

# Seattle Met

## 2026 MEDIA KIT & ADVERTISING PACKAGES



## *A message from our founder*

**I'm Nicole Vogel, Co-Founder  
and CEO of Seattle Met and  
SagaCity Media.**

In 2006 we started Seattle Met with a singular goal, to share the stories of the people and places that make our city unique and special so that our beloved readers could have a richer experience with their city. Since that founding, I have been deeply proud of the work our amazing staff has done, and I thank you for reading and supporting. We couldn't have done it without you.

Our beloved city and your media choices have both changed dramatically in recent years. You, as marketers, have never had as many options for your precious advertising dollars. And while the choices are vast, I believe they have never been more precarious. Now more than ever I believe we are uniquely positioned to offer something almost no one else can: a positive environment for your brand and its message.

Seattle Met's content continues to be a daily love letter to our city: amazing chefs, hidden coastal towns, remarkable wine country one-of-a-kind spots, inspiring art installations... the list goes on and on. This is a media environment where people get to smile at the incredible beauty and innovation



around them and get excited at the possibility of participating in all these wonderful experiences. We sincerely believe there is no better place to create impact than in an environment like ours.

As founder of this media entity, I feel confident that you will always be proud of the association with our content and brand. It's our positive brand halo effect, and we promise, as we have from the beginning, not to let you down.

Thank you for considering us and thank you for reading,

*Nicole R. Vogel*  
Nicole Vogel



# WHO READS *SEATTLE MET*?

*5.5 million*

Seattleites rely on us to  
make plans and take action



## MEDIAN AGE

48

## WELL EDUCATED

85%

ATTENDED COLLEGE

23%

HAVE A MASTERS OR DOCTORATE DEGREE

## ARE CONNECTED

78%

USE SOCIAL MEDIA

## AFFLUENT

\$219K

AVERAGE HH INCOME

30%

NET WORTH > \$1M

## HOMEOWNERS

75%

OWN A HOME

## GENEROUS

88%

DONATE TO LOCAL OR NATIONAL CHARITIES

# THE CONTENT THEY RELY ON



## FOOD & DRINK

*Seattle Met* is the city's go-to authority for food coverage. Trusted more than *Eater*, *The Seattle Times*, *Seattle* magazine, *Yelp* or any other local source.



## TRAVEL & OUTDOORS

When it comes to regional travel and outdoor adventure planning, 82% of readers turn to us for guidance on where to go.



## HOME & REAL ESTATE

75% of *Seattle Met* readers are homeowners and 1 in 5 own a second home. They turn to *Seattle Met* for guidance on neighborhoods and property values.



## HEALTH & WELLNESS

When it's essential to their health, Seattleites turn to our trusted Health & Wellness content. *Seattle Met*'s Top Doctors and Top Dentists are the city's most respected databases.



## STYLE & SHOPPING

Our editors explore the city to highlight the shops and designers that make Seattle unique. 98% of readers say supporting local and small businesses is very important to them.



## ARTS & ENTERTAINMENT

*Seattle Met* champions local arts and culture. 91% turn to us for recommendations and information on local entertainment, arts, and events.



## NEWS & CITY LIFE

*Seattle Met* readers are active and engaged. 73% of readers say they feel more positive about the city after engaging with *Seattle Met* content.



# EDITORIAL CALENDAR\*

## 2026-2027 PRINT ISSUES



### SPRING

Close 1/27/26 | Materials Due 2/3/26 | On Sale 3/17/26

WE LIVE HERE FOR THE WEATHER  
TOP DENTISTS  
SALMON ESSAY

**SPECIAL ADVERTISING SECTIONS:**

TOP DENTISTS - DENTAL PROFILES  
REAL ESTATE GUIDE  
BEST SPRING ESCAPES



### SUMMER

Close 4/9/26 | Materials Due 4/16/26 | On Sale 5/26/26

SEATTLE AS A SPORTS TOWN  
CRUISIN': SEATTLE'S GUIDE TO CRUISES

**SPECIAL ADVERTISING SECTIONS:**

FACES OF SEATTLE  
BEST SUMMER ESCAPES



### FALL

Close 7/14/26 | Materials Due 7/21/26 | On Sale 9/1/26

26 BIG IDEAS FOR SEATTLE IN 2026  
TOP DOCTORS  
HOW TO DIE IN SEATTLE

**SPECIAL ADVERTISING SECTIONS:**

TOP DOCTORS - MEDICAL PROFILES  
WOMEN ON THE MOVE  
BEST FALL ESCAPES



### WINTER

Close 9/22/26 | Materials Due 9/29/26 | On Sale 11/10/26

THE RESTAURANT ISSUE (COVER)  
HOW TIMBER MADE US

**SPECIAL ADVERTISING SECTIONS:**

HOLIDAY GIFT GUIDE  
BEST WINTER ESCAPES

\*Editorial calendar is subject to change

## DIGITAL ONLY OPPORTUNITIES

**SUMMER CAMPS GUIDE** (SPRING)

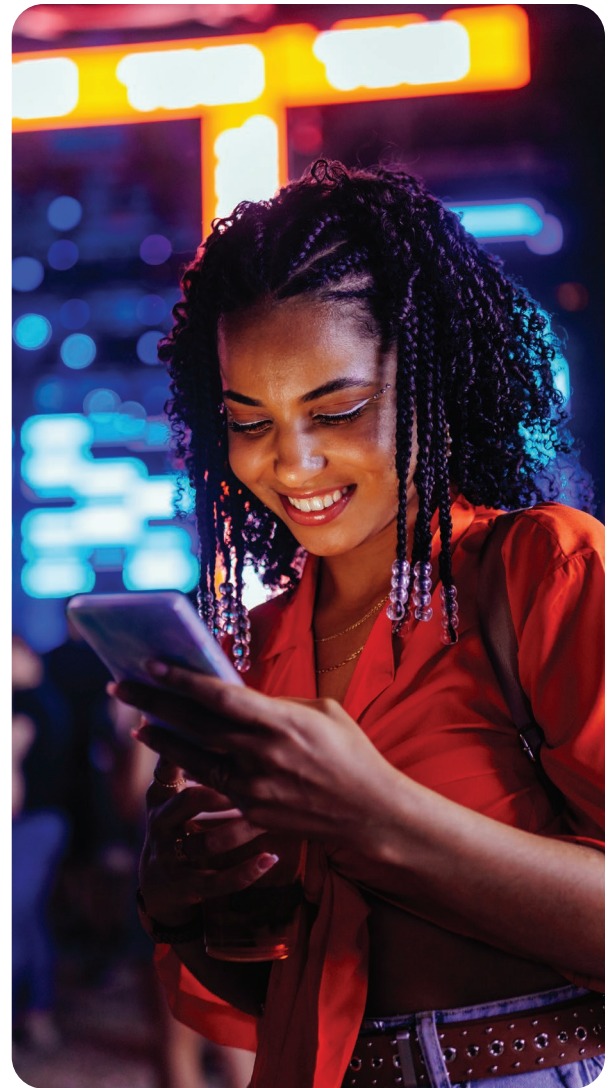
**FALL EVENTS GUIDE** (FALL)

**HOLIDAY EVENTS GUIDE** (WINTER)

# REACH YOUR IDEAL AUDIENCE WITH DIGITAL



EXAMPLE SHOWN IS OUR HIGH IMPACT DISPLAY AD SET



## Seattle Met ADVERTISING REACH

**WEBSITE**  
**5.4M+**  
visitors annually

**FACEBOOK**  
**66K**  
followers

**INSTAGRAM**  
**82K**  
followers

**EBLASTS**  
**16K**  
subscribers

Sources: Google Analytics, Meta, Hubspot: Sept 2025



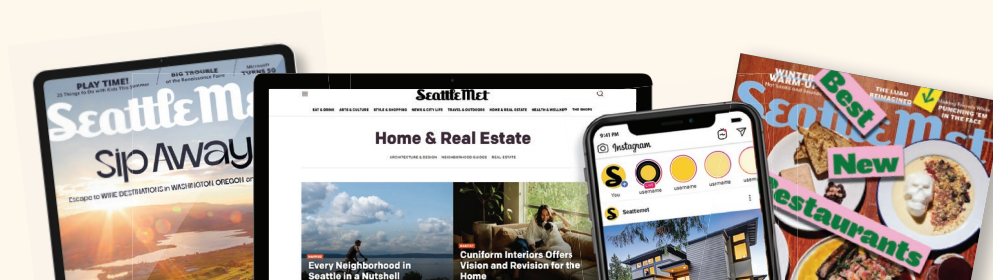


# OMNICHANNEL ADVERTISING OPPORTUNITIES

DISPLAY ADS • EMAIL CAMPAIGNS • NEWSLETTERS • SOCIAL MEDIA • EXTENDED REACH • PRINT • ADVERTORIAL

We want to simplify the media buying process for our advertising partners! Each of our tailored Omnichannel Packages reaches customers across all channels and platforms while they are engaging with our award-winning content. Throughout your package, our deployment specialists will monitor your campaign and help increase awareness, improve engagement, and facilitate interaction with your brand.

By advertising alongside *Seattle Met* lifestyle content, you reach an engaged, educated and affluent audience during their leisure time when they are relaxed and open to new experiences.



## SEASONAL PACKAGE: 3-Month Duration

**\$9,550 / MONTH**

**43% OFF**  
a la carte  
rates!

Own our audience and make a lasting impression with this three-month, fully integrated marketing program. Build awareness and extend your reach across digital and social platforms with high-impact campaigns that engage readers every month. Your message will be amplified through sponsored articles, newsletter takeovers, targeted email, and co-branded social promotions, culminating in a single 2-page advertorial spread in your chosen issue to reinforce your brand in print. This package is designed for organizations ready to make a significant impact and keep their audience captivated over time.

Your 3-month commitment comes with a significant discount -

**43% off our ala cart pricing!**

PRODUCT/CHANNEL	QTY / MO,	REACH / each deployment
HIGH IMPACT BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	1	16,000 EMAILS
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
NEWSLETTER NATIVE ADS	2	16,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN W/ ORGANIC POST	1	FACEBOOK & INSTAGRAM
SPONSORED EMAIL	1	16,000 EMAILS
TARGETED EMAIL	1	50,000 EMAILS
2-PAGE SPREAD	1 TOTAL	144,260 READERS

## PREMIUM



**\$15,450 / MONTH**

Our most comprehensive package option delivers unmatched visibility across every Seattle Met platform. This full-scale campaign includes original sponsored content, high impact display ads, targeted email, newsletter takeover, co-branded social media and a full-page magazine ad to connect your brand with engaged readers across print and digital.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HIGH IMPACT BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	16,000 EMAILS
TARGETED EMAIL	2	50,000 EMAILS
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
NEWSLETTER NATIVE ADS	2	16,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM
FULL PAGE PRINT AD	1	144,260 READERS

## DOMINANT



**\$8,350 / MONTH**

This high-impact campaign puts your brand front and center across Seattle Met's most engaging platforms. The package combines sponsored content, eye-catching display and newsletter ads, targeted email, and a co-branded social campaign to create a powerful, multi-channel presence that drives awareness and action among our digital audience.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HIGH IMPACT & ROS BANNER ADS	1 SET	120,000 IMPRESSIONS
NEWSLETTER BANNER ADS	2	16,000 EMAILS
TARGETED EMAIL	1	50,000 EMAILS
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
NEWSLETTER NATIVE ADS	2	16,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

## COMPETITIVE



**\$6,000 / MONTH**

This package offers an effective way to showcase your brand across Seattle Met's premium platforms. The campaign blends high-impact and ROS display ad placements, sponsored and targeted email, and co-branded social placements to deliver strong brand visibility across multiple touchpoints.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HIGH IMPACT & ROS BANNER ADS	1 SET	80,000 IMPRESSIONS
SPONSORED EMAIL	1	16,000 EMAILS
TARGETED EMAIL	1	50,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM



## BASIC PLUS

30% OFF  
a la carte  
rates!

**\$4,500 / MONTH**

A focused digital push combined with print impact. Basic Plus includes a half-page print ad, sponsored e-blast and a co-branded social campaign to provide your brand with strong visibility both online and in print.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HALF PAGE PRINT AD	1	144,260 READERS
SPONSORED EMAIL	1	16,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

## BASIC

10% OFF  
a la carte  
rates!

**\$2,800 / MONTH**

Ideal for promoting an event or special occasion with quick, high-impact digital exposure across Seattle Met's platforms. The Basic package includes run-of-site banner ads, a sponsored e-blast, co-branded social campaign to maximize reach and response in a short timeframe.

PRODUCT/CHANNEL	QTY	REACH / each deployment
RUN-OF-SITE BANNER ADS	1 SET	20,000 IMPRESSIONS
SPONSORED EMAIL	1	16,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

## STORYTELLER

10% OFF  
a la carte  
rates!

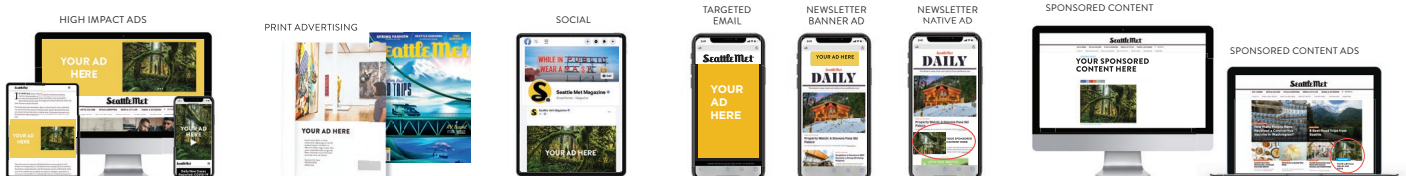
**\$2,600 / MONTH**

Position your brand alongside Seattle Met's most engaging content and build trust with your audience. This package includes a sponsored article with 20K native impressions and co-branded social promotion to extend its reach beyond the site. Work with a professional writer to create original content or enhance your existing messaging, and drive readers directly to your story through strategically placed headline ads within our editorial content.

PRODUCT/CHANNEL	QTY	REACH
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

\*Boost your article's reach by combining it with our a la carte digital solutions

## AD PRODUCT EXAMPLES



# A LA CARTE / ADD-ONS

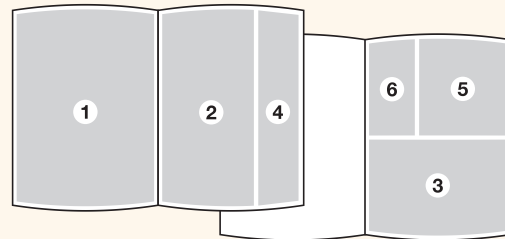
## PRINT ADS

Four super-sized seasonal magazines each year.

	SIZE / POSITION	RATE
1	FULL PAGE	\$7,365
2	2/3 VERTICAL	\$5,080
3	1/2 HORIZONTAL	\$3,980
4 5	1/3 HORZ OR VERT	\$2,820
6	1/6 VERTICAL	\$1,655
	BACK COVER	\$12,495
	INSIDE FRONT COVER	\$11,530
	INSIDE BACK COVER	\$9,680



Ask about special position rates



## A LA CARTE DIGITAL

ROS Banner Ads	Custom Quote
High-Impact Banner Ads ( <i>Rich Media Capable</i> )	Custom Quote
Homepage or Channel Takeover	\$750-995 (per day, based on channel)
Sponsored Email ( <i>Seattle Met Exclusives</i> )	\$1,550 (per deployment)
Targeted Email ( <i>50K, 75K, &amp; 100K Recipients</i> )	\$1,950-\$3,700 (per deployment)
Co-Branded Social Media Campaign	\$1,050 (per month)
Co-Branded Organic Social Post*	\$700 (per post*)
E-Newsletter Banner Ad	\$250-\$500 (per day, based on position)
E-Newsletter Takeover	\$1,450 (per day)
Extended Reach - Audience Targeted Display Ads	Custom Quote
Extended Reach - Device ID Targeted Display Ads	Custom Quote
Streaming Audio Ads	Custom Quote
Streaming Video Ads	Custom Quote
Local SEO Package	\$300-\$900 (per month)
Ad Design	Custom Quote

\*Must be purchased with Co-Branded Social Media Campaign.

### SEATTLEMET.COM CONTENT CHANNELS:

- » Travel & Outdoors
- » Home & Real Estate
- » Eat & Drink
- » Arts & Culture
- » Health & Wellness
- » Style & Shopping
- » News & City Life



# Seattle Met

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## SAGACITY MEDIA

SagaCity Media, Inc. is the parent company of the preeminent lifestyle media brands in Seattle, Portland, Houston, Aspen, Vail, and Park City. In their respective city markets, we produce the most-visited local lifestyle websites, largest-selling magazines, and industry-dominating social media followers. SagaCity also produces award-winning content and publications for regional tourism, real estate, arts and entertainment groups across the U.S.

If you would like to advertise in two or more markets, let us build a multi-market, multi-audience opportunity for you!

## LEARN MORE ABOUT THE OTHER HYPERLOCAL MARKETS WE SERVE

