

# The North American Post

Your Link to SEATTLE'S JAPANESE COMMUNITY

2026 Media Kit

## ABOUT

The North American Post is a community newspaper that celebrates Japanese culture in the Greater Seattle area. Founded by 1st generation Japanese-Americans in 1902, the publication is one of the oldest minority-owned newspapers in the region. Today, with bilingual articles in English and Japanese, the publication connects readers with diverse cultural backgrounds to Seattle's Japanese community. Our articles include local news, event calendars, restaurant reviews, Japanese cooking recipes, community interviews, and more.

## FACT TABLE

Founded	1902
Publishing Schedule	Every 2nd and 4th Friday of the month
Circulation	15,000 monthly (7,500 per issue)
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%

## TARGET READER SAMPLE PROFILES

Karen Tanaka



Jenny Chin



Tom Brown



65 years old   Married   Retired	41 years old   Married   Working Mom	Age: 28   Single   IT Bus.-Dev
I am a 3rd generation Japanese-American. I enjoy traveling abroad with my husband. I am interested in learning about my cultural roots and sharing the history with my grandchildren. I want to stay active by joining community events and social groups.	I am a mom with two children and work for a local accounting firm. My mother is a Japanese-American who was born and raised in Seattle. I enjoy learning how to prepare Japanese dishes and then sharing the recipes with my friends.	I work for a high-tech company and often visit Tokyo and other Asian cities for work. I became a fan of Japanese video games as a teenager, which influenced me to study Japanese. I want to be informed about local restaurants, night spots, sake brands and electronic products.

## 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	9.84"x15.84"	\$2,000	\$1,800	\$1,600	\$1,000	\$800	\$600
Half Page	9.84"x7.68"	\$1,400	\$1,260	\$1,120	\$700	\$560	\$400
1/4 Page	9.84"x3.8"(Horizontal)	\$800	\$720	\$640	\$400	\$320	\$250
	4.86"x7.68"(Vertical)						
1/8 Page	4.86"x3.8"	\$500	\$450	\$400	\$250	\$200	\$150
1/16 Page (Front Page)	4.86"x1.835"(Horizontal)	\$700	\$630	\$560	\$350	\$280	\$150
	2.368"x3.8"(Vertical)						
1/16 Page (Inside Pages)	4.86"x1.835"(Horizontal)	\$400	\$360	\$320	\$200	\$160	\$150
	2.368"x3.8"(Vertical)						
1/32 Page	2.368"x1.835"	\$300	\$270	\$240	\$150	\$120	\$150

### Online Banner Ad - napost.com

Size	1 for 30 days	Design Fee
Top Banner	728 x 90 px	\$500
Center Banner (Targete Page)	300 x 250 px	\$400
Side Banner large	300 x 250 px	\$300
Side Banner small	300 x 100 px	\$200

### 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

### Note:

Sales tax applies to online advertising and design services.

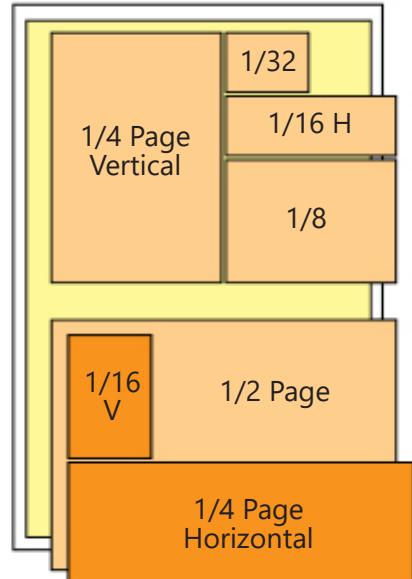
Tax rates vary based on the client's location.

### 2026 PUBLISHING SCHEDULE

Month	4th Friday issue date
January 2026	12/26 (2026 New Year Issue)
February 2026	1/23
March 2026	2/27
April 2026	3/27
May 2026	4/24
June 2026	5/22
July 2026	6/26
August 2026	7/24
September 2026	8/28
October 2026	9/25
November 2026	10/23
December 2026	11/27
January 2027	12/25 (2027 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

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