Our mission

Asian Pacific American communities have been called, “The market of the 21st century.”

The Northwest Asian Weekly (NWAW) and our sister paper, The Seattle Chinese Post (SCP), provides original news content and information in order to enrich our local Asian and Pacific Islander (API) communities. We pride ourselves on being the intercultural bridge between ethnic communities and the mainstream.

Our history

Northwest Asian Weekly and Seattle Chinese Post were founded in 1982 by Assunta Ng because at the time, Chinese Americans had to go to a bulletin board in order to read news about the local Asian community. She wanted to give these Americans a newspaper that advocated for them, that shared their stories.

In 1982, the Seattle Chinese Post was the first Chinese-language paper published in the Pacific Northwest in half a century.

Ng soon expanded the paper to include an English-language section, which eventually evolved into the award-winning Northwest Asian Weekly.

Our footprint

With a committed readership of over 200,000 online readership a month and 15,000 for print a month, the Northwest Asian Weekly and Seattle Chinese Post can offers its readers more quality news and advertising than any other Asian newspaper. Of all local Asian community papers, both Northwest Asian Weekly and Seattle Chinese Post have the distinction of being the most quoted news source by mainstream press.

Every penny that our papers make are invested back into the paper and the community. We are proud that Northwest Asian Weekly is the only weekly Pan-Asian paper in the Pacific Northwest.

Our award-winning content

Of all local ethnic newspapers in Seattle, the Northwest Asian Weekly is most known for its award-winning original content. In the past five years, we have won a record-breaking 60 editorial, graphic, advertising, and web awards from the Society of Professional Journalists and the Washington Newspaper Publishers Association.

Northwest Asian Weekly/Seattle Chinese Post
412 Maynard Ave. S.
Seattle, WA 98104
206-223-0626
www.nwasianweekly.com

Ad reps
Kelly Liao, kelly@nwasianweekly.com
John Liu, john@nwasianweekly.com
206-223-0623
### Who are the APIs of Washington State?

<table>
<thead>
<tr>
<th>Population</th>
<th>Asian and Pacific Islanders</th>
<th>Entire population (including APIs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered API voters</td>
<td>65%</td>
<td>7,614,893</td>
</tr>
<tr>
<td>Median household income</td>
<td>$78,800</td>
<td>$82,604</td>
</tr>
<tr>
<td>Average household size</td>
<td>2.92</td>
<td>2.54</td>
</tr>
<tr>
<td>Average family size</td>
<td>3.45</td>
<td>3.10</td>
</tr>
<tr>
<td>Marital status</td>
<td>57.7% married</td>
<td>52.9% married</td>
</tr>
<tr>
<td>Owner-occupied housing</td>
<td>59.4%</td>
<td>50.6%</td>
</tr>
<tr>
<td>Highest educational attainment</td>
<td>25.7% bachelor’s</td>
<td>32.9% bachelor’s</td>
</tr>
<tr>
<td>(25 years and older)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: 2019 Census (U.S. Census Bureau)

### Our circulation

The Northwest Asian Weekly has a circulation of 9,500. Its sister publication, the Seattle Chinese Post, has an additional 3,300 subscribers and is the only local Asian newspaper available on paid newsstands. The newspapers reach readers at more than 200 Asian restaurants on the Eastside, Bellevue, Kirkland, Redmond, Issaquah, Broadway Ave., Rainier Ave. S., the University District, Pike Place Market, Chinatown/International District, Downtown Seattle, Renton, Kent, and Edmonds. It is mailed weekly to subscribers in the Northwest, including the Puget Sound area, Spokane, and Oregon. We also have newsstands in the Greater Seattle area.

### Our web presence

- In 2021, nwasianweekly.com had an average of 58,244 unique visitors per month.
- Our Facebook page is updated daily with community news, stories of interest, and information about events organized by our nonprofit, the Northwest Asian Weekly Foundation.
- Our Twitter feed is updated daily on weekdays and has the largest number of followers of any local ethnic media outlet.
Our print edition

— The only weekly Pan-Asian newspaper in the Pacific Northwest
— 12 pages, on average (due to Covid-19), and can go up to 16-24 pages for special issues
— 8 to 12 color pages each issue
— About 50% editorial and 30% advertisement

Recent awards:
— 24 WNPA awards at the 2020 Better Newspaper Contest including Best News Story, Best Crime and Court Story, Best Lifestyle Feature Story, Best Personality Profile, Best Business Feature Story, and Best Topical Columns.
— 11 WNPA awards at the 2018 Better Newspaper Contest including Best News Story, Best Lifestyle Feature Story, Best Personality Profile, Best Business Feature Story, and Best Topical Columns.
— 11 WNPA awards at the 2019 Better Newspaper Contest including Best Business Feature Story, Comprehensive Coverage of a Single Issue, Best Personality Profile, Best Topical Columns, and politics.
— 2019 University of Washington Foster School of Business Impact Award.

Our sister paper, the Seattle Chinese Post

— Was the first and oldest Chinese-language newspaper in the Pacific Northwest since 1927 and the first to focus on hyper-local news
— Has the largest paid advertising section of any local Chinese-language paper
— Is the only paid subscription local Chinese newspaper
— Has about 32 pages on average and can increase to 64 during special issues
— Approximately 60% editorial and 40% advertisement

Recent awards:
— 2017 Association of Washington Generals’ Community Service Award
— 2016 Assunta Ng named 50 most influential people by Seattle Magazine
— 2016 Assunta Ng received Chinese American Citizens Alliance Award
— 2015 Assunta Ng received Organization of Chinese Americans award

Our nonprofit arm, the Northwest Asian Weekly Foundation

The Northwest Asian Weekly Foundation is a nonprofit that organizes at least three to seven events a year (though some years, it can be more).

Our annual events:
— Lunar New Year Parade & Costume Contest, a New Year’s parade
— Diversity Makes a Difference, a scholarship program
— Visionary Award Gala, an awards dinners
— Top Contributors to the Asian Community, an awards dinner
— Summer Youth Leadership Program, an all expenses-paid leadership program for high school kids
2022 Editorial and Events Calendar
Northwest Asian Weekly & Seattle Chinese Post
Northwest Asian Weekly Foundation

JANUARY
» New Year’s Resolution
» The Best & Worst of 2021
» Asian Weekly’s 40th anniversary
» Special Issue: Lunar New Year Jan. 27

FEBRUARY
» Special Issue: Lunar New Year Feb. 3, 10 & 17
» Special Health Issue: Wellness to tie in with Lunar New Year

MARCH
» Mar. 4—Special Health Issue
» Special reception honoring Steve Hobbs, Secretary of State and SBA Regional Administrator Mike Fong
» Special Health Issue: Nutrition

APRIL
» The Diversity Issue
» Special Health Issue: Minority Health

MAY
» Special Issue: Asian Pacific American Heritage Month
» Special Issue: May 8 — Mother’s Day
» Special Health Issue: Mental Health
» Special Health Issue: Physical Fitness

JUNE
» Special Issue: June 19 — Father’s Day
» Special Issue: July 4 Issue
» Special Health Issue: Physical Fitness

JULY
» Graduation Issue
» Summer Festival Guide
» Special Issue: Live, Eat, and Play in the ID
» Special Health Issue: The Best in CID

AUGUST
» Special Issue: The Primary Election
» Special Issue: Back to School/The Youth Issue!
» Special Health Issue: Personal safety

SEPTEMBER
» Special Issue: Giving and Philanthropy
» Special Health Issue: Aging
» Special Health Issue: Alzheimer’s

OCTOBER
» Special Issue: Election
» Special Health Issue: Dental Care

NOVEMBER
» Special Issue: Election results
» Special Issue: Thanksgiving Issue
» Special Health Issue: Skin, Diabetes

DECEMBER
» Special Issue: Food Issue
» Special Issue: Top 10 National and Local News of 2021
» Special Health Issue: Tips to stay healthy during holidays

Columns on health, business, popular culture, books, sports, and careers are featured on a monthly or semi-monthly basis.

THE NORTHWEST ASIAN WEEKLY is more than a newspaper. We are a window to the world. When you advertise with us, you show your support for engaging and empowering people of all ages in the Asian community in the Northwest.

Northwest Asian Weekly & Seattle Chinese Post
412 Maynard Ave. S., Seattle, WA 98104
206-223-0626 | nwasianweekly.com | seattlechinesepost.com

Northwest Asian Weekly & Seattle Chinese Post
PUBLISHED EVERY THURSDAY
CIRCULATION
NW Asian Weekly 9,500 FREE
Seattle Chinese Post 3,300 PAID
READERSHIP
2.8 per paper (Chinese Post 4.5/paper)
REGIONS
The Puget Sound area, Spokane, and Oregon
DEMOGRAPHICS
MEDIAN AGE: 36.0
AVERAGE HOUSEHOLD SIZE 2.92
MARITAL STATUS
57.7% married
HOUSEHOLD INCOME
$65,825
HIGHEST EDUCATIONAL ATTAINMENT
25.7% bachelor’s, 17.8% graduate or professional degree

40 YEARS YOUR VOICE
# 2022 ad rates

Measurements given in inches

## Full page
- 9.75 x 15.5
- $1,560

## 1/2 page
- 9.75 x 7.25
- $1,014 vertical
- $800 horizontal

## 1/3 page
- 9.75 x 5
- $827 vertical
- $613 horizontal

## 1/4 page
- 4.75 x 7.5
- $491

## 1/6 page
- 4.75 x 2.5
- $204

## 1/8 page
- 4.75 x 3.75
- $293

## 1/12 page
- 4.75 x 2.5
- $185

## 1/18 page
- 3 x 2.5
- $118

Full color = additional $485
(Minimum ad size for full color = 1/2 page)

## Front page special ad

**Front page display ad**
Must be below the fold, horizontally across the bottom (color only)
- 9.75 x 2.5
- $1,192

## Front page special ad

**Front full page**
(color only)
- 9.75 x 12.25
- $2,345

**Front half page**
(color only)
- 9.75 x 7.25
- $1,741

Full color = additional $462
(Minimum ad size for full color = 1/2 page)

Red ink = additional $208
# Web ad rates

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<thead>
<tr>
<th></th>
<th>Banner (468x60 pixels)</th>
<th>Button (top) (125x125 pixels)</th>
<th>Button (bottom) (125x125 pixels)</th>
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<tr>
<td></td>
<td>$280/week</td>
<td>$150/week</td>
<td>$120/week</td>
</tr>
<tr>
<td></td>
<td>$937/month</td>
<td>$402/month</td>
<td>$336/month</td>
</tr>
<tr>
<td></td>
<td>$3,345/6 months</td>
<td>$1,872/6 months</td>
<td>$1,604/6 months</td>
</tr>
<tr>
<td></td>
<td>$6,016/year</td>
<td>$3,343/year</td>
<td>$2,941/year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Block (300x250 pixels)</th>
<th>Button (top) (125x125 pixels)</th>
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<tbody>
<tr>
<td></td>
<td>$320/week</td>
<td>$120/week</td>
<td>$92/week</td>
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<tr>
<td></td>
<td>$1,069/month</td>
<td>$336/month</td>
<td>$257/month</td>
</tr>
<tr>
<td></td>
<td>$4,012/6 months</td>
<td>$1,604/6 months</td>
<td>$1,272/6 months</td>
</tr>
<tr>
<td></td>
<td>$6,685/year</td>
<td>$2,941/year</td>
<td>$2,407/year</td>
</tr>
</tbody>
</table>

# Classified ads

Classified ads cost $5 per line, with a minimum insertion order of $30. Additional $20 for a logo. All classified ads will be placed online without additional charge.

All ads must be received in writing.

# Ad specs

**For print:**

- PDF files must be "Press Optimized" with all images embedded, all fonts embedded, all colors in a printable color space, with correct layout properties and printer marks.
- No pantone colors or spot colors.
- Ads should be in a CMYK color profile, black should be 100% black (C=0, M=0, Y=0, K=100%)
- If your ad is in black and white, the color profile should be in grayscale for better printing.
- We accept JPG, PDF, TIFF, EPS, AI, and PSD files. PDF is preferred.
- Resolution must be at least 300 dpi.

**For web:**

- Flash ads OK
- Web-ready ads are preferred
- If ad design services are needed by NWAW, there is a 10% additional fee

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**Contact us**

E-mail your ad to one of the ad representatives below:

- Kelly Liao: kelly@nwasianweekly.com
- John Liu: john@nwasianweekly.com, classified@nwasianweekly.com (for classifieds)
- Or call them at 206-223-0623

- Prepayment is required for new accounts.
- 1–2 tear sheets will be sent for each ad upon request.
- The deadline for advertising materials is Tuesday at noon.

Questions regarding our events, email us at rsvp@nwasianweekly.com.

**Accounts payable:**
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