

# NXNW

NORTH BY NORTHWEST

## Investigating

**THE STRONG BUSINESS AND ECONOMIC CONNECTIONS BETWEEN ALASKA AND WASHINGTON**



*An annual magazine published by  
Petroleum News & North of 60 Mining News*



Written by industry editors Shane Lasley, Tim Bradner, and Kay Cashman



## North by Northwest

North by Northwest is an annual full color magazine that investigates the strong business and economic connections between Alaska and Washington.

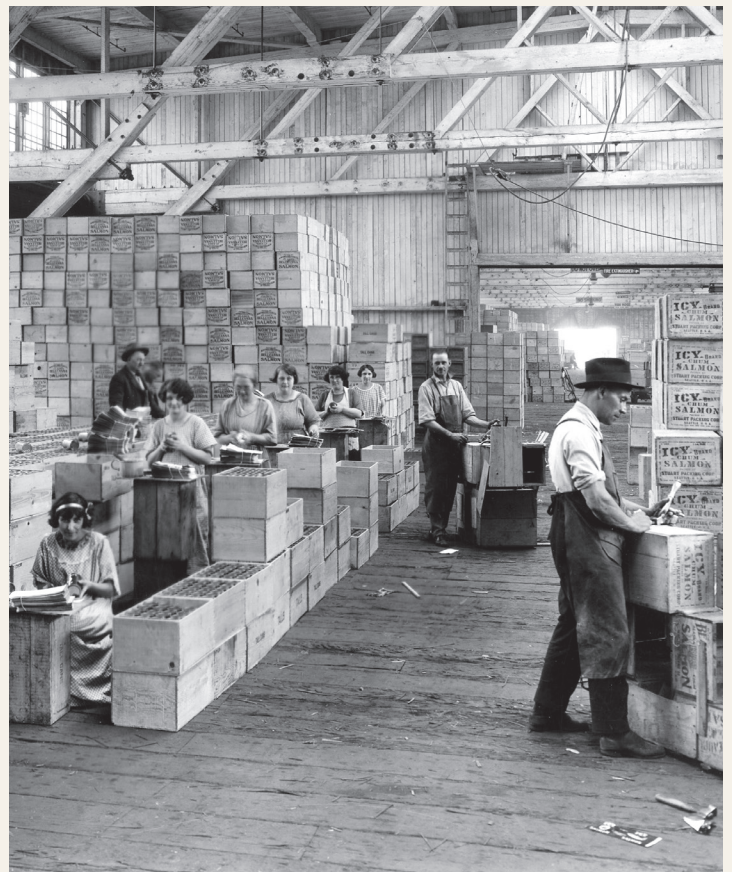
Though these Pacific Rim states are geographically 500 miles apart at their nearest points, from an economic standpoint it is hard to discern where one state ends and the other begins. Whether it be Alaska-focused businesses with their headquarters in Seattle/Tacoma; Washington fishermen making their annual migration north to Alaska's world renowned fisheries; or vital supplies being delivered to ports around Alaska via Washington ports, the economic border between these Pacific Rim states is nearly indistinguishable.

According to a 2015 report by the McDowell Group, the Alaska-Washington economic connection accounted for 113,000 jobs in the Puget Sound region and \$6.2 billion in labor earnings (including direct, indirect, and induced impacts) in 2013.

Nearly 100 percent of the northbound containerized freight destined for Alaska originates in the Puget Sound. As a result, Washington is a vital source of the goods Alaskans and Alaska business depend on to survive and thrive.

North by Northwest chronicles this robust Alaska-Washington connection by providing insightful and informative articles on the industries that provide the foundation for the symbiotic multi-billion-dollar economies shared by these Pacific Rim states.

Each issue provides news and information on Alaska's resource sectors – fishing, mining, timber, and oil & gas – with a focus on what these developments mean to Washington businesses; as well as updates on the tourism, transportation and construction sectors in both states.



***“We are taking advantage of the Klondike excitement to let the world know about Seattle.” -Erastus Brainerd, 1897***

- The Klondike and Alaska gold rushes established Seattle as a modern metropolitan city. Today, world-class Alaska mine projects such as Donlin Gold and Pebble continue to have enormous implications for the people of Washington.
- Alaska’s seafood industry accounts for nearly 24,000 jobs and pays \$1.3 billion in wages to Puget Sound residents. Puget Sound is also home to 36 processing companies that account for roughly 80 percent of total first wholesale value of Alaska seafood production.
- More than 80 percent of domestic containerized shipments through the ports of Seattle and Tacoma are bound for Alaska, this equates to roughly 10 percent of all marine cargo-related economic activity in Puget Sound.
- Nearly half the Alaska cruise market comes through Seattle, resulting in nearly half a million vacationers embarking and/or disembarking in the city.
- More than 1 million passengers depart the Seattle-Tacoma International Airport each year on flights bound to Alaska. In addition to being a hub for northbound travel, Seattle is a destination for Alaskans seeking the shopping, entertainment and cultural venues the Emerald City has to offer.

- Construction, this third largest industry in Alaska relies on Washington for building materials and more.
- Freight and cargo, the muscle behind the Alaska-Washington connection.
- Agriculture, the key word is ‘fresh.’

Petroleum Newspapers of Alaska has a long history of publishing beautiful and informative magazines chronicling Alaska’s resource sectors. This extensive body of work includes “Alaska-Washington Connection,” a magazine that featured companies and developments involved in trade and commerce throughout Alaska and Washington.

Petroleum News Special Publications Director Marti Reeve and North of 60 Mining News Publisher Shane Lasley have teamed up to elevate the Alaska-Washington Connection. With articles from some of Alaska’s top business writers – Kay Cashman, Tim Bradner and Shane Lasley – North by Northwest is a magazine that will be a must read for Alaska and Washington professionals alike.

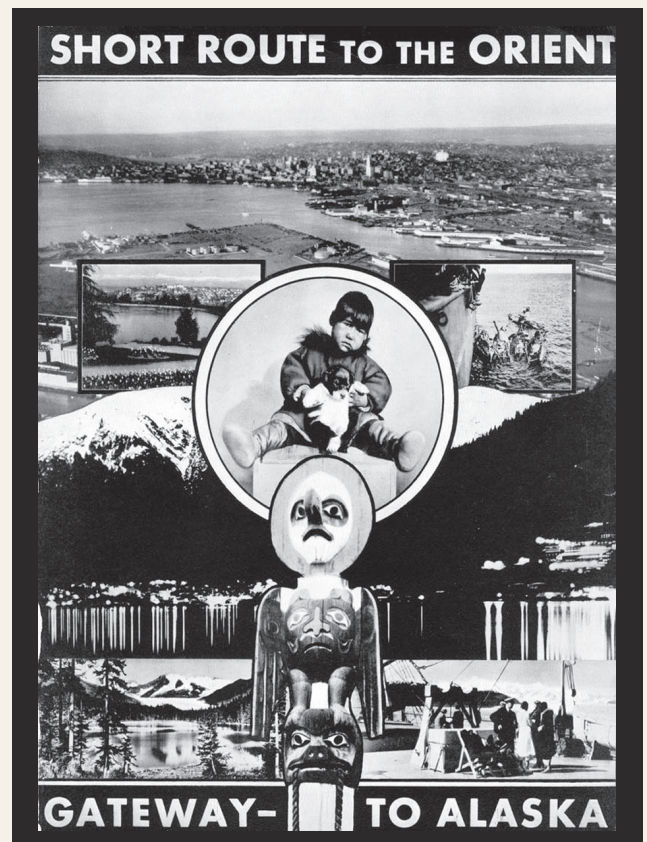
**To be a part of “North by Northwest,”  
please contact Susan Crane at 907.522.9469  
or [scrane@petroleumnews.com](mailto:scrane@petroleumnews.com).**

## **Making the connection**

Each edition of North by Northwest will feature a particular aspect or sector of the Alaska-Washington connection. The upcoming 2017 edition will feature “Making the connection,” a look back to the industrious Washingtonians that foresaw Alaska’s potential and cemented Seattle as the “Gateway to Alaska.”

In addition to looking back to the Klondike and Alaska gold rushes that established Seattle as a modern city, the 2017 North by Northwest will provide updates on:

- Mining, including updates on the Donlin Gold and Pebble mine projects in Alaska.
- Alaska’s seafood sector, an industry with strong ties with Washington.
- Oil & gas, including updates on Armstrong, Caelus and other discoveries, as well as latest on gas pipeline.
- Passenger transportation and tourism, providing insight into Seattle as a hub for Alaska business and pleasure travel.



# ADVERTISING RATES & SPECIFICATION

North by Northwest is a full color, slick magazine

Size	Price	Width	Height
Full page bleed	\$2,305	8 1/4"	10 3/4"
Full page	\$2,305	7 1/2"	9 1/2"
1/2 page vert.	\$1,600	3 5/8"	9 1/2"
1/2 page hz.	\$1,600	7 1/2"	4 11/16"
1/2 page isl.	\$1,760	4 15/16"	7 1/8"
1/3 page hz.	\$1,135	7 1/2"	3 3/16"
1/3 page sq.	\$1,135	4 15/16"	4 13/16"
1/4 page	\$860	3 5/8"	4 11/16"
1/6 page sq.	\$755	3 5/8"	3 1/16"
1/6 page hz.	\$755	4 15/16"	2 3/8"
1/8 page	\$620	3 5/8"	2 1/4"
1/12 page	\$440	1 3/4"	3 1/16"

**DEADLINE:** Ad placement due March 10, 2017;  
Camera ready due March 17, 2017

**NON-PROFIT ADS:** 30% off open rates

**PRODUCTION SPECIFICATIONS:** Ads should be submitted electronically. Files must be at least 300 dpi. The image should be the same size as the space reserved. We prefer PDFs but we'll also accept EPS files with fonts outlined, JPEG and TIFF files. All layers and transparencies must be flattened in submitted material. We'll also accept Quark and InDesign files as long as all art and fonts are included.

**PRODUCTION CHARGES:** (for ads that are not camera-ready) \$40 flat rate

**GENERAL INFORMATION:** We reserve the right to reject any advertising that we deem misleading or objectionable. Approved advertising agencies will be granted a 15% commission.

The above rates are for black and white ads. Add \$200 per single processed color; add \$400 for full color. The trim size for full page bleed is 8" x 10.5".



## CONTACT INFORMATION

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