

SoySource

2022 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.

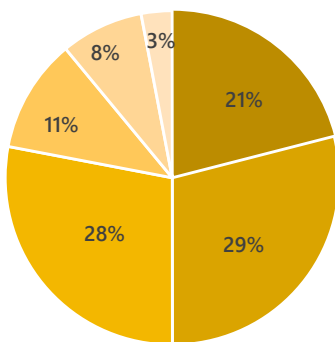
FACT TABLE

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%



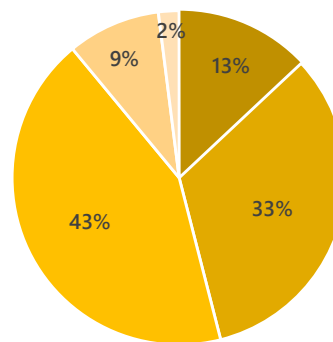
READER DEMOGRAPHICS

Age



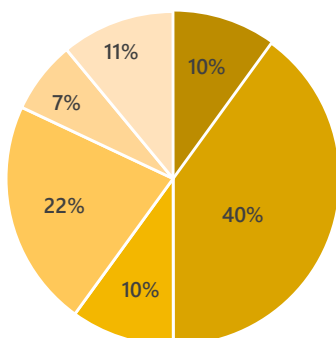
- 20's and under - 21%
- 30's - 29%
- 40's - 28%
- 50's - 11%
- 60's - 8%
- 70's and older - 3%

Education



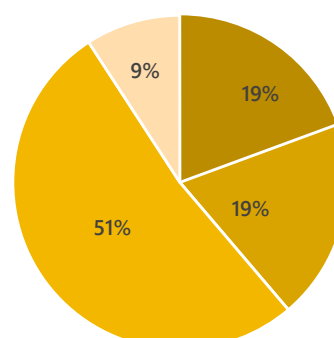
- High School 13%
- Tech / College 33%
- University 43%
- Graduate School 9%
- Other 2%

Occupation



- Student - 10%
- Housewife - 40%
- JPN company employee - 10%
- US company employee - 22%
- Self Employed - 7%
- Other - 11%

Length of U.S. Residence



- 5 years or less - 19%
- 6-10 years - 19%
- 11-30 years - 51%
- 30 years or more - 9%

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

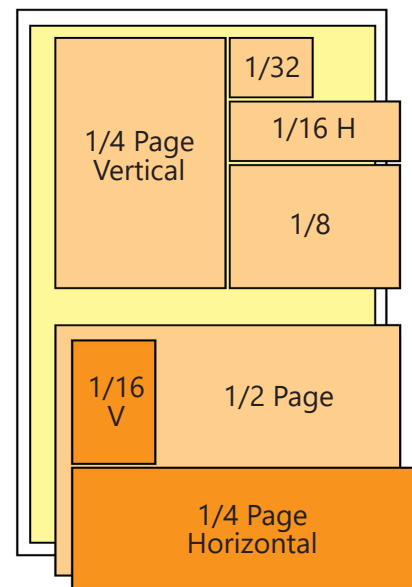
2022 PUBLISHING SCHEDULE

Month	2nd Friday issue date	4th Friday issue date
December 2021	12/10	12/24 (2022 New Year Issue)
January 2022	1/14	1/28
February 2022	2/11	1/25
March 2022	3/11	3/25
April 2022	4/8	4/22
May 2022	5/13	5/27
June 2022	6/10	6/24
July 2022	7/8	7/22
August 2022	8/12	8/26
September 2022	9/9	9/23
October 2022	10/14	10/28
November 2022	11/11	11/25
December 2022	12/9	12/23 (2023 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

Ako Mizoe

ako@napost.com

The North American Post
Publishing, Inc
519 6th Ave. S. Suite 220