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.
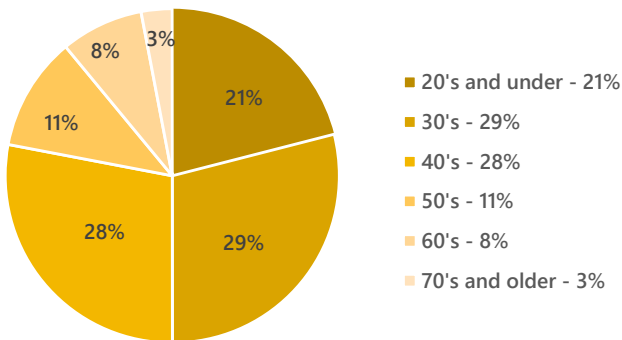
FACT TABLE

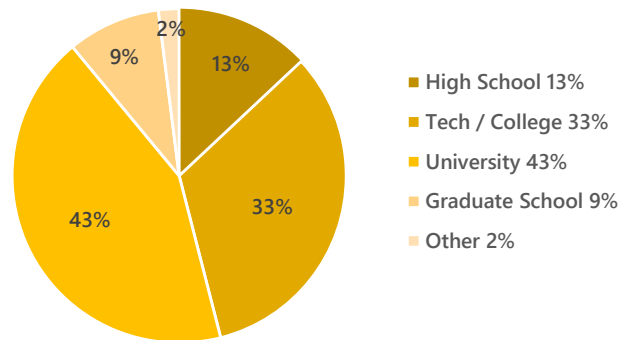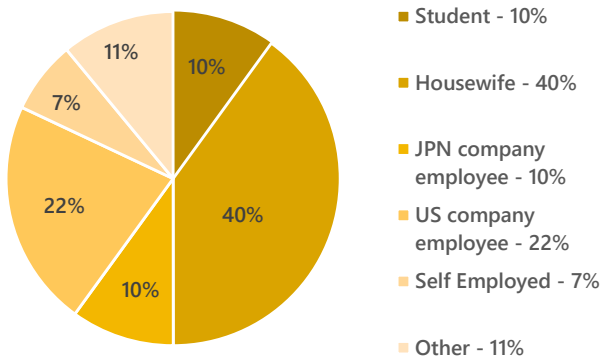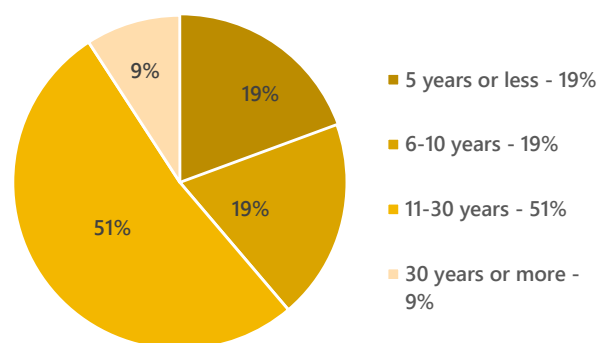|	
Founded	1992
Publishing Schedule	Every 4th Friday of the month
Printed Circulation	10,000 monthly
Website Access	Soysource.net - Monthly Page View 70K / User 20K
Potential Readership	As high as 70,000 in the Greater Seattle area
Major Distribution	Uwajimaya, Daiso, H-mart and other Asian grocery stores/Japanese 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%

The North American Post Publishing, Inc 519 6th Ave. S. Suite 220 Seattle, WA 98104 ads@napost.com

PRICES

Full Color Ads

Size		Spot Rate	Frequency Discount				Design Fee	
			4 Issues	8 Issues	12 Issues	24 Issues	New	Change
			10% OFF	20% OFF	50% OFF	60% OFF		
Full Page	9.5"x16"	$2,000	$1,800	$1,600	$1,000	$800	$600	$200
Half Page	9.5"x7.75"	$1,400	$1,260	$1,120	$700	$560	$400	$150
1/4 Page	9.5"x3.8"(Horizontal) 4.6875"x7.75"(Vertical)	$800	$720	$640	$400	$320	$250	$80
1/8 Page	4.6875"x3.8"	$500	$450	$400	$250	$200	$150	$50
1/16 Top Page	4.6875"x1.835"(Horizontal) 2.28"x3.8"(Vertical)	$700	$630	$560	$350	$280	$150	$50
1/16 Page	4.6875"x1.835"(Horizontal) 2.28"x3.8"(Vertical)	$400	$360	$320	$200	$160	$150	$50
1/32 Page	2.28"x1.835"	$300	$270	$240	$150	$120	$150	$50

Online Banner Ad - soysource.net

Size		1 for 30 days	Design Fee
Top Banner	728 x 90 px	$400	$150
Side Banner large	300 x 250 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
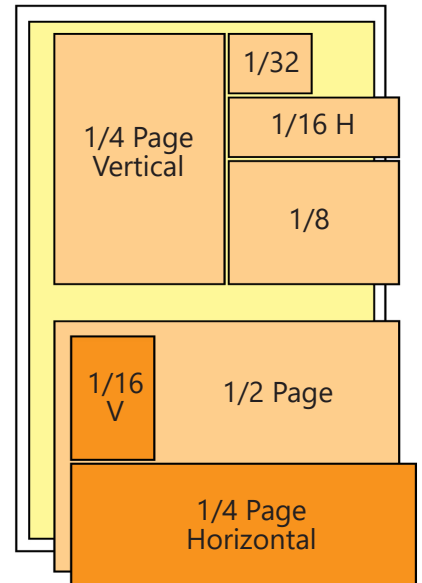Editorial production with a client interview is availabe at $200 per hour

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
Febrary 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	-	7/26
August 2024	-	8/23
September 2024	-	9/27
October 2024	-	10/25
November 2024	-	11/22
December 2024	-	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

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