

# SoySource

2023 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.

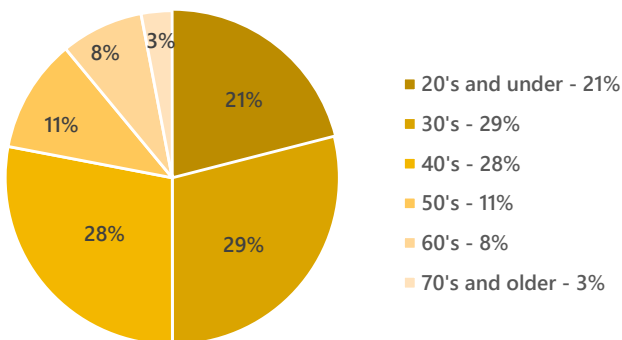
## FACT TABLE

|                      |   |
|----------------------|---|
| 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%   |

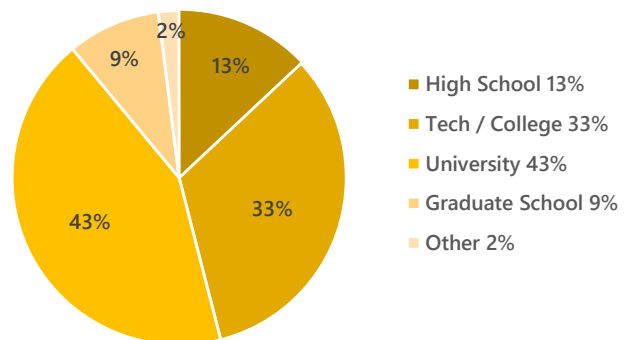


## READER DEMOGRAPHICS

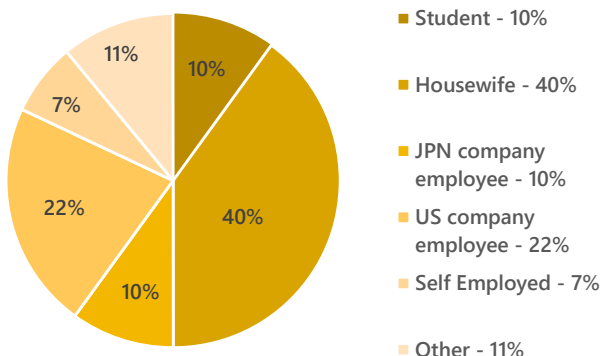
### Age



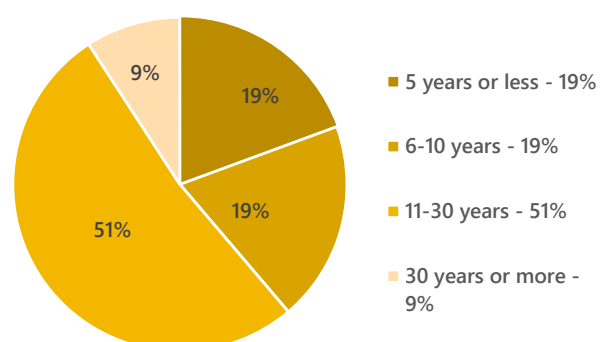
### Education



### 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*<br>(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<br>(12 or more) | 4.9375"x1.875"(Horizontal) | \$160     | -                  | -        | \$152     | \$144     | \$136     | \$128     | \$120     | \$100      |
|                           | 2.4375"x3.875"(Vertical)   |           |                    |          |           |           |           |           |           |            |
| 1/32 Page<br>(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

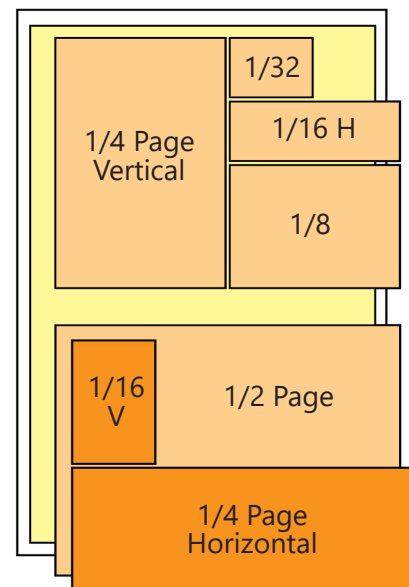
### 2022 PUBLISHING SCHEDULE

| 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](mailto:design@napost.com) No bleed



### CONTACT

**Soy Source Advertisement Sales**  
**biz@napost.com**

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