

425 Business

2024

Media Kit

A BREATH
OF FRESH AIR

DIGITAL — EXPERIENCES — SOCIAL MEDIA — PARTNERSHIPS — PRINT —

THE
425 Business
INFLUENCE

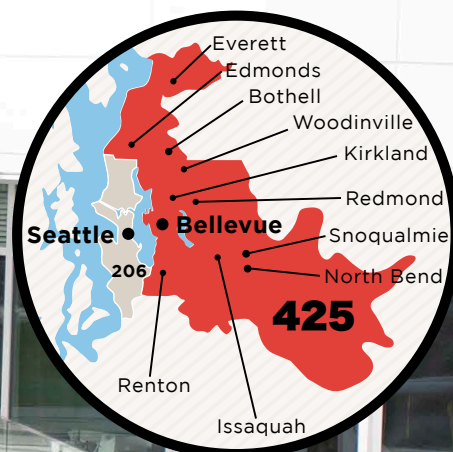
This is 425 Business.

425 Business makes business personal. We are the No. 1-positioned business magazine on the Eastside. *425 Business* is the only paid publication exclusively covering the Eastside business community, and reaches the most powerful and influential business leaders in the area. *425 Business* has become the “it” business publication for thousands of key decision makers who must stay on top of this unique and ever-changing marketplace.

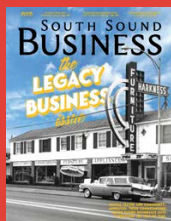
Our mission is to help brands reach top influential leaders through an insightful and authoritative approach.

WHY ADVERTISE IN 425 BUSINESS?

- ▶ The Eastside is the fastest-growing technology hub for top global tech talent.
- ▶ 12 of the 20 wealthiest ZIP codes in the Northwest are in the 425 area code.
- ▶ There are more than 1.5 million overnight visitors in the 425 area code each year.



PREMIER MEDIA GROUP, honoree of dozens of national and regional journalism awards, was founded in 2001 and publishes *South Sound*, *South Sound Business*, *425*, *425 Business*, *Northwest Travel & Life*, and *Meeting News Northwest* magazines. premiermedia.net



425 Business Audience Reach

Statistical Resources: 2018 425 Business Magazine Readership Survey, King County Assessor's Office, Office of Financial Management, Washington State Department of Revenue, US Census Bureau, Northwest Multiple Listing Services, Cities of Bellevue, Redmond, Issaquah, Sammamish, Woodinville and Kirkland, the Association of Magazine Media.



Accomplished

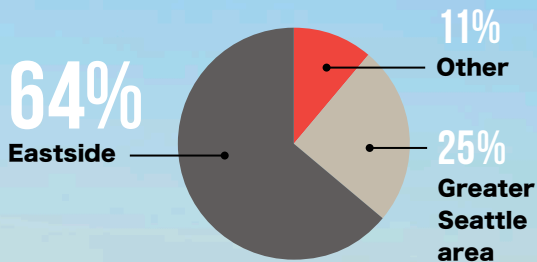
38% CEO, CFO, CTO, COO, president, or vice president

18% executives, professional, managerial

32% corporate buyers and/or purchasing agents

22% community leaders

Where They Live



Affluent

\$2,900,000 Average Net Worth

\$712,500 Average HHI

89% visit websites they see in 425 Business

65% own their home

39% own a second home or vacation home

Engaged

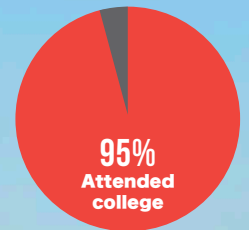
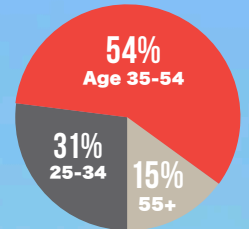
79% make buying decisions based on 425 Business

89% are actively involved in social media

29 average minutes spent reading 425 Business

22% attend 425 Business events

70% share 425 Business with friends and co-workers



23% of readers are of international descent

THE 425 BUSINESS LANDSCAPE

The business landscape in the 425 area code is thriving! Companies from across the country and world are taking note of what's happening and investing in Seattle's Eastside. These are some of our top companies:

- ▶ Amazon
- ▶ Google
- ▶ Seahawks
- ▶ Bungie
- ▶ Nintendo
- ▶ Valve
- ▶ Boeing
- ▶ Microsoft
- ▶ Costco
- ▶ Eddie Bauer
- ▶ Symetra
- ▶ REI
- ▶ NW University
- ▶ Columbia Bank
- ▶ Concur
- ▶ Overlake Hospital
- ▶ Paccar
- ▶ Sales Force
- ▶ T-Mobile
- ▶ Apptio
- ▶ Facebook/Meta

425 Business Editorial Calendar

January/ February

EDUCATION

- Residential Construction/Real Estate
- Business of Health Care
- Small Business Outlook

RESERVE SPACE 11/6/23
AD DUE 11/17/23

March/April

WEALTH AND FINANCE

- Estate Planning
- Kids in Business
- Home Office Envy
- Spring Workwear Trends

RESERVE SPACE 1/2/24
AD DUE 1/11/24

May/June

WOMEN IN BUSINESS

- Marketing Trends and Insights
- Meeting Spaces Roundup
- AI for Business
- Business of Tourism
- Spotlight on: Cool, Collectible Cars

RESERVE SPACE 2/26/24
AD DUE 3/8/24

July/August

LEGACY BUSINESSES

- Branding Your Business
- Side Hustles
- Business Accounting Tips
- Getting Ready for Retirement
- Business/City Anniversaries

RESERVE SPACE 4/29/24
AD DUE 5/10/24

September/ October

40 UNDER 40

- Commercial Construction/Real Estate
- HR/recruiting
- Fall Workwear Trends
- Q&A Business Legal Advice

RESERVE SPACE 7/1/24
AD DUE 7/12/24

November/ December

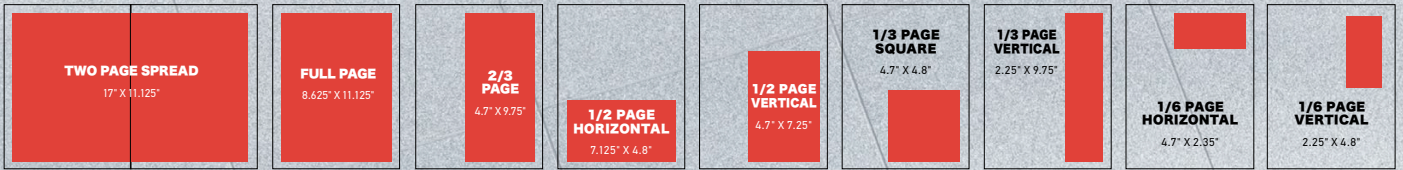
BEST IN BUSINESS

- Philanthropy – Businesses making an Impact
- Nonprofits to Watch
- Ten Must-Have Tech Gadgets

RESERVE SPACE 9/9/24
AD DUE 9/20/24



425 Business **Print Advertising**



AD SIZE	1-3 ISSUES	4-6 ISSUES	7-12 ISSUES
Double Spread	\$8,250 per issue	\$7,350 per issue	\$5,850 per issue
Full Page	\$4,300 per issue	\$3,900 per issue	\$3,200 per issue
2/3 Page	\$3,550 per issue	\$3,150 per issue	\$2,850 per issue
1/2 Page	\$3,150 per issue	\$2,750 per issue	\$2,450 per issue
1/3 Page	\$2,900 per issue	\$2,500 per issue	\$2,100 per issue
1/6 Page	\$1,950 per issue	\$1,650 per issue	\$1,250 per issue

Custom print options available (Gatefold/Inserts)
Premium positions +15%. All rates are net.

Accepted Ad Formats

High-resolution (300 DPI or higher) PDF, TIFF, or EPS files. A production charge of \$85 per hour will be assessed to correct ads not received in the specified digital format.

Submitting a PDF

- Outline all fonts prior to creating the PDF.
- Embed all component files (linked EPS and TIFF images).
- Convert the ad to CMYK.

Send Artwork to

- **E-mail:** (10MB or less)
artwork@425business.com
- **Upload:** (10MB or more)
 Upload to the Client Center

Client Services

For questions regarding your advertisement please contact us at artwork@425business.com or 425-646-1380.

QUALIFIED PAID
CIRCULATION

12,800

CEOs, Leaders, and
business owners
subscribe

1,000+

Targeted to corporate
and event planners

PRINT: PAID
CIRCULATION

1,500

newsstands

6,450

Healthcare
and hospitality



425Business Website Overview

Ad Type	Cost Per Ad	Desktop Size	Mobile Size
Reveal Ad	\$1,990	1920 x 250px	800 x 250px
Anchor Ad (sticks to bottom of screen)	\$3,200	728 x 90px	640 x 100 px
Leaderboard 1	\$595	728 x 90px	728 x 90px
Leaderboard 2	\$495	728 x 90px	728 x 90px
Leaderboard 3	\$295	728 x 90px	728 x 90px
Sidebar 1	\$495	600 x 500px	600 x 500px
Sidebar 2	\$395	600 x 500px	600 x 500px
Sidebar 3	\$295	600 x 500px	600 x 500px
Sidebar 4 (sticky)	ask for details	600 x 500px	600 x 500px

Add Ons	Cost	Size
Video	\$350	15 seconds
Amazing Cube	Contact a sales rep for more details	
Sticky Note	Contact a sales rep for more details	

31,000
MONTHLY
VISITS

45,000
MONTHLY
PAGE VIEWS

38,000
SOCIAL MEDIA
IMPRESSIONS



The screenshot shows the 425Business website layout with several ad placements highlighted in red boxes:

- Reveal Ad:** Located at the top of the page.
- Leaderboard 1:** Located below the navigation bar.
- Sidebar 1:** Located on the right side of the page.
- Sticky Note:** A yellow sticky note on the right side.
- Leaderboard 2:** Located below the main content area.
- Sidebar 2:** Located on the right side of the page.
- Native Content 1:** Located within the main content area.
- Native Content 2:** Located within the main content area.
- Sidebar 3:** Located on the right side of the page.
- Sidebar 4:** Located on the right side of the page.
- Leaderboard 3:** Located at the bottom of the page.
- Anchor Ad:** Located at the very bottom of the page.

Native Content Web Post

Please submit the following materials for the post.

- **Headline:** 7 words or fewer.
- **Subhead:** 15 words or fewer.
- **Thumbnail image:** 500 x 350px
- **Hyperlink:** Where you want to lead the consumers
- **Pricing:** (one month)

Native Content 1 \$695

Native Content 2 \$595

Dedicated Social Media Posts

Ask your rep for further details

425 Business Daily E-newsletters

Ad Type	Cost Per Ad				Size
	1x	2x	3x	4x	
Leaderboard 1	\$695	\$595	\$495	\$395	728 x 90px
Leaderboard 2	\$595	\$495	\$395	\$295	728 x 90px
Sponsored Post	\$745	\$645	\$545	\$445	600 x 400px
Sponsored Post 2	\$745	\$645	\$545	\$445	600 x 400px

Daily E-Newsletter

Released every day with up-to-date business stories from the Eastside.

Dedicated E-Newsletter

Please submit the following materials; we will compile these into a newsletter. Dedicated newsletters will be sent out once per month.

Pricing: \$1,495 per PMG brand

Interested in sponsoring an E-newsletter? Ask your rep for details.

Image/animation: 1200px wide and up to 1550px tall (.jpeg, .png, GIF)

Hyperlink: Where you want the newsletter to lead the consumers

Body text: 50–100 words.

E-Newsletter Sponsored Post

Please submit the following materials; we will compile these into our newsletter.

Headline: 7 words or fewer.

Body text: 50 words or fewer.

Image: Horizontal 600 x 400px (.jpeg, .png, or static GIF)

5,800


Monthly e-newsletter recipients

29%

E-newsletter open rate


425 Business VISIT US ONLINE [SUBSCRIBE](#)

Leaderboard 1




FEATURED
The One Where Friends: The Experience Comes to Seattle
 Starting Wednesday, Feb. 1, fans of the iconic '90s sitcom can lounge on the Central Perk couch, walk through Monica's apartment, play a game of Football, pivot Flost couch up the stairs, and more thanks to this interactive exhibition.
[READ MORE](#)

Leaderboard 2



SECTION
Your Guide to Small Business Saturday 2022
 We've rounded up more than 100 local brands worth hitting up not just on Small Business Saturday but Black Friday, Cyber Monday, or, of course, any time of year.



SECTION
Your Guide to Small Business Saturday 2022
 We've rounded up more than 100 local brands worth hitting up not just on Small Business Saturday but Black Friday, Cyber Monday, or, of course, any time of year.


Sponsored Post

🗨️
Would You Rather...
We asked what you'd prefer to do on a rainy weekend, and here are the results!

24%
Said they'd prefer to check out Seattle Art Museum's new exhibit.
[Check it out here](#)

76%
Said they'd prefer to grab a drink at Bellevue's new local brewery.
[Cheers to drinking local!](#)

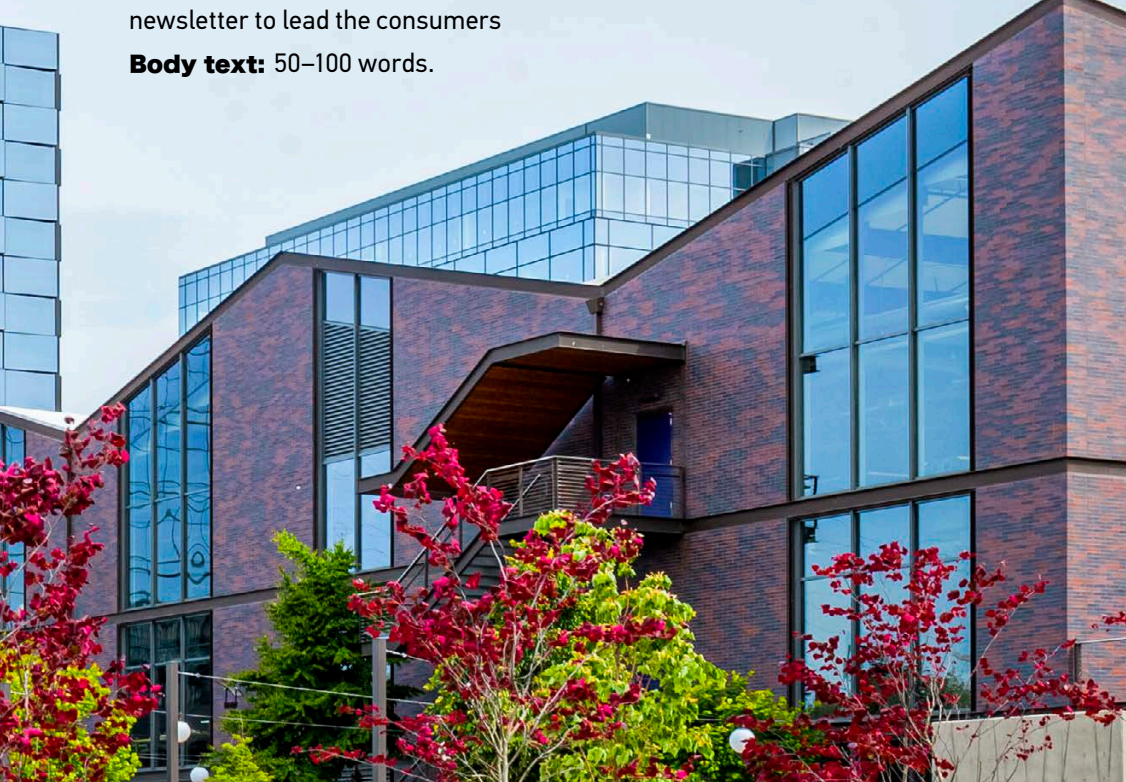
Check Our Stories on Instagram for the Next Poll



Sponsored Post 2

Subscribe to the Magazine

Advertise with Us



425 Business **Hallmark Events**

425 Business events are a series of unique and interactive experiences. Whether you are interested in **Women to Watch**, **Best of 425**, **40 Under 40**, or the **Northwest Idea House**, our events are an innovative way to directly connect and engage with the Eastside audience.

For performance-based event opportunities, contact events@425business.com

LEAD + FOLLOW

Lead + Follow CEO Roundtable

Area leaders gather to discuss the Eastside business environment, network, and join a flourishing community.



Best of 425

A celebration of the best businesses and people of the Eastside, as voted on by 425 magazine readers.



40 Under 40

The Eastside's rising industry stars celebrate their accolades, all in the same place, at the same time.



NW Idea House

See homebuilding innovations, trends, and technological advancements at our NW Idea House open house event.



Women to Watch

Be challenged, moved, and inspired by stories and discussions from some of the most influential women in our area.



425 Business **Event Engagement**

**Want to put your brand in front of thousands of 425 Business readers?
Want to see your brand represented at one of our premium events?**

All sponsorships come with 2 tickets to the event (excluding Title/Premier Sponsors, which include additional tickets.)
Please contact your sales rep directly to discuss the sponsorship opportunities in more details.

Premium Sponsorships

Title Sponsor \$15,000

- » Full-page ad in the accompanying magazine issue
- » Verbal recognition at the event
- » Representation in marketing materials regarding the event
- » Opportunity to provide promotional materials at the event
- » 6 tickets to the event

Premier Sponsor \$8,000

- » Full-page ad in the accompanying magazine issue
- » Verbal recognition at the event
- » Representation in marketing materials regarding the event
- » 4 tickets to the event

Supporting Sponsor \$4,000

- » Half-page ad in the accompanying magazine issue
- » Verbal recognition at the event
- » Representation in marketing materials regarding the event
- » 2 tickets to the event

Additional Sponsorships

Table Sponsor \$4,500

- » Sponsor centerpieces/decor for guests tables
- » Partner with local business to provide centerpieces and exclusive guests experience at each table

Photobooth Sponsor \$2,500

- » Sponsor our photobooth and get your logo on all event photobooth pictures

Giveaway Sponsor \$2,500

- » Sponsor a giveaway experience for guests to enter to win

First Drink Sponsor \$2,500

- » Sponsor the first drink of the evening

Parting Gift Sponsor \$1,500

- » Sponsor the parting gift guests can take on their way out of the event

Dessert Sponsor \$1,500

- » Sponsor a local bakery to supply desserts during the event

Coffee Sponsor \$1,500

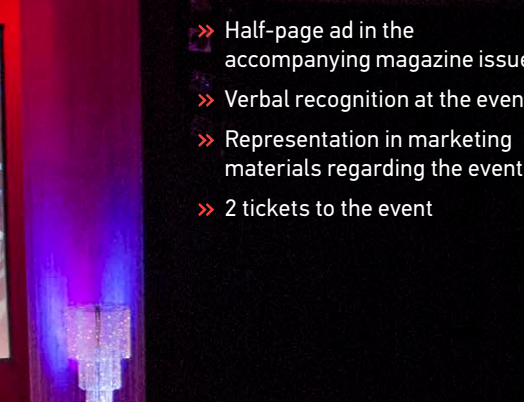
- » Sponsor a local coffee company to supply beverages before/during the event

Interactive Games Sponsor \$1,500

- » Sponsor a game of your choice (approved beforehand)

Parking Sponsor \$1,500

- » When applicable at certain venues



“ Thank you for including me in your event. The company, food, and venue were fantastic. Keep doing that thing you do. You make the world a better place. ”

— Gregory Kovsky,
President, IBA

425 Business

Where Can You Find 425 Business?

Chambers of Commerce and Visitor Centers

One Redmond
Bellevue Chamber of Commerce
Kirkland Chamber of Commerce
Issaquah Chamber of Commerce

Bookstores

Barnes & Noble
Amazon Bookstore

Supermarkets and Grocery Stores

Albertsons
CVS
Whole Foods
QFC
Fred Meyer
Met Market
Safeway
Thriftway
Bartell
Rite Aid
Walmart
Target
Uwajamaya

What People are Saying About Us

“ I just wanted to say what a great piece of work you guys have done and page after page after page to tell the story, you guys **did a really incredible job.** I've had many different articles done and think that's as much good journalism as I've seen in a long time.



You guys did an incredible job. The pictures were good. And the response ... seems like everybody in the world is your subscriber because they've all called to say **'Oh my God what a great article!'** ”

— **Kemper Freeman**, Chairman and CEO of Kemper Development Company

“ 425 Business realized early on that the Eastside was a fast-growing market deserving of its own magazine! It has been fun to be a part of its growth. **We've gotten great exposure through our partnership** with them. ”



— **Detlef Schrempf**, Director of Business Development, Coldstream Wealth Management



Premier Media Group \ \ 1100 Bellevue Way N.E. Ste. 8A #600 \ \ Bellevue, WA 98004 \ \ 425.646.1380 \ \ 425business.com

Editorial: stories@425business.com \ \ Advertising: advertising@425business.com

Facebook: 425business X: @425business_ Instagram: @425business LinkedIn: linkedin.com/company/425-business/