



A T R U S T E D S O U R C E O F B A L A N C E D J O U R N A L I S M

OUR MISSION

Founded in 1987, Sound Publishing is the definitive source of news and information through the lens of our communities. We perform due diligence in assessing the credibility of our sources and pursue an unwavering commitment to the truth.

We believe that independent, fact-based reporting and holding those in power accountable are essential to healthy communities and a healthy democracy.

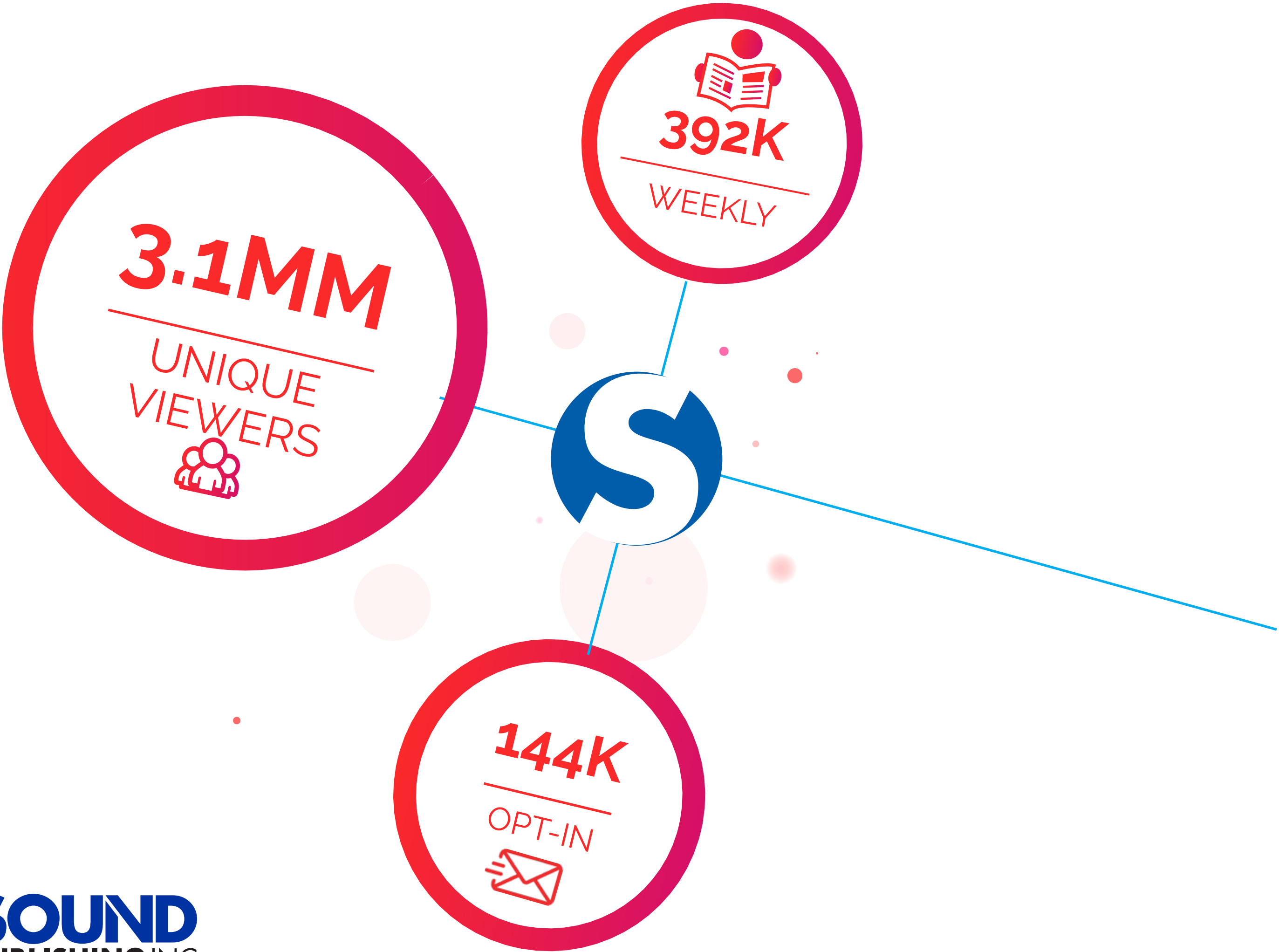


TRUST

Sound Publishing is the leading journalistic voice in the communities that we serve in Washington and Alaska.



JOSH O'CONNOR
PRESIDENT, SOUND PUBLISHING
COO, BLACK PRESS



4.

MEDIA OUTLET DETAILS

MEDIA OUTLET	UNIQUE USERS	PAGE VIEWS	PRINT FREQUENCY	ISSUE	DELIVERY	FORMAT	PRINT CIRC	PAID/ FREE
ALASKA								
HOMER NEWS	95,789	113,538	WEEKLY	THU	MAIL/ CARRIER	BROADSHEET	1,796	PAID
(KENAI) PENINSULA CLARION	117,384	167,493	DAILY	TUE-FRI	MAIL/ CARRIER	BROADSHEET	1,933	PAID
			DAILY	SUN	MAIL/ CARRIER	BROADSHEET	2,472	PAID
JUNEAU EMPIRE	248,816	386,392	DAILY	MON-FRI	MAIL/ CARRIER	BROADSHEET	2,322	PAID
			DAILY	SUN	MAIL/ CARRIER	BROADSHEET	2,500	PAID
WASHINGTON								
NORTH KING COUNTY								
BELLEVUE REPORTER	75,684	82,849						
BOTHELL/KENMORE REPORTER	23,735	25,705						
KIRKLAND REPORTER	59,518	63,317						
ISSAQUAH REPORTER	30,419	33,265						
MERCER ISLAND REPORTER	38,626	45,413	WEEKLY	WED	MAIL/SC	BROADSHEET	1,589	PAID
REDMOND REPORTER	50,507	53,359						
SEATTLE WEEKLY	100,197	107,897						
SNOQUALMIE VALLEY RECORD	50,214	55,818	WEEKLY	FRI	MAIL/SC	BROADSHEET	809	PAID
SOUTH KING COUNTY								
AUBURN REPORTER	58,038	68,245	WEEKLY	FRI	CARRIER	BROADSHEET	18,658	FREE
(ENUMCLAW) COURIER-HERALD	80,071	93,979	WEEKLY	WED	MAIL	BROADSHEET	1,764	PAID
FEDERAL WAY MIRROR	152,626	188,960	WEEKLY	FRI	CARRIER	BROADSHEET	18,176	VOL. PAID
KENT REPORTER	108,051	133,934	WEEKLY	FRI	CARRIER	BROADSHEET	21,561	FREE
COVINGTON REPORTER	22,103	23,607						
RENTON REPORTER	42,356	48,212						
TACOMA DAILY INDEX	10,881	12,717	WEEKDAYS	MON-FRI	CARRIER	TABLOID	300	PAID
VASHON-MAURY ISLAND BEACHCOMBER	34,671	44,459	WEEKLY	THU	CARRIER	BROADSHEET	3,085	PAID
SNOHOMISH COUNTY								
(EVERETT) DAILY HERALD	800,195	1,207,940	DAILY	MON-SAT	CARRIER	BROADSHEET	21,173	PAID
			DAILY	SUN	CARRIER	BROADSHEET	24,556	PAID
HERALD BUSINESS JOURNAL			MONTHLY	1ST TUE	CARRIER	TAIBLOID	21,173	PAID
LA RAZA	18,766	19,328						

392K

NEWSPAPERS
DISTRIBUTED
WEEKLY

3.1MM

MONTHLY UNIQUE
ONLINE VIEWERS

144K

WEEKLY
OPT-IN NEWSLETTER
SUBSCRIBERS

MEDIA OUTLET	UNIQUE USERS	PAGE VIEWS	PRINT FREQUENCY	ISSUE	DELIVERY	FORMAT	PRINT CIRC	PAID/ FREE
ISLAND COUNTY								
SOUTH WHIDBEY RECORD	56,290	72,825	TWICE WEEKLY	WED, SAT	MAIL/SC	BROADSHEET	2,374	PAID
WHIDBEY CROSSWIND (MILITARY)			MONTHLY	LAST FRI	CARRIER/SC	BROADSHEET	6,138	FREE
WHIDBEY NEWS-TIMES	81,745	118,500	TWICE WEEKLY	WED, SAT	MSIL/SC	BROADSHEET	3,116	PAID
KITSAP COUNTY								
KITSAP DAILY NEWS	90,717	119,090						
98110 (BAINBRIDGE)			MONTHLY	LAST FRI	MAIL/ CARRIER	BROADSHEET	10,092	FREE
BAINBRIDGE ISLAND REVIEW	52,608	71,974	WEEKLY	FRI	MAIL	BROADSHEET	1,982	PAID
CENTRAL KITSAP REPORTER			MONTHLY	LAST FRI	MAIL/SV	BROADSHEET	8,641	FREE
KINGSTON COMMUNITY NEWS			MONTHLY	LAST FRI	MAIL	BROADSHEET	8,769	PAID
NORTH KITSAP HERALD			WEEKLY	FRI	MAIL	BROADSHEET	1,324	PAID
PORT ORCHARD INDEPENDENT			WEEKLY	FRI	MAIL	BROADSHEET	1,353	PAID
JEFFERSON & CLALLAM COUNTIES								
FORKS FORUM	21,831	24,416	WEEKLY	THU	MAIL	BROADSHEET	939	PAID
PENINSULA DAILY NEWS	264,642	456,826	DAILY	MON-FRI	CARRIER	BROADSHEET	9,912	PAID
			DAILY	SUN	CARRIER	BROADSHEET	10,947	PAID
SEQUIM GAZETTE	78,256	94,719	WEEKLY	WED	CARRIER	BROADSHEET	3,226	PAID
GRAYS HARBOR COUNTY								
(ABERDEEN) DAILY WORLD	155,547	223,178	DAILY	TUE-THU	CARRIER/ MAIL	BROADSHEET	4,782	PAID
			DAILY	SAT	CARRIER/ MAIL	BROADSHEET	5,585	PAID
ABERDEEN REAL ESTATE			WEEKLY	THU	RACK	TABLOID	7,864	FREE
SAN JUAN COUNTY								
ISLANDS REAL ESTATE			WEEKLY		RACK	TABLOID	4,101	FREE
ISLANDS' SOUNDER	44,548	58,389	WEEKLY	WED	MAIL/SC	BROADSHEET	1,270	PAID
ISLANDS' WEEKLY	7,020	8,612	WEEKLY	TUE, THU	MAIL/SC	BROADSHEET	478	FREE
JOURNAL OF THE SAN JUANS	48,255	61,210	WEEKLY	WED	MAIL/SC	BROADSHEET	1,326	PAID
OKANOGAN COUNTY								
OKANOGAN VALLEY GAZETTE-TRIBUNE	4,038	6,029	WEEKLY	THU	MAIL	BROADSHEET	1,418	PAID
CLASSIFIEDS								
SOUNDClassifieds.com	5,471	7,346						

WEEKLY PRINT DISTRIBUTION 391,606

MONTHLY UNIQUE USERS 3,129,615

SOURCES: AAM/CAC AUDIT 03/21 OF THE BIR, FOF, KCN, NKH, PDN, POI, EDH, ADW, WCW, STATEMENT OF OWNERSHIP 10/21 FOR THE SEQ, OVG, MIR, KPC, JUE, JSJ, ISJ, IDX, HOM, WNT, VIB, SWR, SVR, THE 9/21 PRESS RUN WAS USED FOR KPC, IDX, HBJ, 98110 CKR, ADW WEEKENDS, ISLANDS REAL ESTATE, AND ABERDEEN REAL ESTATE. MONTHLY PAPERS' CALCULATIONS - CIRCULATION DIVIDED BY 4, UNIQUE USERS AND PAGE VIEWS 10/15/21-11/14/21 AND EXCLUDE NATIONAL MARKETPLACE (4,539,712 USERS IF NATIONAL MARKETPLACE IS INCLUDED)



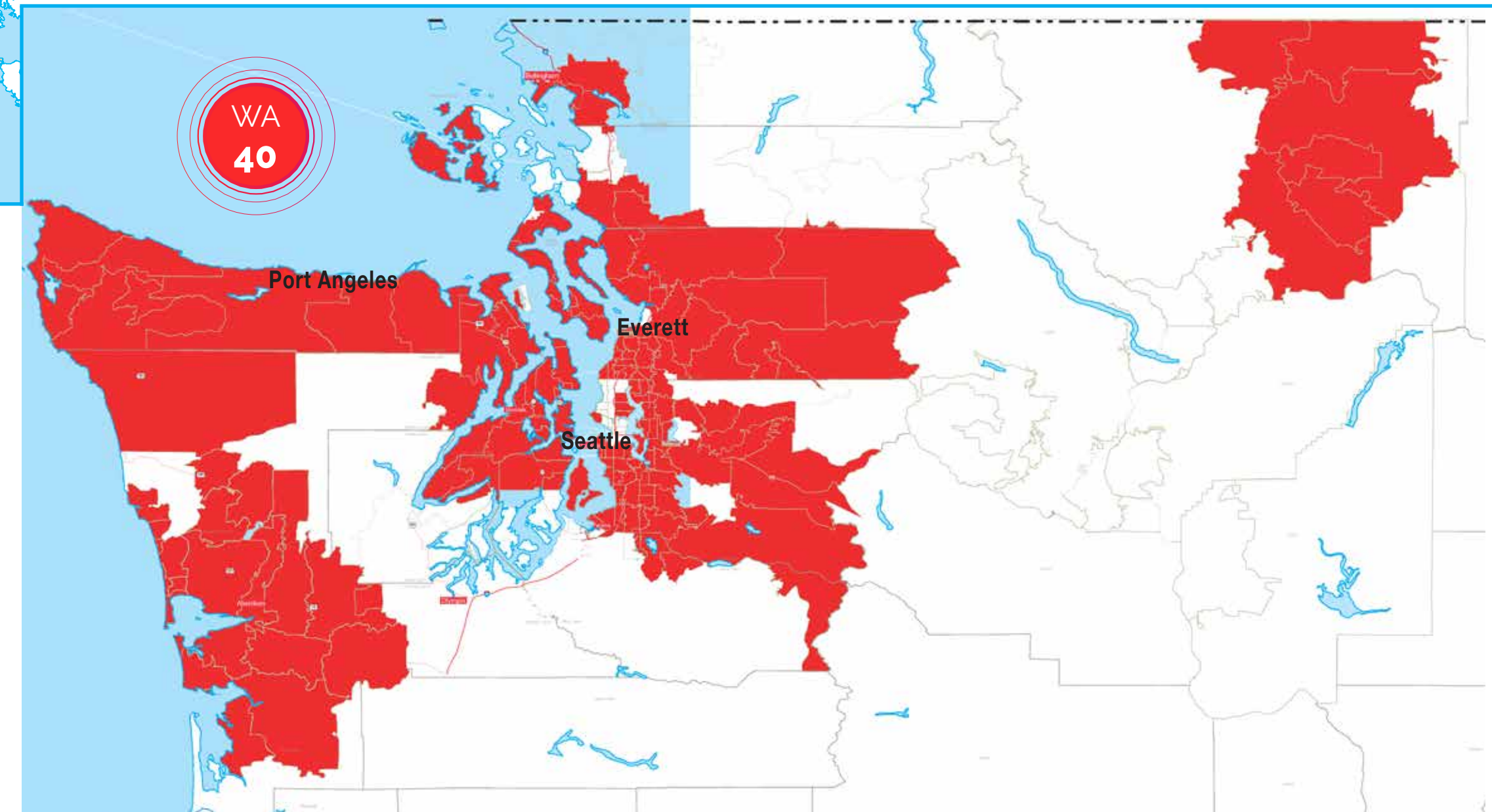
SOUNDPUBLISHING.COM

5.

OUR COMMUNITIES



Sound Publishing owns and operates **43 independent publications** in Washington and Alaska.



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PUBLISHING INC
COMMUNITY • DELIVERED

SOUNDPUBLISHING.COM

6. MARKETING SOLUTIONS



MEDIA OUTLETS

Our advertisers enjoy placing their messaging in the context of a safe, credible environment to elevate their brand.



OMNI-CHANNEL

It doesn't stop there. We employ tactics to personally engage with consumers using deep, customer-centric insights along the customer journey.



STREAMING

We offer our advertisers the tools to drive engagement and enable buyers to affirm decisions along the way.

The legacy values of our business remain constant as we continue to grow our marketing solutions.

SOLUTIONS

O&O PRINT/DIGITAL

Our owned and operated news sites, social sites, and newspapers drive engagement and elevate your brand. Local news media are 79% better than national news at covering issues Americans can use in their daily life.*



AUDIO/VIDEO STREAMING

We serve your brand via on-demand listening and viewing on smart speakers, TVs, and phones.

Our audio studios, green rooms, and clever production teams are waiting for you!



OMNI-CHANNEL

Develop enriched content that is specific to your target audience. Engage and entertain in personalized ways throughout the customer journey on web, mobile, and in-store channels.



COMMERCIAL PRINTING

Sound's centrally located printing facility is the largest in Washington state. A full-service printing facility, our prepress, publication handling, mailing, and transportation services, produce and distribute newspapers for publishers across the state. On-time, on budget.

*Source: 2019 Knight Foundation study

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INSIGHTS

We follow our own advice in response to market insights.

2020

BUILT COLLABORATIVE SAFETY RESPONSE

Moved to a hybrid work model where we can. Mapped out how the virus is spreading in communities, testing, and where to get support from food banks and other social safety net services.

REINVENTED LEGACY PRODUCTS

We demonstrate an uncompromising commitment to continuous improvement, the pursuit of creativity and innovation to engage, inform, and entertain. (50% increase in readership from 2019-2021)

SMALL BUSINESS GRANTS

Sound made up to \$500K available in marketing grants to small businesses to communicate with their customers when they needed it most.

TIMELY, ACCURATE, LIFESAVING INFORMATION

During the most substantial public health crisis in a century, our role on the front lines is to serve communities in need to make lifesaving decisions.

2021

JOURNALISM FUNDS

The Daily Herald partnered with 2 philanthropic organizations and the community to hire new journalists.

REINVEST

Innovation continues to infuse everything we do. We are constantly imagining and investing in our future.

2022
GROWTH

COMMUNITY

*"In my 16 years of living in Everett,
I have often felt voiceless
and invisible. Your article
has given me a sense
of validation and worth.
I will remember it always."*

STEPHEN **TEIXEIRA**
DAILY HERALD READER

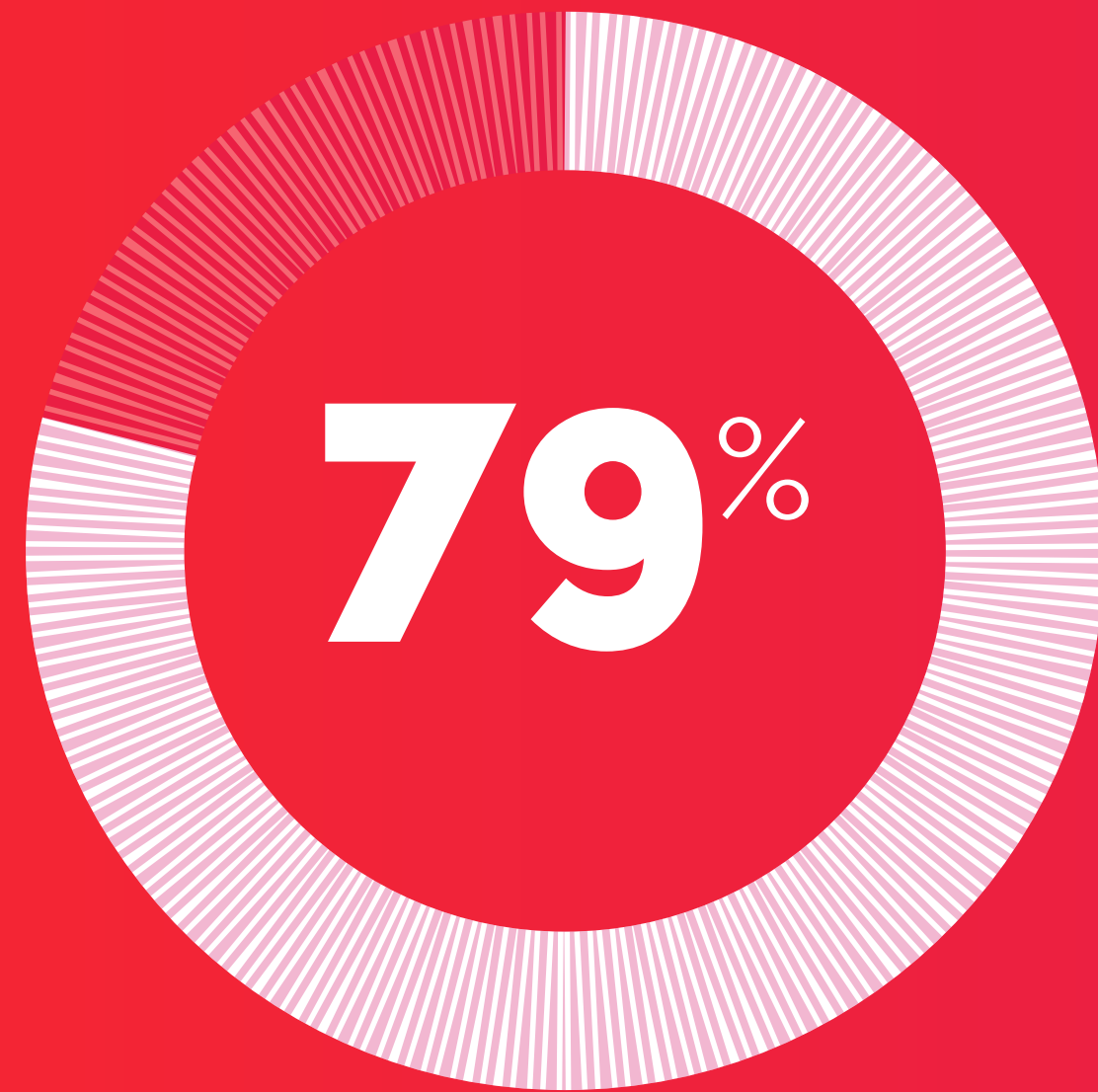
*"I believe fiercely in what we do.
I believe we are essential
to a healthy democracy."*



PHIL O'CONNOR
EXECUTIVE EDITOR,
THE DAILY HERALD

Our public-service mission motivates us
every day to cover the hard stories,
hold those in power accountable,
and elevate the concerns
of those who often feel voiceless.

10.
CONFIDENCE



Have confidence in local media

Local news media are better than national news at covering issues Americans can use in their daily life. (2019 Knight Foundation study.)



TRUSTED SOURCE



TRUSTED PARTNER



LET'S GET
STARTED!

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11.

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