



The Sunday newspaper’s Home/Real Estate section is where readers turn to learn more about the Seattle-area’s real estate market. In addition to real estate and apartment listings, the section contains features on topics of interest to homeowners and homebuyers, like architecture and interior design, home-energy management, and current mortgage rates. Sunday Real Estate also features popular syndicated columns, including Kenneth Harney, the “Practical Gardener” and “Mr. Handyman.” Regular readers of the section include homeowners, college grads, and those with high household incomes.

SUNDAY HOME/REAL ESTATE

- Full-color cover with interesting home-related feature article
- ROP display ads within the real estate news pages
- Special ad positions available

For advertising rate information, call 206/464-2400.

SUNDAY’S SCOOP ON THE AREA’S STRONG REAL ESTATE MARKET

HOME/REAL ESTATE READERSHIP PROFILE

| | Sunday Home/ Real Estate Readers | Total Sunday Readers |
|---|--|-------------------------|
| Gender | | |
| Male | 40% | 47% |
| Female | 60% | 53% |
| Age | | |
| 18–34 | 24% | 31% |
| 35–54 | 50% | 43% |
| 55 or older | 26% | 26% |
| Education | | |
| College Grad or more | 49% | 38% |
| Some College | 34% | 36% |
| High School Grad or less | 17% | 26% |
| Occupation Status | | |
| White Collar | 50% | 42% |
| Blue Collar | 18% | 24% |
| Not employed (including retired, homemaker, student) | 32% | 34% |
| Household Income | | |
| \$75,000 or more | 40% | 30% |
| \$50,000–\$74,999 | 29% | 28% |
| \$25,000–49,999 | 25% | 28% |
| Less than \$25,000 | 6% | 14% |
| Average | \$70,176 | \$61,977 |
| Housing Status | | |
| Own | 83% | 69% |
| Rent or other | 17% | 31% |

How to read: While 53% of the Sunday Seattle Times and P-I readers are female, 60% of Home/Real Estate section readers are female.

Source: 1999 Section Readership Study, Northwest Research Group

Survey Area: The Seattle Times Newspaper Designated Market (NDM), which consists of most of King County, Southwest Snohomish County, Kitsap County ZIP code 98110 and Pierce County ZIP code 98422.