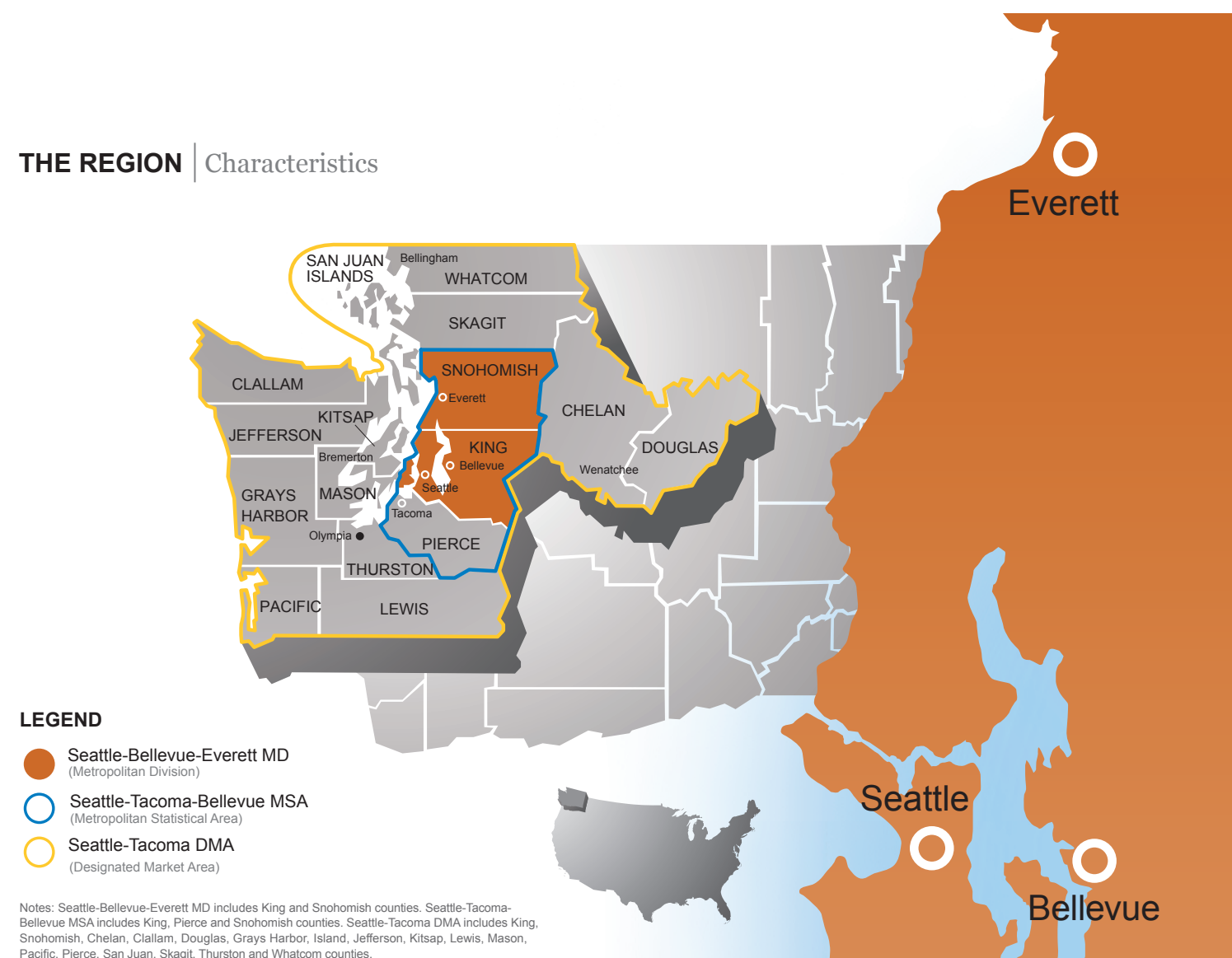


THE REGION | Characteristics



- 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 4,769,990 residents, the Seattle-Tacoma DMA (Designated Market Area) ranks as the 12th largest in the country. The Seattle-Tacoma-Bellevue MSA (Metropolitan Statistical Area) is home to 72 percent of those residents — 3,419,662 in all — making it the nation's 15th largest MSA.

Seattle ranks #6

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

2012 Rank	San Francisco	Washington, D.C.	Boston	New York	Los Angeles	Seattle	Phila-delphia	Chicago	Atlanta	Dallas	Houston
Population	6	7	10	1	2	12	4	3	8	5	9
Median Household Income	2	1	3	4	8	6	7	5	9	10	11
Median Household Effective Buying Income*	1	2	3	4	6	5	7	8	10	9	11
Median Home Value	1	3	5	2	4	6	7	8	9	10	11
Any Foreign Travel	1	2	4	3	5	8	7	6	11	10	9
Own Investments Valued \$50k+	2	1	3	5	8	6	4	7	9	10	11
Average Consumer Spending by Household	2	1	3	5	4	6	8	7	9	11	10
DMA Average Position**	1.5	1.7	3.5	3.8	5.8	6.2	6.7	6.8	9.5	10.0	10.5

How to read: Numbers indicate rank for each key market potential factor. *Effective Buying Income is after-tax, discretionary income. **Average position calculation does not include population. Sources: 2011 Nielsen; 2011 Scarborough Multi-Market Report, Release 2



SPORTS | We cheer

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

LUXURY PRODUCTS | We shop

- Barneys New York
- Blue Willi's
- Brooks Brothers
- Crate & Barrel
- Free People
- Gucci
- Hermès
- Hugo Boss
- Jimmy Choo
- Karen Millen
- Kate Spade
- Kreiss Furniture
- Macy's
- Neiman Marcus
- Nordstrom
- Piazza Sempione
- Rue 21
- Salvatore Ferragamo
- Silberman Brown
- Tesla Motors
- Tiffany & Co.
- Tory Burch
- True Religion
- Wolford

MARKET REACH | We've got it

Harness the power of The Seattle Times' reach and connect with 2 out of 3 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.

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Seattle Market Overview

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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 available at every turn throughout the city's bustling thoroughfares.

It's the exquisite beauty of the region, definitely. But at the heart of it, it's Seattle's unrivaled entrepreneurial spirit that has led to its success.

The Seattle area is the thriving home to world leaders in aerospace, high-tech, global health and clean energy innovation.

Seattle was ranked second in the country for best cities by Bloomberg — and was named as one of the top 10 retail markets for 2011.

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

Seattle is #6 in the nation for household income.

ECONOMY | We're growing

2nd best city

Seattle placed second in Kiplinger's annual evaluation of U.S. cities for growth and growth potential.

2nd for office building investment

Seattle will be among the top five markets nationally for investment in office and retail properties over the next five years, according to real estate firm Grubb & Ellis.

3rd for retail investment projections in 2012

Real estate research firm Marcus & Millichap cited strong growth in the Puget Sound area's tech sector — notably by Amazon.com — as a factor in improving store traffic and earnings for downtown retailers.

5th for wage growth

Seattle's wage growth over the past year was the fifth highest in the nation, trailing only Houston, Chicago, Miami and Washington, D.C., according to Seattle-based PayScale.

6th exporter in the nation

The Seattle metropolitan area was the sixth-largest exporter in the U.S. in 2010, with merchandise shipments totaling \$35.4 billion, according to Seattle Business magazine.

Seattle is #1 for growth in tech jobs in the country.

TECHNOLOGY | We're innovating

1st in tech-sector job growth

Seattle has seen the most growth in tech jobs in the country — significantly more than Silicon Valley, according to a Forbes/Praxis Strategy Group Study.

1st top tech city

Seattle ranks as America's top tech city, according to a study published on Geekwire.com.

1st overall technology performance

According to Scientific American's 2011 cities issue, Seattle ranks #1 for overall technology performance.

1st in broadband speeds

Among cities with a population of a half-million or more, Seattle ranks #1 for broadband speeds.

6th in cities with the most computer science jobs

Seattle ranks sixth in the top 10 metropolitan areas with the greatest number of job listings for computer scientists, according to Indeed.com.

10th in tech startup cities

According to the National Venture Capital Association, Seattle ranked 10th in top American cities for startups. Rankings were based on dollars invested in young tech companies in 2011.

LIFESTYLE | We're loving life

1st in the nation for hipsters

Seattle was ranked #1 in the nation in the hipster division in a 2012 survey conducted by Travel and Leisure, taking top honors for smarts, tech savvy and high-octane coffee.

More than 2.5 million Western Washington adults have attended college.

1st for online local news usage

Western Washington has the highest percentage in the country of adults who go online for local news.

1st in nation for online giving

According to Convio, Inc., Seattle was the most generous city for online giving in 2011. Seattleites made more than 134,000 online donations last year totaling nearly \$17 million with an average online donation of \$124.92.

2nd on America's 50 best cities list

Bloomberg Business Week recently named Seattle as #2 on its list of 50 best U.S. cities. It cited the city's high median income, beautiful water-bound locale, clean air and strong job outlook.

2nd in smart, sustainable cities

When it comes to green standards, the Emerald City gets high marks. Its Green Building Sustainable Communities program creates city projects that meet sustainable outcomes. Seattle gives tax breaks and loans to businesses and residences that utilize green practices and is a leader in using garbage to produce electricity.

2nd in most literate U.S. cities

Seattle is second in the nation for most literate cities, according to an annual study by Central Connecticut State University, which ranks the "culture and resources for reading" in the nation's 75 largest metro areas. The study examines not whether people can read, but whether they actually do.

* Fortune magazine's Top 50 Most Admired Companies 2011. † Fortune magazine's Top 100 Best Companies to Work For 2011.

