



A T R U S T E D S O U R C E O F B A L A N C E D J O U R N A L I S M

OUR MISSION

At Sound Publishing, we believe that independent, fact-based reporting and holding those in power accountable are essential to healthy communities and a healthy democracy.

Though founded in 1987, our flagship titles have been elevating the voices of our communities for over a century. Sound continues to support this commitment to journalism.



TRUST

Sound Publishing is the leading journalistic voice in the communities that we serve in Washington and Alaska.



JOSH O'CONNOR
PRESIDENT, SOUND PUBLISHING
COO, BLACK PRESS



4.

MEDIA OUTLET DETAILS

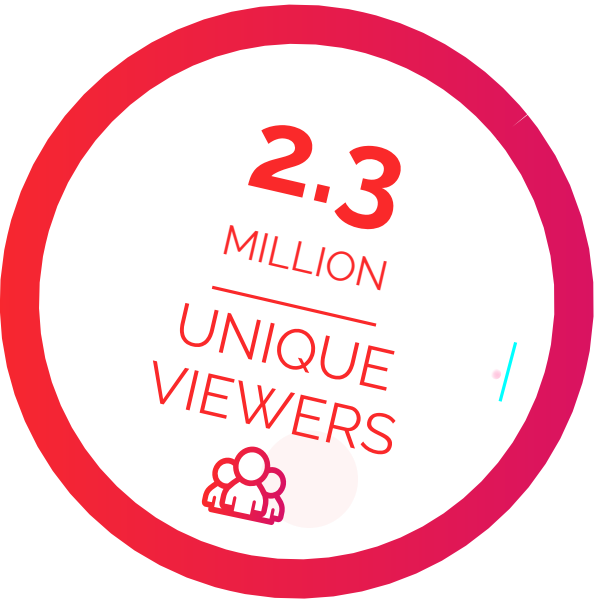
about issues that affect their quality of life in Alaska and Washington state. We deliver value for our partners through content delivered when, where, and how our subscribers wish to consume our content.

MEDIA OUTLET	UNIQUE USERS	PAGE VIEWS	PRINT FREQUENCY	ISSUE	DELIVERY	FORMAT	PRINT CIRC	PAID/ FREE
Alaska								
Homer News	34,665	72,254	weekly	Thu	mail	broadsheet	1,205	paid
(Kenai) Peninsula Clarion	104,161	475,925	2x week	Wed	mail	broadsheet	1,079	paid
				Sat	mail	broadsheet	1,156	paid
Juneau Empire	44,521	112,319	2x week	Wed	mail	broadsheet	1,595	paid
				Sat	mail	broadsheet	1,802	paid
Washington								
North King County								
Bellevue Reporter	65,882	87,347						
Bothell/Kenmore Reporter	23,664	31,393						
Kirkland Reporter	94,888	122,915						
Issaquah Reporter	43,897	53,626						
Mercer Island Reporter	38,560	57,950	weekly	Wed	mail	broadsheet	1,348	paid
Redmond Reporter	26,976	36,174						
Seattle Weekly	75,582	94,512						
Snoqualmie Valley Record	32,506	49,567	weekly	Fri	mail	broadsheet	667	paid
South King County								
Auburn Reporter	45,677	65,908	weekly	Fri	carrier	broadsheet	16,457	free
(Enumclaw) Courier-Herald	46,849	81,430	weekly	Wed	mail	broadsheet	1,764	paid
								vol. paid
Federal Way Mirror	54,691	91,329	weekly	Fri	carrier	broadsheet	16,015	
Kent Reporter	108,051	133,934	weekly	Fri	carrier	broadsheet	17,005	free
Covington Reporter	17,343	22,684						
Renton Reporter	26,976	36,174	weekly	Thu	mail	broadsheet	10,600	free
Tacoma Daily Index	130,573	263,778	weekdays	Mon-Fri	mail	tabloid	178	paid
Vashon-Maury Island Beachcomber	44,946	162,257	weekly	Thu	mail	broadsheet	2,531	paid
Snohomish County								
(Everett) Daily Herald	534,163	2,525,693	daily	Tue-Sat	mail	broadsheet	17,560	paid
Herald Business Journal			monthly	1st Wed	mail	broadsheet	17,560	paid
La Raza	12,929	15,924						

1,232,872 newspapers distributed monthly

2,333,194 monthly unique users online

SSources: Google Analytics: 6-month average from August 2022 to January 2023 for digital stats. 2022 USPS Statement of Ownership: BIR, ADW, EDH, JSJ, MIR, OVG, KPC, PDN, SVR, JUE, IDX, VIB, WNT, SWR, SEQ, ISJ, HOM; 3/23 Press Run: 98110, AUB, ECH, FWM, KEN, POI, REN, WCW, CKR, KCN, NKH, FOF, ABERDEEN REAL ESTATE, UJW, and ISLANDS' REAL ESTATE.



SOUNDPUBLISHING.COM

Your letters to the editor, your advertising, your sharing of the stories that touch you, your readership – you give us nearly **3.5 million unique reasons*** to continue to do the work that's critical to a vibrant community and a healthy democracy.

**3,566,066 print copies distributed + unique online visitors*

MEDIA OUTLET	UNIQUE USERS	PAGE VIEWS	PRINT FREQUENCY	ISSUE	DELIVERY	FORMAT	PRINT CIRC	PAID/ FREE
Island County								
South Whidbey Record	40,338	84,898	twice weekly	Wed, Sat	mail	broadsheet	2,109	paid
Whidbey Crosswind (Military)			monthly	last Fri	carrier/sc	broadsheet	6,205	free
Whidbey News-Times	70,746	177,503	twice weekly	Wed, Sat	mail	broadsheet	2,782	paid
Kitsap County								
Kitsap Daily News	86,514	142,652						
98110 (Bainbridge)			monthly	last Fri	mail	broadsheet	10,532	free
Bainbridge Island Review	67,704	119,935	weekly	Fri	mail	broadsheet	1,778	paid
Central Kitsap Reporter			monthly	last Fri	mail	broadsheet	8,879	free
Kingston Community News			monthly	last Fri	mail	broadsheet	9,400	free
North Kitsap Herald			weekly	Fri	mail	broadsheet	780	paid
Port Orchard Independent			weekly	Fri	mail	broadsheet	971	paid
Jefferson & Clallam counties								
Forks Forum	20,324	32,041	weekly	Thu	mail	broadsheet	995	paid
Peninsula Daily News	148,814	611,104	daily	Tue-Sat	mail	broadsheet	8,087	paid
Sequim Gazette	59,363	102,245	weekly	Wed	mail	broadsheet	2,940	paid
Grays Harbor County								
(Aberdeen) Daily World	133,052	346,045	daily	Tue-Thu, Sat	carrier/mail	broadsheet	5,225	paid
Aberdeen Real Estate			weekly	Thu	rack	tabloid	8,000	free
San Juan County								
Islands Real Estate			weekly	Wed	rack	tabloid	4,400	free
Islands' Sounder	44,654	73,371	weekly	Wed	mail	broadsheet	1,170	paid
Islands' Weekly	5,650	9,416	weekly	Tue	mail	tabloid	444	paid
Journal of the San Juans	34,703	63,390	weekly	Wed	mail	broadsheet	2,063	paid
Okanogan County								
Okanogan Valley Gazette-Tribune	9,409	20,402	weekly	Thu	mail	broadsheet	1,179	paid
Classifieds								
SoundClassifieds.com	4,423	29,731						

1,232,872 newspapers distributed monthly

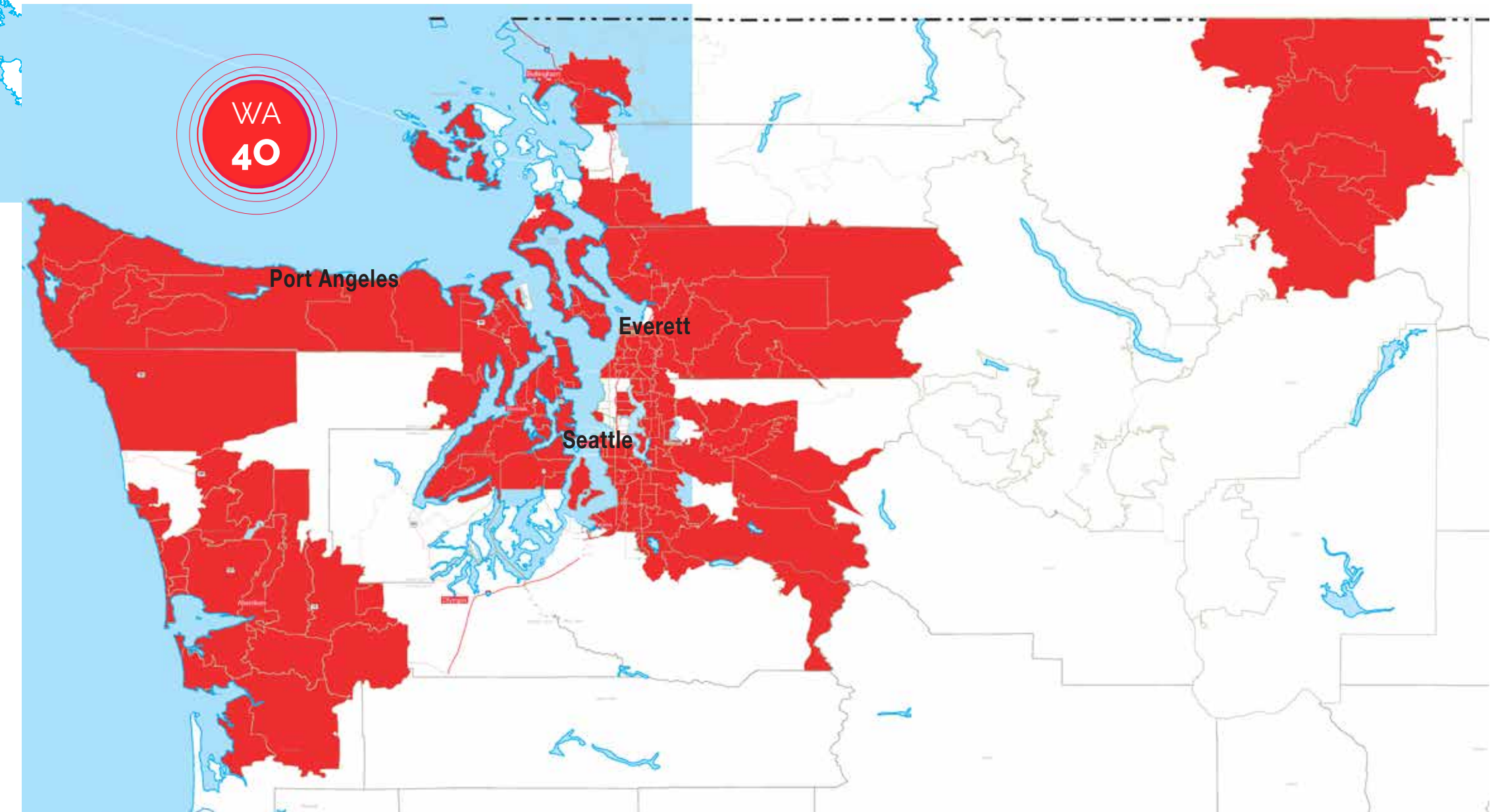
2,333,194 monthly unique users online

Sources: Google Analytics: 6-month average from August 2022 to January 2023 for digital stats. 2022 USPS Statement of Ownership: BIR, ADW, EDH, JSJ, MIR, OVG, KPC, PDN, SVR, JUE, IDX, VIB, WNT, SWR, SEQ, ISJ, HOM; 3/23 Press Run: 98110, AUB, ECH, FWM, KEN, POI, REN, WCW, CKR, KCN, NKH, FOF, ABERDEEN REAL ESTATE, UJW, and ISLANDS' REAL ESTATE.

5.
OUR COMMUNITIES



Sound Publishing owns and operates **43 independent news outlets** in Washington and Alaska.



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6. MARKETING SOLUTIONS



MEDIA OUTLETS

Our advertisers enjoy placing their messaging in the context of a safe, credible environment to elevate their brand.



OMNI-CHANNEL

It doesn't stop there. We employ tactics to personally engage with consumers using deep, customer-centric insights along the customer journey.



STREAMING

We offer our advertisers the tools to drive engagement and enable buyers to affirm decisions along the way.

The legacy values of our business remain constant as we continue to grow our marketing solutions.



SOLUTIONS

O&O PRINT/DIGITAL

Our owned and operated news sites, social sites, and newspapers drive engagement and elevate your brand. Local news media are 79% better than national news at covering issues Americans can use in their daily life.*



AUDIO/VIDEO STREAMING

We serve your brand via on-demand listening and viewing on smart speakers, TVs, and phones.

Our audio studios, green rooms, and clever production teams are waiting for you!



OMNI-CHANNEL

Develop enriched content that is specific to your target audience. Engage and entertain in personalized ways throughout the customer journey on web, mobile, and in-store channels.



COMMERCIAL PRINTING

Sound's centrally located printing facility is the largest in Washington state. A full-service printing facility, our prepress, publication handling, mailing, and transportation services, produce and distribute newspapers for publishers across the state. On-time, on budget.

*Source: 2019 Knight Foundation study

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8. TIMELINE

INSIGHTS

We follow our own advice in response to market insights.

2020

SAFETY RESPONSE

Built a collaborative safety response and moved to a hybrid work model where we can. We are grateful to our pressmen who have had to show up every day through the pandemic.

REVISED LEGACY PRODUCTS

We moved several of our free titles to paid subscriptions. Readership has increased by 50% from 2019-2021.

TIMELY, ACCURATE INFORMATION

Priceless in that space, was our drive to produce timely accurate information to help our communities make important decisions for their daily lives

SMALL BUSINESS GRANTS

Offered small grants to small businesses during the uncertain lean times.
\$300,000 in total in 2020.
(Independent of government SB grants.)

2021

JOURNALISM FUNDS

Garnered 3 journalism grants, hired new reporters, and continue to see an outpouring of community support.

REHIRED

We rehired 41 employees in 2021.

2022

SMALL BUSINESS GRANTS

Offered an additional \$300,000 in marketing grants to small businesses.

EXPANDED JOURNALISM FUNDING

RENTON REPORTER

Commences print edition
10/15/22

NEW PRESS

With our new Goss Universal U70 Sound is now the largest coldset printer in a 5-state region..

2023
REINVEST

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COMMUNITY

*"In my 16 years of living in Everett,
I have often felt voiceless
and invisible. Your article
has given me a sense
of validation and worth.
I will remember it always."*

STEPHEN TEIXEIRA
DAILY HERALD READER

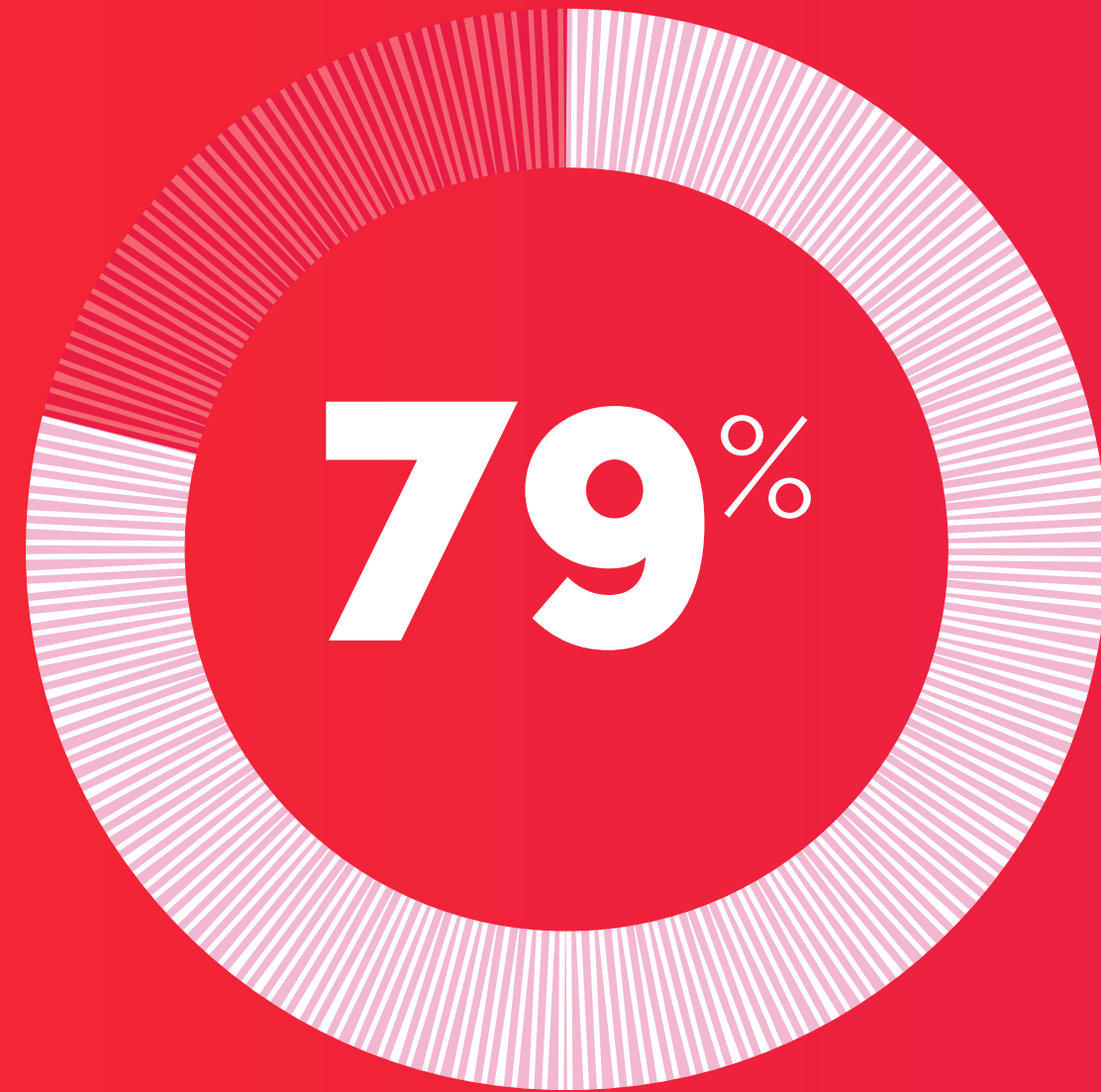
*"I believe fiercely in what we do.
I believe we are essential
to a healthy democracy."*



PHIL O'CONNOR
EXECUTIVE EDITOR,
THE DAILY HERALD

Sound Publishing continues its commitment to
journalism, its communities, and clients
by reinvesting in its people
and emerging technologies.

10.
CONFIDENCE



Have confidence in local media

Local news media are better than national news at covering issues Americans can use in their daily life. (2019 Knight Foundation study.)



TRUSTED SOURCE



TRUSTED PARTNER



LET'S GET
STARTED!

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[SOUNDPUBLISHING.COM](https://soundpublishing.com)

11.

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