

# SoySource

2021 Media Kit

Seattle's "Most Read" Japanese Newspaper

## ABOUT

Soy Source is a Japanese language newspaper that celebrates the people and events in the Greater Seattle community. Founded in 1992, Soy Source is the only Japanese publication that is locally-operated in Seattle. Our readers are primarily Japanese natives who have lived in the area for many years and tend to have higher educations and incomes. Through the publication's semi-monthly paper issues, website, online videos, and SNS pages, Soy Source is the most effective media for reaching the Japanese community in the Seattle area.

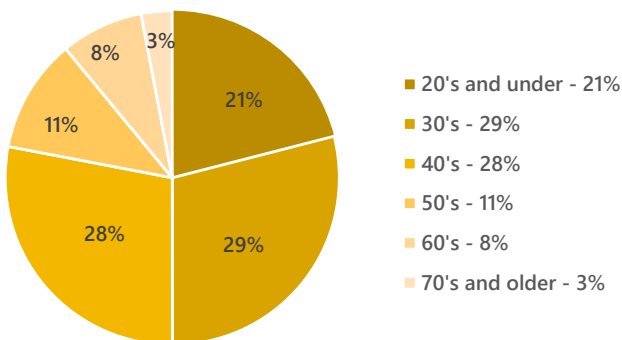
## FACT TABLE

Founded	1992
Publishing Schedule	Every 2nd and 4th Friday of the month
Printed Circulation	15,000 monthly (7,500 per issue)
Website Access	Soysource.net - Monthly Page View 70K / User 20K
Potential Readership	As high as 50,000 in the Greater Seattle area
Major Distribution	Uwajimaya, Daiso, H-mart and other Asian grocery stores/Japanese Restaurants/Bellevue College, UW, and other schools with Japanese programs/medical and dental offices, and Japanese-related local events
Distribution Area	Seattle: 45%, Eastside (Bellevue, Redmond, Kirkland, etc.): 35%, North (Lynnwood, Edmonds, etc.): 10%, South (Renton, Kent, Federal Way, etc.): 10%

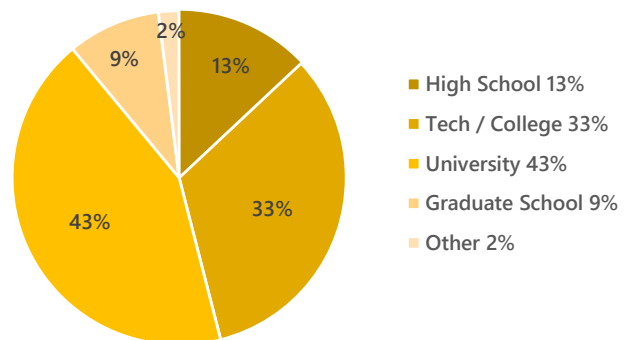


## READER DEMOGRAPHICS

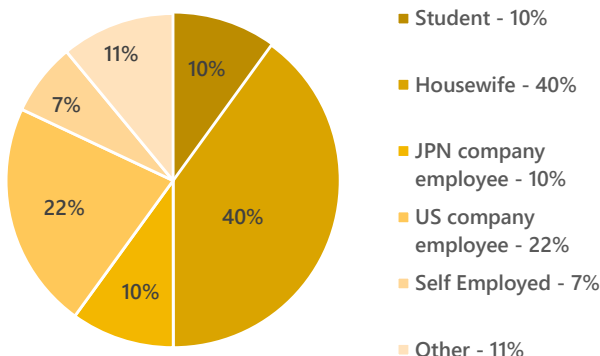
### Age



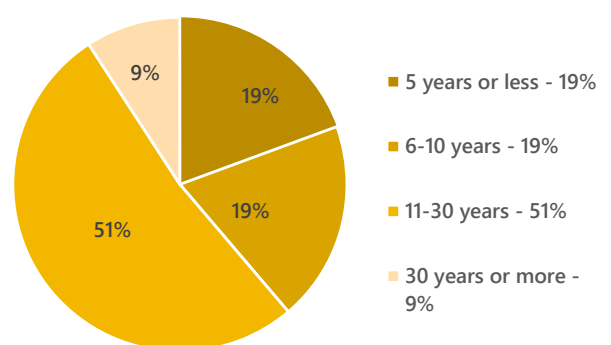
### Education



### Occupation



### Length of U.S. Residence



**PRICES**

**Full Color Ads**

Size		Spot Rate	Frequency Discount							Design Fee
			4 Issues	8 Issues	12 Issues	16 Issues	20 Issues	24 Issues	48 Issues	
			5 % OFF	10% OFF	15% OFF	20% OFF	25% OFF	30% OFF	40% OFF	
Full Page	10"x16.25"	\$1200	\$1,140	\$1,080	\$1,020	\$960	\$900	\$840	\$720	\$600
Half Page	10"x7.875"	\$800	\$760	\$720	\$680	\$640	\$600	\$560	\$480	\$400
1/4 Page	10"x3.875"(Horizontal)	\$500	\$475	\$450	\$425	\$400	\$375	\$350	\$300	\$250
	4.9375"x7.875"(Vertical)									
1/8 Page	4.9375"x3.875"	\$300	\$285	\$270	\$255	\$240	\$225	\$210	\$180	\$150
1/16 Page* (12 or more)	4.9375"x1.875"(Horizontal)	\$450	-	-	\$383	\$360	\$338	\$315	\$270	\$150
	2.4375"x3.875"(Vertical)									

\*1/16 page size full color ads are available only on the front cover position with 12 issues+ contract

**Black and White Ads**

Size		Spot Rate	Frequency Discount							Design Fee
			4 Issues	8 Issues	12 Issues	16 Issues	20 Issues	24 Issues	48 Issues	
			5 % OFF	10% OFF	15% OFF	20% OFF	25% OFF	30% OFF	40% OFF	
Full Page	10"x16.25"	\$850	\$808	\$765	\$723	\$680	\$638	\$595	\$510	\$500
Half Page	10"x7.875"	\$560	\$532	\$504	\$476	\$448	\$420	\$392	\$336	\$300
1/4 Page	10"x3.875"(Horizontal)	\$400	\$380	\$360	\$340	\$320	\$300	\$280	\$240	\$200
	4.9375"x7.875"(V)									
1/8 Page	4.9375"x3.875"	\$280	\$266	\$252	\$238	\$224	\$210	\$196	\$168	\$150
1/16 Page (12 or more)	4.9375"x1.875"(Horizontal)	\$160	-	-	\$152	\$144	\$136	\$128	\$120	\$100
	2.4375"x3.875"(Vertical)									
1/32 Page (12 or more)	2.4375"x1.875"	\$90	-	-	\$86	\$81	\$77	\$72	\$68	\$100

\*1/16 and 1/32 page size B/W ads are available only with 12 issues+ contract

**Online Banner Ad - <https://www.soysource.net/>**

Size	1 mont	Design Fee
Top Banner	728 x 90 px	\$400
Side Banner large	300 x 200 px	\$200
Side Banner small	300 x 100 px	\$100

**Printed Insertion**

\$60 per 1,000 copies (Minimum Run : 5,000 copies)

\*For insertion, please directly ship printed fliers to our printing facility

**Editorial Production, Design, and Translation Fees**

Editorial Production, DTP/Web design, and translation services are available at \$75 per hour

Editorial production with a client interview is available at \$200 per hour

**2021 PUBLISHING SCHEDULE**

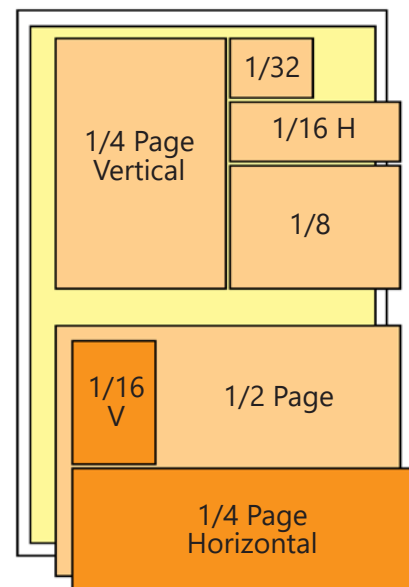
Month	2nd Friday issue date	4th Friday issue date
January 2021	1/15	1/29
February 2021	2/12	1/26
March 2021	3/12	3/26
April 2021	4/9	4/23
May 2021	5/14	5/28
June 2021	6/11	6/25
July 2021	7/9	7/23
August 2021	8/13	8/27
September 2021	9/10	9/24
October 2021	10/8	10/22
November 2021	11/12	11/26
December 2021	12/10	12/24 (New Year Issue)

**Advertisement Deadline**

2 weeks before the publish date

**AD DESIGN SUBMISSION**

Please submit as a PDF, JPG or TIFF file to design@napost.com No bleed



**CONTACT**

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