

SOUTH SOUND BUSINESS

2 0 2 3

Media Kit

A BREATH
OF FRESH AIR

DIGITAL — EXPERIENCES — SOCIAL MEDIA — PARTNERSHIPS — PRINT —

THE
SOUTH SOUND
BUSINESS
INFLUENCE

This is South Sound Business.

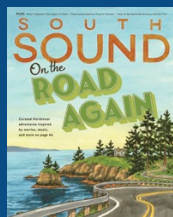
South Sound Business provides readers access to top business leaders through insightful and authoritative journalism. Our audience is influential, community-minded, passionate, and educated. With 36 years of history, *South Sound Business* provides a unique and powerful look into local business.

WHY ADVERTISE IN SOUTH SOUND BUSINESS?

- ▶ *South Sound Business* is the No. 1 source of trusted business-focused information in the South Sound.
- ▶ We serve one of the fastest-growing markets in the country.
- ▶ *South Sound Business* is the only local media dedicated exclusively to business topics in the South Sound.
- ▶ *Forbes* magazine ranked the Olympia-Tumwater area as one of the best places in the nation to do business.



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



2023 Our History



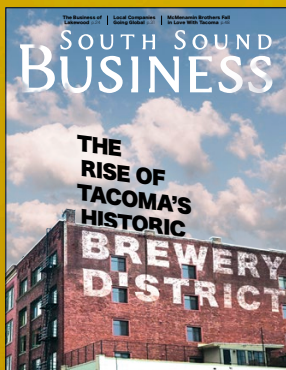
1985

The Business Examiner was founded by husband-and-wife business partners Jeff and Jill Rounce. Business Examiner Media later expanded to include much of Thurston, Lewis, Mason, and South King counties.



2016

The Business Examiner became South Sound BIZ, a monthly magazine. In total, Business Examiner Media produced roughly 850 issues of both publications combined.



2019

Premier Media Group acquired Business Examiner Media and rebranded the magazine as South Sound Business.



WE ARE ANCHORED WITH GREAT ORGANIZATIONS

The South Sound is home to a variety of vibrant new and legacy businesses.

South Sound Business magazine is proud to be the premier publication to target and connect with this audience.

- ▶ Davita
- ▶ JBLM
- ▶ InfoBlox
- ▶ MultiCare
- ▶ CHI Franciscan
- ▶ Kaiser Permanente
- ▶ Providence St. Peter
- ▶ State Farm
- ▶ Boeing
- ▶ Milgard
- ▶ Heritage Bank
- ▶ Columbia Bank
- ▶ Weyerhaeuser
- ▶ Harbor Wholesale
- ▶ Xerox
- ▶ TOTE

2023 Reader Demographics

Digital Daily

30,000 WEB
10,600 E-NEWS
21% OPEN RATE

61,382
TOTAL
READERSHIP



55% MALE

45% FEMALE



28K READERS

51
MEDIAN
READER
AGE

65%
HAVE FOUR-YEAR
COLLEGE DEGREE
OR HIGHER

9,782
SOCIAL
MEDIA

\$169K
MEAN
INCOME

Print

11,760 PAID SUBS
3,200 PAID
NEWSSTANDS
3,300 PRINT
QUALIFIED

TOP READER ZIP CODES

Tacoma
98403/98444

Gig Harbor
98335

Olympia
98502

University Place
98466

Puyallup
98371

Federal Way
98003

Auburn
98001

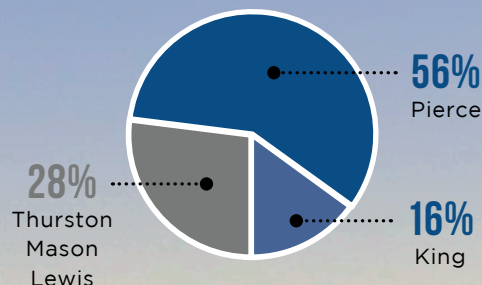
Lacey
98503

Lakewood
98498/98499

Our Readers

- 85% influence company purchasing decisions.
- 72% are decision-makers or in top management.
- 95% say they prefer to buy locally.
- 63% say they act on or make purchases on what they see in *South Sound Business*.

Primary Residence Of Readers



Statistical Resources: Visit Bellevue, 2021 425 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, Kirkland, Redmond, Issaquah, Sammamish, Woodinville, Bothell and Medina, US News.

2023 Editorial Calendar

January/ February

KIDS IN BUSINESS

- Kids in Business feature
- HR/recruiting trends
- On finance: Teaching teens about money
- Business Spotlight: Tacoma

RESERVE SPACE 11/21/22
AD DUE 12/2/22

March

WEALTH & FINANCE

- Estate Planning: What to do with your wealth/assets
- Business of Tech
- Lessons from a pro - HR
- 40 Under 40 Update

RESERVE SPACE 1/23/23
AD DUE 2/3/23

April

WOMEN IN BUSINESS

- Women in Business feature
- Marketing/communication (influencers)
- Business Spotlight: Thurston County
- 40 Under 40 Update

RESERVE SPACE 2/17/23
AD DUE 3/3/23

May

MANUFACTURING

- Manufacturing
- Small Business Outlook
- On Commercial Real Estate/office space
- Home Office Envy

RESERVE SPACE 3/20/23
AD DUE 3/31/23

June

40 UNDER 40

- Feature 1: 40 Under 40
- Real Estate: First-time home buyers
- Business Spotlight: Puyallup
- 40 Under 40 Update

RESERVE SPACE 4/17/23
AD DUE 5/5/23

July/August

LEGACY BUSINESSES

- Legacy Business feature
- Tangible Investments (art, real estate, cars)
- Business of Olympia
- 40 Under 40 Update

RESERVE SPACE 5/15/23
AD DUE 5/26/23

September

CRAFTSMANSHIP

- Craftsmanship
- Minority-owned businesses
- Business Spotlight: Kitsap County
- Lessons from a pro - HR

RESERVE SPACE 7/17/23
AD DUE 7/28/23

October

REAL ESTATE

- Real Estate
- Economic impact of local military bases (regional recycle)
- Real Estate: Coworking spaces
- Business of art

RESERVE SPACE 8/14/23
AD DUE 9/1/23

November

BEST IN BUSINESS

- Best in Business
- Business Spotlight: Gig Harbor
- Lessons from a pro - HR
- 40 Under 40 Update

RESERVE SPACE 9/18/23
AD DUE 9/29/23

December

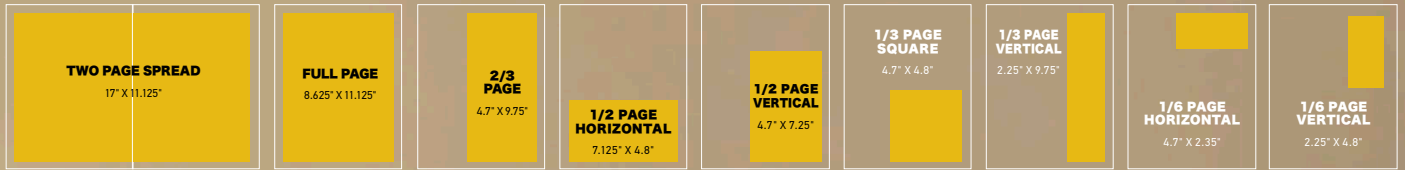
PHILANTHROPY

- Impactful nonprofits
- Philanthropies list
- Hobbies
- Business of travel/tourism

RESERVE SPACE 10/16/23
AD DUE 10/27/23



2023 **Print Advertising**



AD SIZE	1-3 ISSUES	4-6 ISSUES	7-9 ISSUES	10+ ISSUES
Double Spread	\$8,250 per issue	\$7,350 per issue	\$5,850 per issue	\$5,150 per issue
Full Page	\$4,300 per issue	\$3,900 per issue	\$3,200 per issue	\$2,900 per issue
2/3 Page	\$3,550 per issue	\$3,150 per issue	\$2,850 per issue	\$2,450 per issue
1/2 Page	\$3,150 per issue	\$2,750 per issue	\$2,450 per issue	\$2,150 per issue
1/3 Page	\$2,900 per issue	\$2,500 per issue	\$2,100 per issue	\$1,700 per issue
1/6 Page	\$1,950 per issue	\$1,650 per issue	\$1,250 per issue	\$950 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@southsoundbiz.com

Upload: (10MB or more) box.com

- Login: pmgfiles@premiermedia.net
- Password: Premier-media12!
- Place in folder "South Sound Business Advertisers Upload Here"

CLIENT SERVICES

For questions regarding your advertisement please contact us at

artwork@southsoundbiz.com

or 253-588-5340.



2023 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	320 x 50 px
Leaderboard 1	\$595	728 x 90px	320 x 50px
Leaderboard 2	\$495	728 x 90px	320 x 50px
Leaderboard 3	\$295	728 x 90px	320 x 50px
Sidebar 1	\$495	300 x 250px	300 x 250px
Sidebar 2	\$395	300 x 250px	300 x 250px
Sidebar 3	\$295	300 x 250px	300 x 250px
Sidebar 4 (sticky)	ask for details	300 x 250px	300 x 250px
Add Ons	Cost	Size/Duration	
Video	\$350	1920 x 250px	
Amazing Cube	\$350	Contact a sales rep for details	

18,750
MONTHLY
VISITS

32,000
MONTHLY
PAGE VIEWS

2 MINUTES
AVERAGE TIME
SPENT ON SITE

Native Content Web Post

Please submit the following materials for the post.

- **Word Count:** 200 words max.
- **Thumbnail image:** 500 x 350px
- **Featured Image:** (optional)
1000px wide and between 250–500px tall is preferred. (.jpeg, .png, or static GIF)
- **Hyperlink:** Where you want to lead the consumers
- **Pricing:** (one month)


Native Content 1 (top)	\$695
Native Content 2	\$595

[illegible]

View Email Online

SOUTH SOUND BUSINESS

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 Park couch, walk through Monica's apartment, play a game of Football, pivot Ross' 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.

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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

Leaderboard 3

PERSON OF INTEREST

Violinist Geoffrey Castle's 'Celtic Christmas' Returns to Kirkland

Castle told 425 recently that he is excited to return to the Kirkland Performance Center for performances Dec. 20-23 to play some more underrated songs in his catalog of original music, alongside Christmas classics. Learn more about him and his work here.

READ MORE

Subscribe to the Magazine

Advertise with Us

7 SOUTH SOUND BUSINESS

(1) Courtesy of Explorer Kennel (2) Bill Burtch Photography

(3) Courtesy of The Lodge at St. Edward

(4) Courtesy of Original X Productions

(5) MCKINLEY (Show this email in your browser)

Ad Type	Cost Per Ad	Size
Leaderboard 1	\$495	728 x 90px
Leaderboard 2	\$395	728 x 90px
Leaderboard 3	NA	728 x 90px
Sponsored Post	\$595	600 x 400px

Daily E-Newsletters

Daily Brief: The top business stories from all around the South Sound.

Week in Review: Released every Friday, this newsletter features stories of note from throughout the prior week.

E-Newsletter Sponsored Post

The sponsored post will be featured between two posts of our content, in the third content slot. Please submit the following materials; we will compile these into our newsletter.

Headline: 7 words or fewer.

Body text: 50 words max.

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

Dedicated E-Newsletter

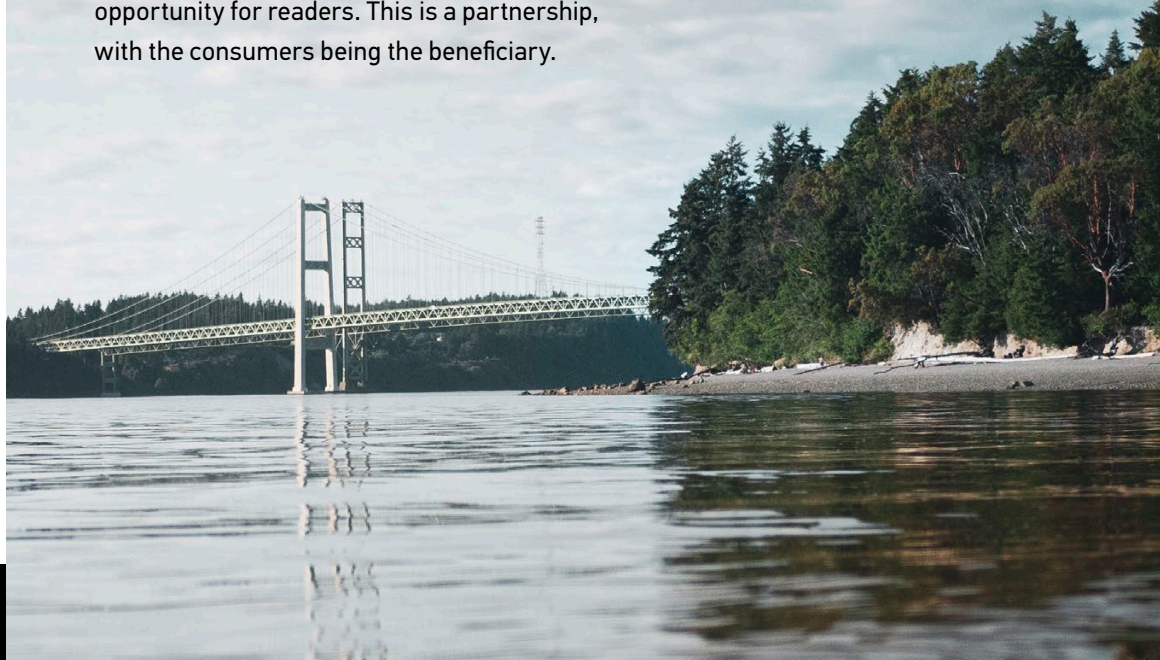
Please submit the following materials; we will compile these into a newsletter. Dedicated newsletters will be sent out once per month.

Pricing: \$1,200 per PMG brand

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. It must feature an exclusive offer/opportunity for readers. This is a partnership, with the consumers being the beneficiary.

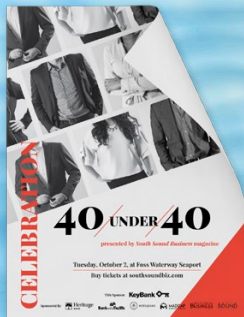


2023 Signature Events

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

For performance-based event opportunities, contact info@premiermedia.net

Print Ad



Digital Ads



Social Media



Events

40 Under 40

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

Women to Watch

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

Lead + Follow CEO Roundtables

Get to know area CEOs. This is the perfect opportunity to network and collaborate with business owners and decision-makers.



Where Can You Find South Sound Business?

Chambers of Commerce and Visitor Centers

Travel Tacoma
Tacoma Chamber
of Commerce
Puyallup Chamber
of Commerce
Lacey Chamber
of Commerce
Thurston County
Chamber of
Commerce

Supermarkets and Grocery Stores

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

Bookstores

Barnes & Noble
Amazon Bookstore

Major Businesses

CHI Franciscan
MultiCare
TractionSpace
Tacoma-Pierce
County Economic
Development Board

“

The team at Premier Media Group is always willing to listen to ideas and make sure they are doing all they can to meet and exceed expectations within a partnership. I've experienced top-quality customer service from every individual I've worked with on their team. During these COVID times, when it has been impossible to predict what our community will be dealing with from one month to another, one thing I haven't had to worry about is the quality of service and opportunities produced by PMG.

— Sarah Gray, Marketing Manager,
The Doty Group, P.S.

”

“

We really want to thank *South Sound Business* magazine for doing an incredible story on McCausland's Men's Clothing. Since the article went out, new customers have been calling and coming into the store right and left. Our sales have increased dramatically which has given us a new lease on life. People keep telling us that they are so thankful we are here because so many specialty stores have closed.

”

— Brent McCausland,
Owner, McCausland's
Menswear

SOUTH SOUND BUSINESS



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Editorial: stories@southsoundbiz.com \ \ **Advertising:** advertising@southsoundbiz.com

 **Facebook:** [southsoundbusiness](https://www.facebook.com/southsoundbusiness)

 **Twitter:** [@SouthSoundBiz_](https://twitter.com/SouthSoundBiz_)

 **Instagram:** [@southsoundbusiness](https://www.instagram.com/southsoundbusiness)

 **LinkedIn:** [linkedin.com/company/south-sound-business/](https://www.linkedin.com/company/south-sound-business/)