |
| 25 North Kitsap Herald | weekly | Friday | carrier | tabloid 1 | 11,317 | vol. paid |
| 26 Port Orchard Independent | weekly | Friday | carrier | tabloid 1 | 17,614 | vol. paid |
| CLALLAM & JEFFERSON COUNTIES | | | | | 20,269 | |
| 27 Forks Forum | weekly | Thursday | mail | tabloid 3 | 4,533 | vol. paid |
| 28 Peninsula Daily News | daily | Monday - Thursday | carrier | broadsheet 2 | 10,472 | paid |
| (Preprints inserted on Wed, Fri & Sun) | daily | Friday | carrier | broadsheet 2 | 11,831 | paid |
| | daily | Sunday | carrier | broadsheet 2 | 11,912 | paid |
| 29 Sequim Gazette | weekly | Wednesday | carrier | broadsheet 3 | 3,824 | paid |
| GRAYS HARBOR COUNTY | | | | | 44,587 | |
| 30 The (Aberdeen) Daily World | daily | Tuesday | carrier | broadsheet 1 | 6,053 | paid |
| (Preprints inserted on Tues, Thurs & Sat) | daily | Thursday | carrier | broadsheet 1 | 6,090 | paid |
| | daily | Saturday | carrier | broadsheet 1 | 6,393 | paid |
| 31 East County News - TMC | weekly | Wednesday | mail / rack | broadsheet 1 | 8,216 | free |
| 32 North Coast News | weekly | Thursday | mail / rack | broadsheet 1 | 1,248 | paid |
| 33 On The Harbor - TMC | weekly | Wednesday | mail | broadsheet 1 | 15,393 | free |
| 34 Pacific County Press | weekly | Wednesday | mail | tabloid 1 | 1,055 | vol. paid |
| 35 Pacific County Press - TMC | weekly | Wednesday | mail | tabloid 1 | 4,434 | vol. paid |
| 36 South Beach Bulletin | weekly | Thursday | mail / rack | broadsheet 1 | 4,889 | vol. paid |
| 37 The (Montesano) Vidette | weekly | Thursday | mail / rack | broadsheet 1 | 2,959 | paid |
| ISLAND & SAN JUAN COUNTY | | | | | 25,806 | |
| 38 Islands' Sounder | weekly | Wednesday | mail | tabloid 1 | 1,723 | paid |
| 39 Islands' Weekly | weekly | Tuesday | mail | tabloid 1 | 2,049 | free |
| 40 Journal of the San Juan Islands | weekly | Wednesday | mail | tabloid 1 | 1,765 | paid |
| 41 South Whidbey Record | twice / week | Wednesday | carrier | tabloid 1 | 3,140 | paid |
| South Whidbey Record | twice / week | Saturday | carrier | tabloid 1 | 3,292 | paid |
| 42 Whidbey Crosswind | monthly | Last Friday | carrier | tabloid 1 | 6,157 | free |
| 43 Whidbey News-Times | twice / week | Wednesday | carrier | tabloid 1 | 4,535 | paid |
| Whidbey News-Times | twice / week | Saturday | carrier | tabloid 1 | 4,388 | paid |
| 44 Whidbey (TMC) | weekly | Wednesday | carrier | tabloid 1 | 6,432 | free |
| OKANOGAN COUNTY | | | | | 1,917 | |
| 44 Okanogan Valley Gazette-Tribune | weekly | Thursday | mailed | broadsheet 1 | 1,917 | paid |
| BUSINESS JOURNALS | | | | | 9,771 | |
| 46 Herald Business Journal (Snohomish County) | monthly | Last Wednesday | mailed | tabloid 5 | 7,128 | paid |
| 47 Bellingham Business Journal (Whatcom County) | monthly | First Monday | mail / sc | tabloid 1 | 2,643 | vol. paid |

Total Circulation*: 592,665

*Total excludes weekdays of The (Everett) Daily Herald, The Daily World, Peninsula Daily News, South Whidbey Record & Whidbey News Times

Independently
Audited



Sound_Media Kit_12012017.indd

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(888) 443-5815

SOUND PUBLISHING INC
COMMUNITY ♦ DELIVERED