

SoySource

2026 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.

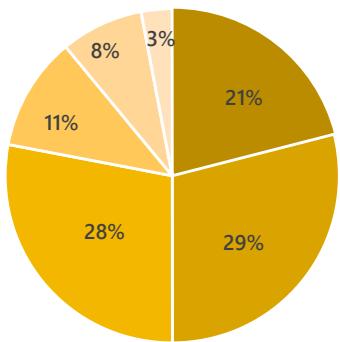
FACT TABLE

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 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%

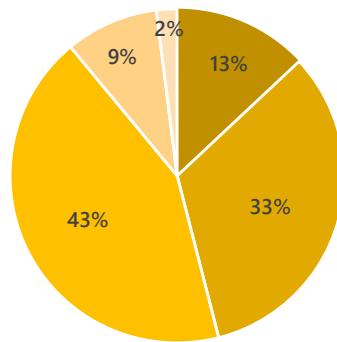


READER DEMOGRAPHICS

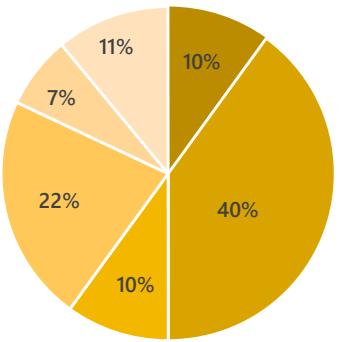
Age



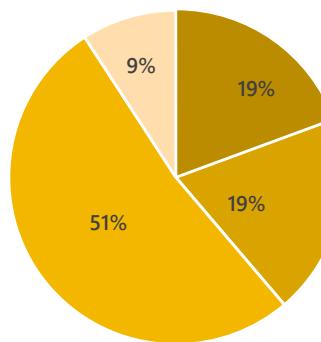
Education



Occupation



Length of U.S. Residence



PRICES

Full Color Ads

Size	Spot Rate	Frequency Discount				Design Fee	
		4 Issues	8 Issues	12 Issues	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 - soysource.net

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.

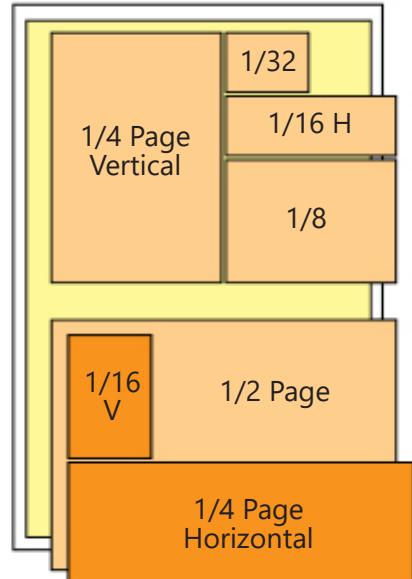
Tax rates vary based on the client's location.

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. No bleed



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