

A panoramic view of the Seattle skyline at sunset. The Space Needle is prominent on the left. The city is filled with various skyscrapers and buildings. In the background, Mount Rainier is visible under a colorful sky transitioning from blue to orange and red. The foreground shows green trees and a building with a blue roof.

Evening

2017 Media Kit

Covering the Pacific Northwest for Over 30 Years

Fun. Informative. Quintessential.

Evening is the Northwest's half-hour happy hour; your home for authentic, entertaining, engaging, trending lifestyle content that viewers can't wait to see. For over 30 years, Evening has chronicled the places to live, eat, play, and stay in one of the most innovative and forward thinking cities in the country.

Our upscale viewers are active consumers who look to Evening to stay informed on real estate, music, local shopping, fashion, arts & culture, dining trends, wineries & distilleries, technology, home improvement and travel. Each episode, along with its accompanying digital content on king5.com and our social channels, reaches local consumers as well as out of town visitors.





KIM HOLCOMB



JIM DEVER



MICHAEL KING



SAINT BRYAN



KEIKO SAGAMI



JOSE CEDENO



ABBY MORIMURA



MEET THE TEAM

WHO WE REACH

Evening



1,278,000

MONTHLY VIEWERS

63,900

DAILY VIEWERS AGE 18+

\$109,788

AVERAGE HOUSEHOLD INCOME

68%

OWN THEIR HOME

32%

RENT

47

AVERAGE AGE

56%

FEMALE

44%

MALE

87%

EDUCATED

(Some college, vocational school, completed college, graduate degree)

44%

PLAN TO PURSUE ADDITIONAL EDUCATION
IN THE NEXT YEAR

57%

EMPLOYED

24%

RETIRED

Western Washington viewers appreciate great content across all screens whether it be TV, desktop, tablet, or mobile.



Evening viewers are active on social media:



66,273

LIKES

73%

REGULARLY ACCESS



19.5K

FOLLOWERS

23%

REGULARLY ACCESS



4,004

FOLLOWERS

21%

REGULARLY ACCESS

EVENING VIEWERS ARE YOUR CONSUMERS

Evening



76%

VISITED FULL SERVICE RESTAURANT IN LAST 2 WEEKS



50%

ENJOYED A COCKTAIL IN THE LAST WEEK



22%

PLAN TO BUY A NEW/USED VEHICLE IN THE NEXT YEAR



30%

RETIREMENT PLANNING IN THE LAST YEAR



28%

INVESTMENT PLANNING IN THE LAST YEAR



50%

PURCHASED FURNITURE IN THE LAST YEAR



55%

PURCHASED FINE JEWELRY IN THE LAST 2 YEARS



39%

PLAN TO LANDSCAPE/LAWN/GARDEN IN THE NEXT YEAR



51%

PURCHASED A MATTRESS IN THE LAST YEAR



30%

USED DAY SPA/SALON SERVICES



34%

PLAN TO TAKE 1-2 TRIPS

35%

PLAN TO TAKE 3+ TRIPS



65%

PLAN TO TAKE TRIPS BY AIR

EVENING VIEWERS ARE ACTIVE IN THEIR COMMUNITIES

Evening



40%

ATTEND LOCAL THEATER



63%

VISIT PIKE PLACE MARKET



25%

VISIT THE ZOO



38%

VISIT THE WASHINGTON STATE FAIR



31%

ENJOY OUTDOOR RECREATION



28%

ENJOY READING



39%

ENJOY GAMBLING ENTERTAINMENT



70%

WATCH SEAHAWKS GAMES



21%

ATTEND HOME AND GARDEN SHOWS

WHAT MAKES A GOOD STORY:

Evening

How it works:

- Each day Evening brings viewers valuable, useful, inside information on whatever is worth seeing and doing in the Northwest. Content is King!
- Now showcase your business/venue/event within this rich local content environment. Your story will be part of the show!
- You provide the talking points, interactions and visual locations and an Evening producer will work with you to bring the story to life.
- After the show airs the story is posted on king5.com with a link to desired URL, with the video able to be accessed for 18 months.

Evening retains editorial control.

What makes it good?

- Stunning visuals with action happening in front of the camera
- Emotional human interest stories
- Anything that cannot be re-created in a studio environment
- Fun behind the scenes footage
- The story should be told in 2 minutes or less
- Interactive elements that create viewer participation (social, sharable content, contesting, etc.)



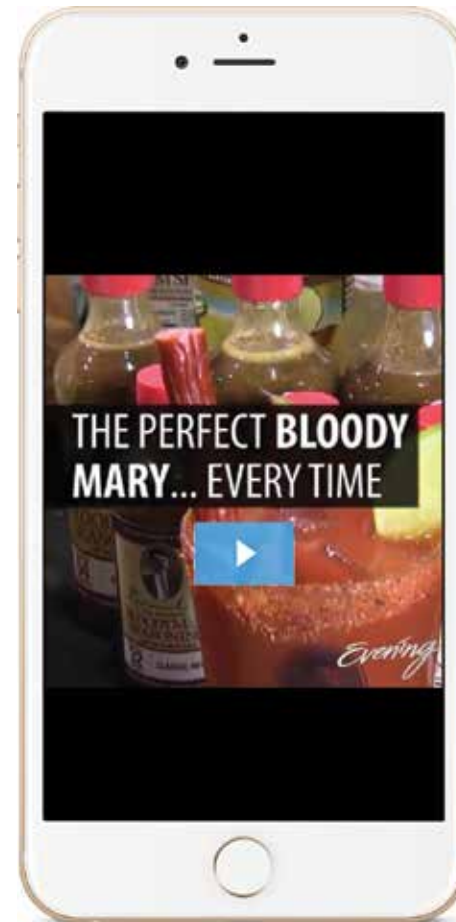
Small screen videos are optimized for the smartphone audience. They should be designed to be watched with the sound off, captioning any dialogue. **85% of Facebook video is watched with the sound off.** Most importantly, what will the viewer take away from the video?

Social videos are viewed and shared because they make people feel more “in the know” among their peers. Let us help you create a video series for your brand as a stand-alone marketing campaign or as an addition to augment your overall marketing campaign.

Tips we will use when creating your social video:

- Don't bury the lead! The first 3 seconds are critical to capture the viewer's attention.
- Shorter is better. (30 – 60 seconds max)
- Look for moments. Don't worry about it being too polished. Raw footage works great.
- Craft the story to be consumed without sound.
- Get to the point. Make text effortless to read.
- Pick images that have a visual impact on a small screen (staying away from wide shots).

Evening retains editorial control.



EVENING PRICING:



One Evening Segment
\$6,900 gross

Quarterly Annual Segment Contract
Four Evening Segments
(one per quarter)
\$6,613/each gross

Bi-monthly Annual Segment Contract
Six Evening Segments
(every other month)
\$6,325/each gross

Monthly Annual Segment Contract
Twelve Evening Segments
(monthly)
\$6,038/each gross

One Evening Shout Out
(works great for contesting and upcoming events!)
\$2,300 gross

Quarterly Annual Shout Out Contract
Four Evening Shout Outs
\$2,013/each gross

Bi-monthly Annual Shout Out Contract
Six Evening Shout Outs
\$1,725/each gross

Monthly Annual Shout Out Contract
Twelve Evening Shout Outs
\$1,438/each gross

One “Evening” Branded Social Media Video
Includes production and post to Evening Facebook page
\$2,875 gross

Series of Five “Evening” Branded Social Media Videos*
Includes production and post to Evening Facebook page
\$11,500 gross total

**All video creative to be filmed in the same day.*

January & February
Winter Must Do's

March
Washington Wine Month

April & May
Best Northwest Escapes

June
Summer Fun

August
Konnected Philanthropic Event

September, October, & November
Best of Western Washington 25th Anniversary

October
Best Fest Celebration Event

November & December
Holiday Gift Guide



