

SoySource

2024 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.

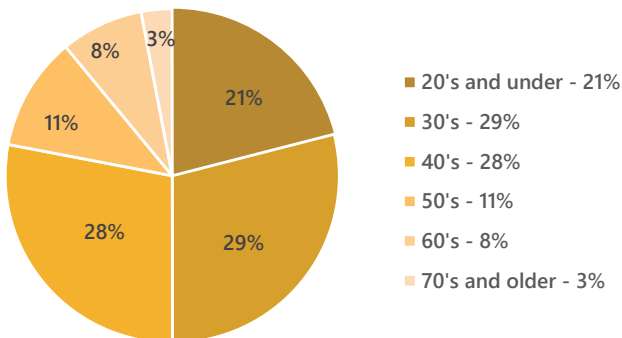
FACT TABLE

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%

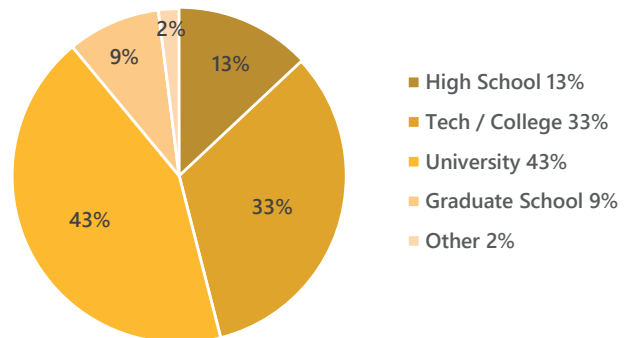


READER DEMOGRAPHICS

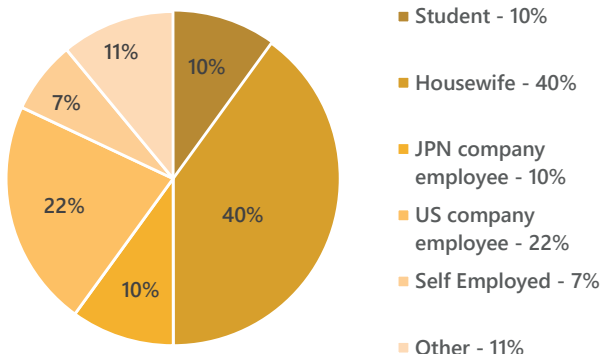
Age



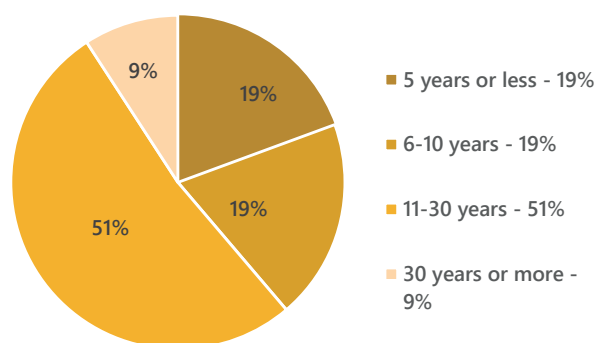
Education



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	9.5"x16"	\$1200	\$1,140	\$1,080	\$1,020	\$960	\$900	\$840	\$720	\$600
Half Page	9.5"x7.75"	\$800	\$760	\$720	\$680	\$640	\$600	\$560	\$480	\$400
1/4 Page	9.5"x3.8"(Horizontal)	\$500	\$475	\$450	\$425	\$400	\$375	\$350	\$300	\$250
	4.6875"x7.75"(Vertical)									
1/8 Page	4.6875"x3.8"	\$300	\$285	\$270	\$255	\$240	\$225	\$210	\$180	\$150
1/16 Page* (12 or more)	4.6875"x1.835"(Horizontal)	\$450	-	-	\$383	\$360	\$338	\$315	\$270	\$150
	2.28"x3.8"(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	9.5"x16"	\$850	\$808	\$765	\$723	\$680	\$638	\$595	\$510	\$500
Half Page	9.5"x7.75"	\$560	\$532	\$504	\$476	\$448	\$420	\$392	\$336	\$300
1/4 Page	9.5"x3.8"(Horizontal)	\$400	\$380	\$360	\$340	\$320	\$300	\$280	\$240	\$200
	4.6875"x7.75"(Vertical)									
1/8 Page	4.6875"x3.8"	\$280	\$266	\$252	\$238	\$224	\$210	\$196	\$168	\$150
1/16 Page (12 or more)	4.6875"x1.835"(Horizontal)	\$160	-	-	\$152	\$144	\$136	\$128	\$120	\$100
	2.28"x3.8"(Vertical)									
1/32 Page (12 or more)	2.28"x1.835"	\$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	\$150
Side Banner large	300 x 200 px	\$200	\$100
Side Banner small	300 x 100 px	\$100	\$50

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

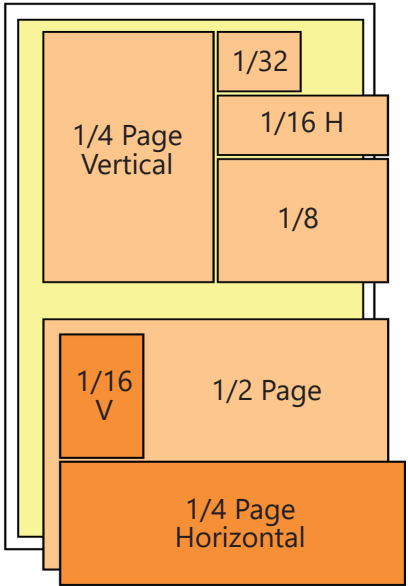
2024 PUBLISHING SCHEDULE

Month	2nd Friday issue date	4th Friday issue date
December 2023	12/8	12/22 (2024 New Year Issue)
January 2024	1/12	1/26
February 2024	2/9	1/23
March 2024	3/8	3/22
April 2024	4/12	4/26
May 2024	5/10	5/24
June 2024	6/14	6/28
July 2024	7/12	7/26
August 2024	8/9	8/23
September 2024	9/13	9/27
October 2024	10/11	10/25
November 2024	11/8	11/22
December 2024	12/13	12/27 (2025 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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biz@napost.com

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