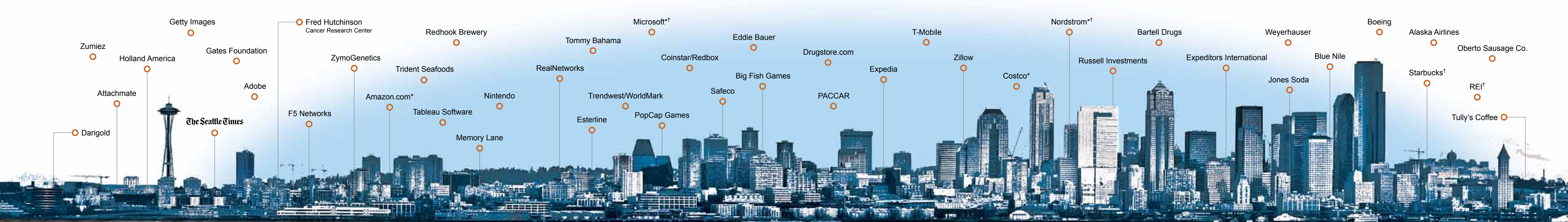


Graphic representation of business locales. Actual physical addresses may vary.



An economy on the rise, a lifestyle to love — and technology everyone is talking about.

What draws so many talented, well-educated and successful professionals to the Emerald City?

Maybe it's the water, the snow-capped mountains and the breathtaking views that reveal themselves as one travels throughout the city's bustling thoroughfares.

The exquisite beauty makes our region stand apart. But it's also imbued with relentless entrepreneurial spirit that makes our city as successful as it is spectacular.

World leaders in technology, health, science, manufacturing and clean energy have made Seattle their home.

Seattle was ranked second of 61 Top Global Cities by the Martin Propensity Institute. It's also the third-fastest-growing manufacturing boomtown.

It's no wonder so many businesses — and people — prosper in this vibrant region of the Pacific Northwest.

Seattle is tops in smarts.

ECONOMY | We're growing

1st for new jobs

Bright Employment Index ranked the Seattle-Tacoma area highest for job growth in August 2013. Forbes projects a total of 136,000 new jobs over the next five years.

2nd for high wages

A 2013 Gallup Poll saw a \$4,320 average annual pay increase between 2009 and 2012, and Forbes expects 54 percent of new jobs in the area to be high-wage.

2nd for office building investment

Seattle remains among the top five markets nationally for office and retail properties, according to real estate firm Grubb & Ellis.

3rd for retail investment

In 2012, real estate research firm Marcus & Millichap cited strong growth in our tech sector — notably by Amazon.com — as a factor in improving store traffic and earnings for downtown retailers.

5th exporter in the nation

The Seattle metropolitan area ranked fifth in total exports, with over \$50 billion in goods and services exported in 2012. Our area was even higher in export intensity, ranking third in exports per capita.

TECHNOLOGY | We're innovating

1st in global Internet cities

Analyzing metrics such as average connection speed, support of public data and openness to innovation, a report by Future Cities named Seattle one of the world's 10 Greatest Internet Cities. Seattle was the only U.S. city to make the list.

3rd in computer science jobs

Data from job-listing aggregator Indeed.com ranks Seattle third for computer science job postings, according to Forbes.

3rd for nerds

With our popular comic book stores, science museums and sci-fi/fantasy conventions, Seattle is a nerd's paradise, according to Geekwire.

5th for tech startups

Entrepreneur magazine ranked Seattle fifth in cities with startups focusing on science, technology, engineering and math.

7th fastest-growing tech sector

With a 45 percent rise in tech industry employment and almost a 20 percent increase in science, technology, engineering and math occupations, Seattle is on Forbes' top 10 list of tech boomtowns.

Seattle is #1 for new jobs.

LIFESTYLE | We're loving life

1st in smart people

Fast Company ranks Seattle the top city in North America for innovation, sustainability and ability to attract creative and entrepreneurial talent. Dumb luck? We think not.

More than 2.5 million Western Washington adults have attended college.

1st for coffee

Starbucks notwithstanding, Seattle's coffee culture is omnipresent, thanks to all our coffee bars, drive-through espresso huts and esteemed local roasters, according to Travel and Leisure.

1st hardest-working population

We don't just have ambition, we have drive. Citing stats like unemployment rate, workers per household and hours volunteered, Movoto Real Estate ranks us tops in elbow grease.

1st in online giving

According to Convio, Inc., Seattleites are tops in online donations, making more than 134,000 donations in 2010. About \$17 million was given in total, with an average donation of \$124.92.

2nd most literate city

When compared with the 75 largest U.S. metro areas in "culture and resources for reading," Central Connecticut State University ranks us near the top in its annual study. It doesn't examine whether people *can* read, but whether they actually *do*.

8th most walkable city

With an average Walk Score of 71, Seattle is home to rapidly growing, walk-friendly neighborhoods surrounded by mountains and water.

THE REGION | Characteristics



- LEGEND**
- Seattle-Bellevue-Everett MD (Metropolitan Division)
 - Seattle-Tacoma-Bellevue MSA (Metropolitan Statistical Area)
 - Seattle-Tacoma DMA (Designated Market Area)

Notes: Seattle-Bellevue-Everett MD includes King and Snohomish counties. Seattle-Tacoma-Bellevue MSA includes King, Pierce and Snohomish counties. Seattle-Tacoma DMA includes King, Snohomish, Chelan, Clallam, Douglas, Grays Harbor, Island, Jefferson, Kitsap, Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Thurston and Whatcom counties.

Population

With 5,003,505 residents and 2 million households, the Seattle-Tacoma Designated Market Area (DMA) ranks as the 12th (by households) largest in the country. The Seattle-Tacoma-Bellevue, Metropolitan Statistical Area (MSA) is home to 72 percent of these residents — 3,606,687 in all — making it the nation's 15th-largest MSA.

Seattle ranks #5

When it comes to critical economic factors, Seattle provides clout where it matters most.

2013 Rank	San Francisco	Washington, D.C.	Boston	New York	Seattle	Los Angeles	Philadelphia	Chicago	Houston	Dallas	Atlanta
Population	6	7	10	1	12	2	4	3	8	5	9
Median Household Income	2	1	3	4	5	7	6	8	9	10	11
Median Household Effective Buying Income*	2	1	3	5	4	6	7	8	9	10	11
Median Home Value	1	4	5	2	6	3	7	8	11	10	9
Any Foreign Travel	2	6	5	3	1	4	9	8	7	11	10
Own Investments	1	3	2	6	5	11	4	7	10	9	8
Average Consumer Spending by Household	2	1	3	4	7	5	6	8	9	10	11
DMA Average Position**	1.7	2.7	3.5	4	4.7	6	6.5	7.8	9.2	10.0	10

How to read: Numbers indicate rank for each key market potential factor. Investment rank and foreign travel calculated by index. *Effective Buying Income is after-tax, discretionary income. **Average position calculation does not include population. Source: 2013 Claritas; 2013 Scarborough Multi-Market Survey, release 1.

SPORTS | We cheer

- Seattle Mariners (MLB)
- Seattle Seahawks (NFL)
- Seattle Storm (WNBA)
- Seattle Sounders FC (MLS)
- Everett AquaSox (Minor League Baseball)
- Tacoma Rainiers (Minor League Baseball)
- Seattle Thunderbirds (Minor League Hockey)
- Everett Silvertips (Minor League Hockey)



MARKET REACH | We've got it

Harness the power of The Seattle Times' reach and connect with two out of three adults in King and Snohomish counties. In the 17-county DMA, 1.8 million adults will receive your marketing message via our network. When you add in other products — such as direct mail and our digital portfolio — your message will have almost complete market penetration. Targeted options are also available.

Now is the time to thrive in the Emerald City. Call today to advertise with The Seattle Times — marketing and media solutions.

206.464.2400
advertising@seattletimes.com

Discover opportunities for reaching 1.8 million people at seattletimes.com/mediakit.

OUR AUDIENCE | Your customers

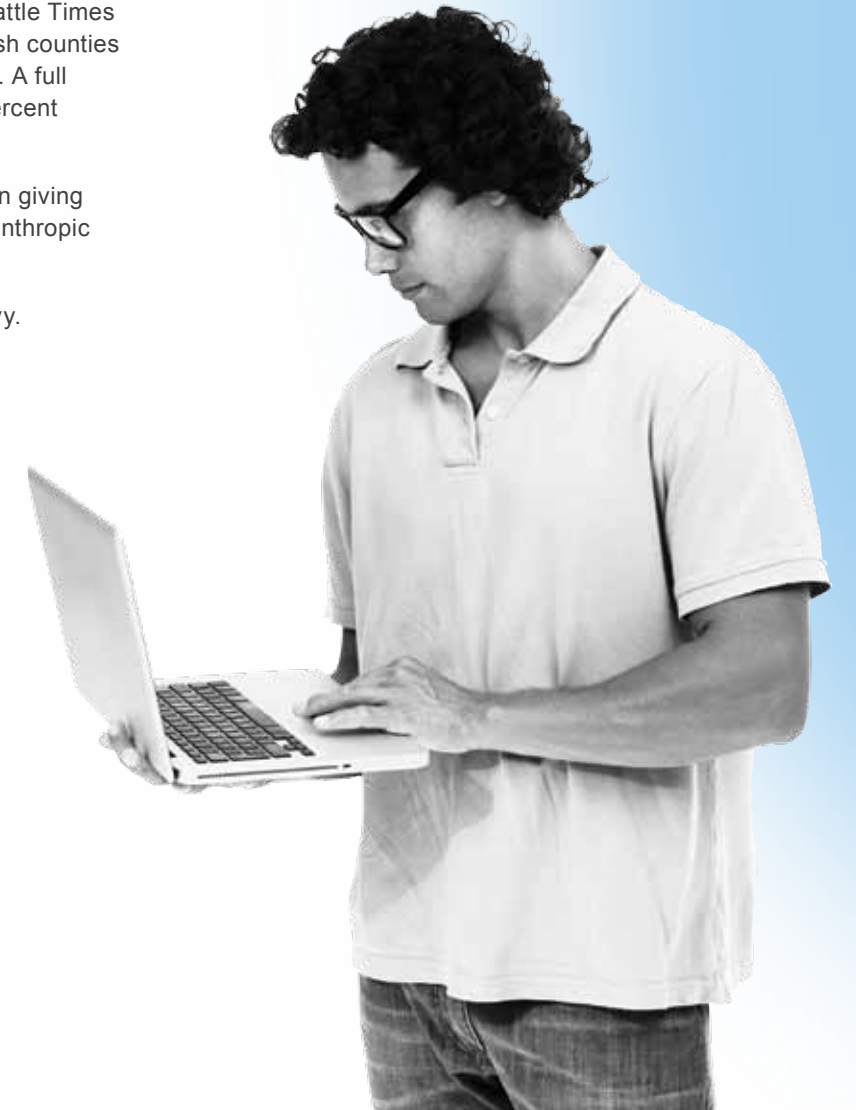
They're educated, affluent and on the move. The Seattle Times reaches seven out of 10 adults in King and Snohomish counties with annual household incomes of \$100,000 or more. A full 75 percent of them have attended college, and 44 percent have a bachelor's or postgraduate degree.

Our audience knows they're lucky, and they believe in giving back. A full 74 percent have made some kind of philanthropic donation, and 37 percent volunteer their time.

Seattle's a tech town, and our readers are tech-savvy. Almost all of them (95 percent) own at least one computer, 55 percent own a smartphone and 35 percent own a tablet.

But while they love their technology, they also love the great outdoors — 55 percent of them garden, 28 percent hike and 18 percent go boating. They like to get out of town too — 58 percent of our audience has traveled internationally in the past three years, and 59 percent has flown domestically in the past year.

The Seattle Times
Let's work together



Right where you want to be.

The Seattle Times
Let's work together