

**Vs**

# VANGUARD | OUR MISSION

SEATTLE ART FASHION  
AND CULTURE



## VANGUARD Seattle Mission

VANGUARD Seattle creates content that invites our readers to participate in the existing and emerging culture. We create a familial environment within our community of readers, partners, sponsors and advertisers to further support artisans, business leaders, scholars and creatives.

## VANGUARD Seattle Brand

The VANGUARD Seattle brand is an integrity brand appealing to those who value a standard of ethics, appreciate intellectual dialogue and have an aesthetic sensibility. The VANGUARD Seattle reader is stylish, social, conscientious, involved and curious. Our audience uses their financial and/or intellectual capital to contribute to the emerging culture.

## VANGUARD Seattle Culture

VANGUARD Seattle appeals to intellectually engaged and cultured readers seeking to cultivate social awareness within their community who share an interest in high quality experiences and create healthy social dynamics.

## VANGUARD Seattle Partners, Sponsors and Advertisers

Within our ad campaign, we strive to help our partners and sponsors succeed in their branding strategies and business goals by creating individualized packages. We take our business relationships personally and treat our associates as we would want to be treated. Loyalty, mutual respect, long-term planning and vision are important to our team and leadership. As a media entity, we acknowledge the goals and needs of our partners and seek to create successful campaigns. Our overall goal is ensure that readers enjoy and appreciate participating in the VANGUARD Seattle experience.

# VANGUARD EDITORIAL SEATTLE ART FASHION AND CULTURE CALENDAR

Interested in sponsoring or advertising in one of our columns? Email us at [adinfo@vanguardseattle.com](mailto:adinfo@vanguardseattle.com)

## January 2016

Keeping Up Appearances:  
Cosmetics and Visual Arts

### Week 1

Vogue A Trois by Lisa Cole  
Gallery Guide by T.s. Flock  
Monday Get Out, Seattle!

Wednesday Weekly  
Newsletter

Society Posts  
by Sarah Cardoza

Critical Reviews

### Week 2

Film Feature by Molly Laich  
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Critical Reviews

### Week 4

What's Good In Seattle  
by Lois Castelli-Leff  
Style Fold by Tiffany Bri  
Monday Get Out, Seattle!

Wednesday Weekly  
Newsletter

Society Posts  
by Sarah Cardoza

Critical Reviews

## February 2016

Heartwrenched: Timeless  
Dates and Film

### Week 1

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Wednesday Weekly  
Newsletter

Society Posts  
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Style Fold by Tiffany Bri  
Monday Get Out, Seattle!

Wednesday Weekly  
Newsletter

Society Posts  
by Sarah Cardoza

Critical Reviews

## March 2016

A Man's World: Menswear  
Feature

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Monday Get Out, Seattle!

Wednesday Weekly  
Newsletter

Society Posts  
by Sarah Cardoza

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Style Fold by Tiffany Bri  
Monday Get Out, Seattle!

Wednesday Weekly  
Newsletter

Society Posts  
by Sarah Cardoza

Critical Reviews

## April 2016

Fresh Crop :Emerging  
Creatives and Businesses

### Week 1

Vogue A Trois by Lisa Cole  
Gallery Guide by T.s. Flock  
Monday Get Out, Seattle!

Wednesday Weekly  
Newsletter

Society Posts  
by Sarah Cardoza

Critical Reviews

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## May 2016

Lady Luck :Summer Travel  
and Women Leaders

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Wednesday Weekly  
Newsletter

Society Posts  
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Critical Reviews

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Newsletter

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Critical Reviews

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Wednesday Weekly  
Newsletter

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Critical Reviews

## June/July 2016

Made in the USA :American  
Fashion, History, Destinations

### Week 1

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Wednesday Weekly  
Newsletter

Society Posts  
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Style Fold by Tiffany Bri  
Monday Get Out, Seattle!

Wednesday Weekly  
Newsletter

Society Posts  
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Critical Reviews

## August 2016

Hot Town: Parties and  
Festivals

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Wednesday Weekly  
Newsletter

Society Posts  
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Critical Reviews

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Newsletter

Society Posts  
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Critical Reviews

## September 2016

Party Fever: Fashion Week  
and Event Season

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Critical Reviews

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High Spirits: Seattle Haunts and Spirituous Beverages

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## November 2016

Mock the Vote: Politics and Cultural Leaders

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## December 2016 & January 2017

Polished: Refined Dining and Health

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## February 2017

TBD

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VANGUARD  
SEATTLE ART FASHION AND CULTURE

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# VANGUARD

## SEATTLE ART FASHION AND CULTURE

### USER INFO & DEMOGRAPHICS



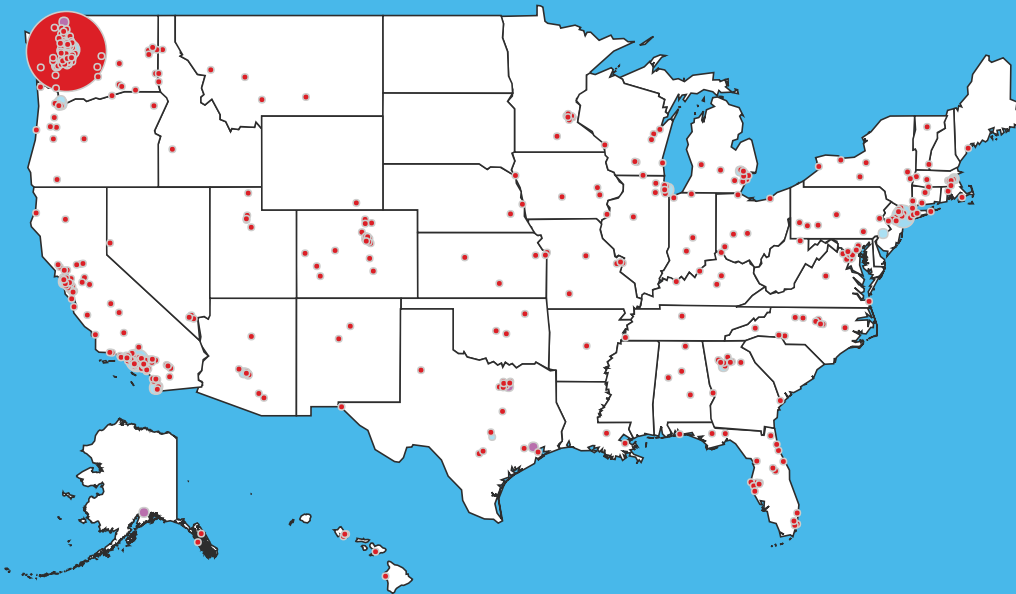
## THE NUMBERS

TOTAL PAGEVIEWS PER YEAR = **253,832**

WE'RE GROWING = **2,014%**  
percentage of new users over the past year

	INTERNATIONAL	WASHINGTON STATE
Total Pages Viewed Per Year	253,832	224,826
Total Number of Users Per Year	51,014	26,752
Average Number Of Pages Viewed	3.66 pages	4.12 pages
Bounce Rate (lower is better)	3.38%	0.28%
New Users	71.68%	63.43%

# GEOGRAPHIC REGIONS



## INTERNATIONAL

85.6% USA  
2.37% Russia  
1.58% France  
1.39% Canada  
1.32% UK  
0.89 Germany  
8.17% other countries

## UNITED STATES

49.8% Seattle  
3.13% New York  
3.07% Los Angeles  
2.37% Bellevue  
1.17% Portland  
1.01% San Francisco  
39.45% other US cities

# OUR USER PROFILE

	INTERNATIONAL	WASHINGTON STATE
Female	62.2%	64%
Male	37.8%	36%
Average Age of User	30 years old	34 years old

## TOP INTERESTS OF VANGUARD USERS ACCORDING TO GOOGLE

APPAREL & ACCESSORIES  
TRAVEL & HOTELS ACCOMMODATIONS  
DATING SERVICES  
REAL ESTATE

# VANGUARD | SOCIETY SEATTLE ART FASHION AND CULTURE PACKAGES



## VANGUARD Seattle Society Package

VANGUARD Seattle's society column, On The Town, is an opportunity for our advertisers to showcase their mission and brand through their unique celebrations and fundraising efforts. We offer three packages to accommodate your budget.

### Society Package A: \$2,340

- Sponsored On The Town Column describing and photographing events and parties
- Photographer for duration of event
- Digital file of photos & shared rights to images
- Slideshow Hero ad in monthly promo gallery
- VS Daily write-up promoting the event
- VS Daily Promotion prior to the event will be featured in weekly newsletter
- Medium Rectangle ad box on homepage for a month prior to the event (Ad Box B)
- Social Media Coverage of Event on Twitter, Instagram and Facebook

### Society Package B: \$1,950

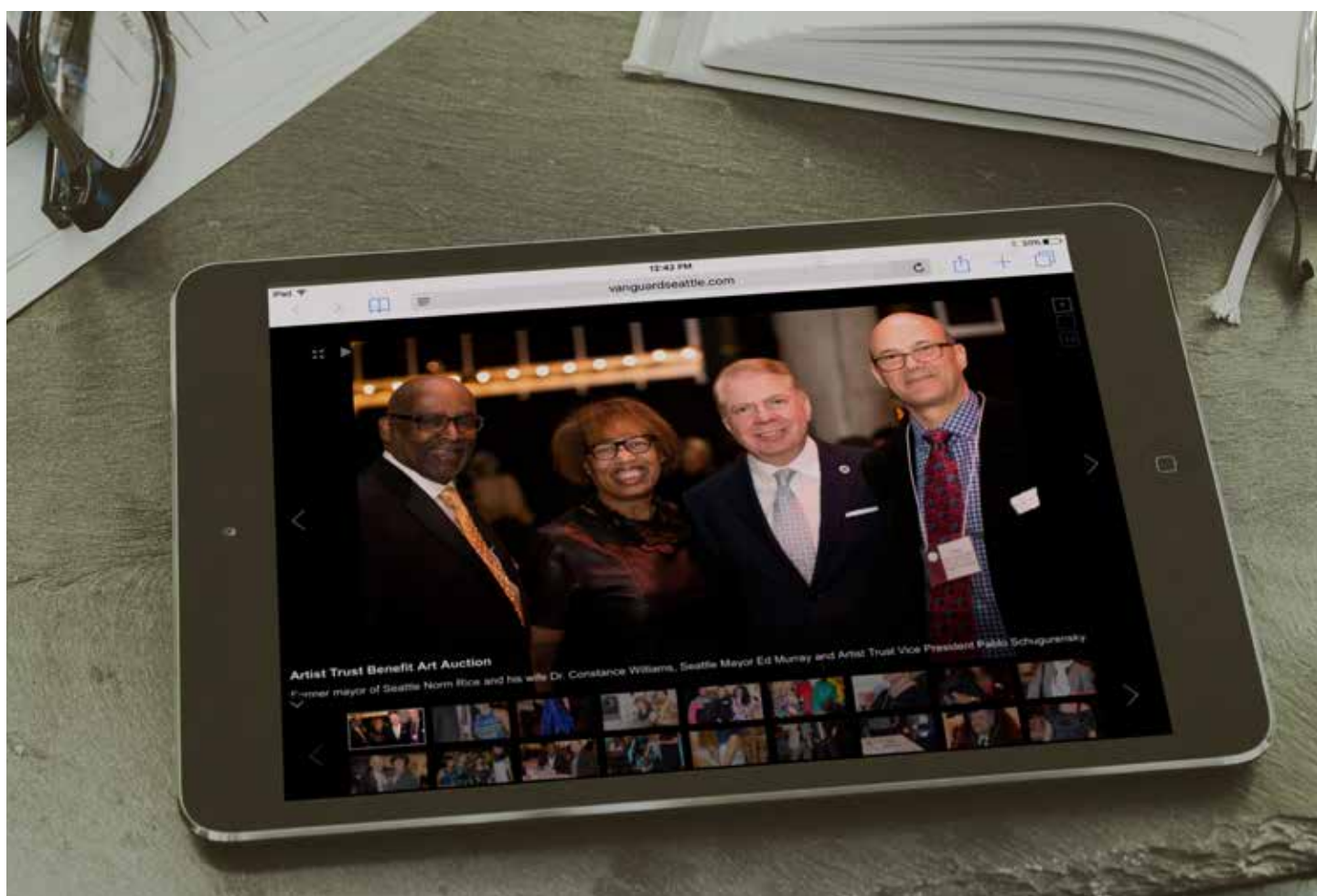
- Sponsored On The Town Column describing and photographing events and parties
- Photographer for duration of event
- Digital file of photos & shared rights to images
- VS Daily write-up promoting the event
- VS Daily Promotion prior to the event will be featured in weekly newsletter
- Social Media Coverage of Event on Twitter, Instagram and Facebook

### Society Package C: \$1,560

- Sponsored On The Town Column describing and photographing events and parties
- Photographer for first two hours of event & shared rights to images
- VS Daily write-up promoting the event
- VS Daily Promotion prior to the event will be featured in weekly newsletter



## VANGUARD Seattle Society Package Gallery View



# VANGUARD

## SEATTLE ART FASHION AND CULTURE

### VS Daily Event Promotion



teamLab's acclaimed interactive spaces will be part of the youth programming at Seattle Art Fair 2016. Image courtesy of teamLab and Pace Gallery.

## Seattle Art Fair 2016 Announces Its Special Events and Installations

June 7, 2016

Seattle Art Fair returns for its second year, **August 4-7, 2016**, and in addition to its 80 participating exhibitors, it will be featuring a number of talks, events and special projects organized by Artistic Director **Laura Fried**. The list of these on-site and off-site events, installations, sculptures and performances has just been released.

Fried states, "This year's Projects and Talks spotlight the incredible artist production that is emerging from the West Coast and beyond," and the recently released list indeed offers an impressive array of work from established and emerging artists. On-site projects include: a room-sized "**Cluster**" of motion-activated cymbals by **Dawn Kasper**; a large diorama by **Roxy Paine** titled "**experiment**" (showing a CIA observation room); selections of new works from **Jeffrey Mitchell** and career works from **Claire Falkenstein**; and a look at historic early adopters of technology in art, including early video art, presented through L.A.-based exhibition platform **Public Fiction**.

SAF also presents site-specific events in Pioneer Square and the International District, including: a "tourist experience" in Martian English, conceived by **Glenn Kaino** and led by **Timothy "Speed" Levitch** (who will be leading "uncanny" tours within SAF, as well); a sound work and performance staged by **Brendan Fowler** in the **Good Arts Building**; and two dance performances, choreographed by **Bebe Miller + Darrell Jones** and **Flora Wiegmann** in Union Station.

Each of the five scheduled talks this year are presented as dialogs between two guests, and it's an eclectic and entertaining roster. Artist and musician **Kim Gordon** (of **Sonic Youth** fame) sits with art professor and historian **Branden Joseph** (**Columbia University**) to discuss art, music and language. Portlandia actors **Kyle MacLachlan** and **Carrie Brownstein** will discuss cultural investment and place-making in the Pacific Northwest. Henry Art Gallery Associate Curator, **Emily Zimmerman** and Public Fiction founder **Lauren Mackler** will go meta, as they look at talk show format employed by artists on early public access television and in contemporary practices...arranging their hour of conversation like a talk show, with archival footage and "a few special guests, live and on air."



Roxy Paine's "**experiment**." Image courtesy of the artist and Paul Kasmin Gallery.



Dawn Kasper's "Cluster." Image courtesy of the artist, David Lewis Gallery and Redling Fine Art.

## VANGUARD SEATTLE ART FASHION AND CULTURE VS Daily Event Promotion

Check out the full list of talks and installations on the Seattle Art Fair website. For visitors with an appetite for more than art, the Seattle Art fair has named **Ethan Stowell** its Official Chef Partner. Stowell will be designing the Preview Event's menu and making daily appearances in the VIP lounge, designed by **Olson Kundig** and sponsored by **Windermere**.

Opening night preview tickets and full passes are each \$50. For those who want to attend the beneficiary opening event (at 5:30 pm, Thursday, August 4), which precedes the opening night party and supports Seattle Art Museum, those tickets go on sale on June 11. [Get tickets online.](#)

### Seattle Art Fair On-site Projects 2016

Adam McEwen, *Blue Gene 1 and Blue Gene 2*, 2016

Brenna Murphy, *SequenceSource\_Array*, 2016

Selection of historic works by Claire Falkenstein

Dawn Kasper, *Cluster (WC2)*, 2016

Glenn Kaino, *Aspiration*, 2016

Selection of new works by Jeffrey Mitchell

Kishio Suga, *Correspondence*, 2006

Public Fiction, a.public.fiction.announcement.  
(PFA): A Witness and A Weapon., 2016

Roxy Paine, *experiment*, 2016

A kid friendly space in collaboration with teamLab. [Read more here.](#)



Flora Wiegmann, *Allay Alight (with undertow)*, performance at 356 Mission, Los Angeles, 2013.  
Courtesy of the artist and C. Nichols Project, Los Angeles.

### Seattle Art Fair Off-site Events 2016

Brendan Fowler, *Seattle*, 2016 | Good Arts Building (110 Cherry St, Seattle, WA 98104)

Flora Wiegmann, *Halo of Consciousness*, 2016 | Union Station (401 S Jackson St, Seattle, WA 98104)

Glenn Kaino, *Aspiration*, 2016 | CenturyLink Field Event Center & surrounding neighborhoods

Wynne Greenwood, *In Loving Memory*, 2016 | Occidental Square (117 S Washington St, Seattle, WA 98104)

Bebe Miller + Darrell Jones, 2016 | Union Station (401 S Jackson St, Seattle, WA 98104)

Luciana Achugar, *The Pleasure Project*, 2016 | Occidental Square (117 S Washington St, Seattle, WA 98104)

### Seattle Art Fair Guest Talks 2016

**Friday, August 5 at 12:00pm**, Sharon Johnston + Rita McBride

**Friday, August 5 at 3:00pm**, Lauren Mackler + Emily Zimmerman

**Saturday, August 6 at 2:00pm**, Kim Gordon + Branden Joseph

**Saturday, August 6 at 4:00pm**, Kyle MacLachlen + Carrie Brownstein

**Sunday, August 7 at 3:00pm**, Anne Ellegood + Brian Jungen

iPhone and iPad users will be able to use the Artsy app to find exhibitor booths and information about the works on display, inquire on works for sale, save favorite artworks and follow galleries and artists for future updates. You can also join the online conversation on Instagram, Twitter and Facebook by following @SeattleArtFair and using the hashtag #SeattleArtFair when posting.

#### ABOUT THE AUTHOR

**T.s. Flock** | Arts Critic



T.s. Flock is a writer based in Seattle and the managing editor of Vanguard Seattle, which he co-founded. Flock writes fiction, non-fiction and poetry and has been published in several journals, in collaboration with artistic groups, and for boutique presses. He hopes to expand arts coverage locally and foster an environment of collaboration and smart criticism and get a wider audience engaged with the visual and performing arts locally and beyond.



# VANGUARD

SEATTLE ART FASHION  
AND CULTURE

## VS Daily Event Promotion



## HENRY GALA 2016: LET IT GO TO YOUR HEAD!

January 7, 2016

On Saturday February 6, the **Henry Art Gallery** will be holding their **2016 Gala**, themed **"Dress {Up}: Let It Go To Your Head."** In addition to black tie attire, the Henry invites their guests to get creative above the shoulders. It's time to bust out those funky hats, intricate hairstyles or that fabulous headpiece you've been holding onto.

The evening begins at 6 PM, with cocktails and dinner provided by **Lark** and the restaurant's head chef **Jonathan Sundstrom**. The dinner ticket and table options vary depending on party size and Henry membership. Individual tickets and discounts for new Henry Contemporaries members are also available, and all dinner tickets include admission to the following Dance Party. Check out the different packages at the Henry website.

The Dance Party will be held at 9 PM. Individual tickets may be purchased separately for those not attending dinner and are \$50 each. Don't miss out on the chance to drink, mingle and get down with your favorite artists and art benefactors—just don't let it all go to your head.

### Henry Art Gallery 2016 Gala

**Where:** Henry Art Gallery (4100 15th Ave. NE)

**When:** Saturday, February 6, from 6 PM -12 AM

### ABOUT THE AUTHOR

**Sarah Cardoza**  
Executive Assistant, Society Writer



# VANGUARD

## SEATTLE ART FASHION AND CULTURE

### VS Daily Event Promotion



## Filson Sportsman's Expo, June 11

May 24, 2016

On Saturday, June 11, **Filson** will be highlighting Pacific Northwest area artisans and makers that offer unique gift ideas for dads and grads in a special **Sportsman's Expo** at the Seattle flagship store—just in time for **Father's Day**. From 10am to 6pm, stop in to shop for gifts that cater to anyone interested in the outdoors, ranging from hand-knotted hammocks to canvas tents. At Filson, you'll find unique buys with truly unique stories.

The fourteen local merchants will include **Anchorhead Coffee Co**, **Beckel Canvas Products**, **Deckhand Manufacturing**, **Billfish Art Design**, **Graycloud Designs**, **Meridian Forge**, **Fisknat Landing Nets**, **Mike's Butcher Blocks**, **Mustard & Co.**, **Owens Meats**, **Pike St. Press**, **Seaplane Brewing Company** and **Washington Trails Association**. Merchants will be displaying their work while guests enjoy live music and refreshments to accompany their shopping. Be sure to RSVP on the **Filson website**.

### Filson Sportman's Expo

**When:** Saturday June 11, 10am-6pm

**Where:** Filson Seattle Flagship (1741 1st Ave S)

### ABOUT THE AUTHOR

**Sarah Cardoza**  
Executive Assistant, Society Writer







## On the Town: Henry Art Gallery Gala + Dance Party

February 17, 2016

Photography by Christopher Reicks

The **Henry Art Gallery**, a leader of Seattle's contemporary art scene, transformed from gallery to party venue on **Saturday February 6** for their annual **Gala + Dance Party**. Beginning with a cocktail hour, dinner and a raise-the-paddle fundraiser benefiting the museum's programs and exhibits, the evening then transitioned into a vibrant dance party that continued on until the clock struck midnight.

Guests dressed to the nines—and then turned it up to eleven—to stay with the theme of “Dress (UP): Let It Go To Your Head,” which encouraged funky headpieces, hats and all manner of creative head-toppers. As the Gala attendees arrived at the Henry's on-campus entrance, they were greeted with a flute of champagne and a red carpet step-and-repeat. Continuing down onto the mezzanine, featuring a bar fully stocked with drinks by event sponsors **Big Gin** and **Our/Seattle** vodka, party-goers were able to catch up with friends and appreciate the imaginative outfits of their fellow attendees.

The party was simultaneously festive and filled with mystery, goaded on by masks and makeup, fascinators and fanciful outfits, artistic lighting on the dance floor and a suspiciously enormous top hat in the dining room. Gala Committee Members, employees at the Henry, artists, donors and arts appreciators alike all mingled together for pre-dinner cocktails. At 7:15, the dinner bell was rung by entertainer **Martha Joyce**, sporting a sky-high red pouf sentimental and calling the guests into the dining room.

As attendees were sitting down to dinner, a sudden swarm of performers in black surrounded and mixed amongst the long tables—a flash mob of minimalistic hand claps, tone clusters and modern dance that only added to the intrigue of the evening. As dinner was served, compliments of **Lark** and **Chef Jonathan Sundstrom**, the top hat split open to reveal artist **Jeffry Mitchell**, who proposed a “toast to the future” of the Henry Art Gallery. Auctioneer **Kevin Joyce**—dressed as Salvador Dalí, waxed mustache and all—took the stage to engineer the raise the paddle fundraiser. “Raise it like your creative soul depends on it!” he goaded, and the guests readily obliged: Business leader and arts patron **Bill True** immediately pledged \$10,000 towards the Henry, and the auction ended with an astonishing 100 donors at the \$100 level. Henry director **Sylvia Wolf** took the stage to thank the Gala Committee, chaired by **Jean Bender Jarvis**, and the guests continued to enjoy the food and the company.



Martha Joyce rings the dinner bell.

Dance party guests started to filter in around 9pm, and what was an elegant cocktail venue just hours before transformed into a raucous dance floor, fueled by **Chateau Ste. Michelle** wines and **Big Time Brewing Company** pints. Performance and installation artist **Graham Downing** advertised "Really Shitty Caricatures – Free!" throughout the night, sketching Sharpie portraits with his non-dominant hand in a genius stroke of entertainment. Creatively costumed guests got down to entertainment by **Al + Andrew of Amateur Hour** entertainment, celebrating a successful evening of generosity in support of the Henry Art Gallery.

Check out the gallery below for a taste of The 2016 Henry Gala, and see how Seattle lets it go to their head!



The dining room's giant top hat opened to reveal artist Jeffrey Mitchell.



## ABOUT THE AUTHOR

**Claire Biring**  
Music and  
Performing Arts Writer



Claire Biring is a Seattle-based music lover, educator and writer. She holds an MA in Music History from University of Washington, where her primary research involved contemporary opera and its social implications. She enjoys using music and writing to build communities and broaden minds.



# VANGUARD

SEATTLE ART FASHION  
AND CULTURE

## VS Daily Advertorial



## Treat Your Dad Right With Filson's Father's Day Gift Guide

June 1, 2016

This **Father's Day**, let **Filson** take the guesswork out of shopping with this handy Father's Day Gift Guide. Whether you're visiting their flagship store in Seattle's SoDo district or shopping online, Filson offers rugged outdoor clothing, bags and watches for every kind of Dad in your life.

### The Sportsman Dad

Designed with right-handed sport shooters and hunters specifically in mind, **The Right Handed Shooting Shirt** features a lightweight, breathable material with reinforced fabric on the lower arms for ultimate durability, plus UPF50+ protection for long hunts under the sun.

For hot-weather days, the **Twain Lakes Sports Shirt** features the same UPF50+ protection in an ultra-lightweight, quick-drying material, embroidered underarm eyelets and a vented mesh back yoke for breathability and ventilation.

And for all your Sportsman Dad's rugged gear, the **Dry Duffle - Medium**'s welded seams, plus a roll top with hook-and-loop closure offers protection from the elements for field and travel.



Right Handed  
Shooting Shirt,  
\$110 at Filson

### The Outdoor Weekend Warrior Dad

Designed specifically with carry-on size restrictions in mind, the **Medium Duffle** makes the perfect gift for any jet-setting father. The water and abrasion-resistant Rugged Twill features bridle leather handles and two interior stow pockets so nothing will ever get left behind.

For a different take on traveling, the **Travel Bag** features all kinds of storing options, including two snap stow pockets, one interior slotted utility pocket, an interior zipper pocket, an interior snap stow pocket and one interior divider. This bag is sized to fit a tablet up to 14" wide, making it the perfect tote for work and travel both.

For Dad's looking for function and style, the **Wildwood Shirt** comes in a medium-weight, breathable cotton and features two flap-free chest pockets and a pleated back for easy movement.



Medium Duffle,  
\$395 at Filson

## The Working Dad

Hand-crafted right here in Seattle from vegetable-tanned Bridle Leather, this **Bi-Fold Wallet** comes equipped with six compartments for credit cards and a place for cash, all of it bounded together with bonded nylon for durability and integrity.

The **Padded Computer Bag** is Filson's Fatherly take on a briefcase. Made of their signature Rugged Twill, the bag features a removable and adjustable long Bridle Leather shoulder strap, tons of inside storage space and Tin Cloth bound seams for ultimate durability.



Bi-Fold Wallet in Tan,  
\$125 at Filson

## The Backyard BBQ Dad

The **Filson Large Soft-sided Cooler** is perfect for Dad's needing sustenance during work, play, sports or travel. Heavy-duty insulated lining throughout keeps items cold, while the structured base and cotton-webbed shoulder strap keeps the bag upright and easy to carry.

The **Westport Chambray Shirt** has been pre-washed for style and comfort, while the lightweight, breathable cotton keeps this garment functional for work, leisure and anything in-between.



Soft-sided cooler,  
\$275 at Filson

## The Handyman/Workwear Dad

The **Short Lined Cruiser** is a classic take on the work jacket for any Dad in your life with a job to do. Made of abrasion-resistant, water-repellent oil finish Tin Cloth, as well as durable dry finish Cover Cloth in the body and synthetic lining in the sleeves, this jacket will go the difference for many Father's Days to come.

**Filson's Feather Cloth Shirt**, made with breathable, pre-washed cotton is as ultra-lightweight as it sounds, which makes it easy to pack and highly versatile, while the double-needle construction and flap-pockets on the chest add function and durability.

For the Dad who has everything (but a stylish place to store his tools), the **Tool Roll** features water-resistant, Rugged Twill, multiple tool slots, one bellows pocket and straps with metal stud four-hole closures that can adjust to various tool sizes.

For these and other great gift ideas, visit Filson at their flagship store in SoDo (1741 First Ave S) or online at [filson.com](http://filson.com)



Short Lined Cruiser,  
\$325 at Filson

## ABOUT THE AUTHOR

**Molly Laich**  
Managing Editor and  
Film Writer



Molly Laich is a writer and media fan. You can find her at [mollylaich.com](http://mollylaich.com) and [doghatesfilm.com](http://doghatesfilm.com) and on twitter @MollyL



## Advertising with VANGUARD Seattle

VANGUARD Seattle's website has three different standard ad sizes for our advertising partners. Ad's will cycle through on a regular basis.

### DIGITAL SPECIFICATIONS

**File Formats:** GIF, JPG, or PNG

**Resolution:** Corresponding resolution for ad placement

A: Leaderboard	728 x 90 Pixels
B: Island Ad Right Column	300 x 250 Pixels
C: Half Page	300 x 600 Pixels

**Animation:** Static (no animation)

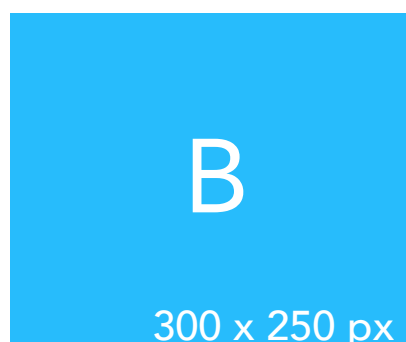
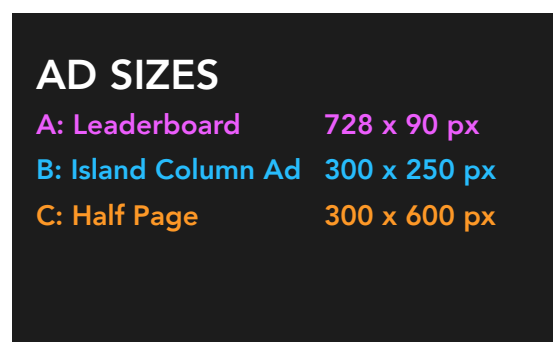
**File Size:** Each file should be below 100 KBs.

**Linked URL:** Please remember to provide the URL (web address) for the ad's destination.

### WEB AD SUBMISSION

ADINFO@VANGUARDSEATTLE.COM

## DESKTOP VIEW

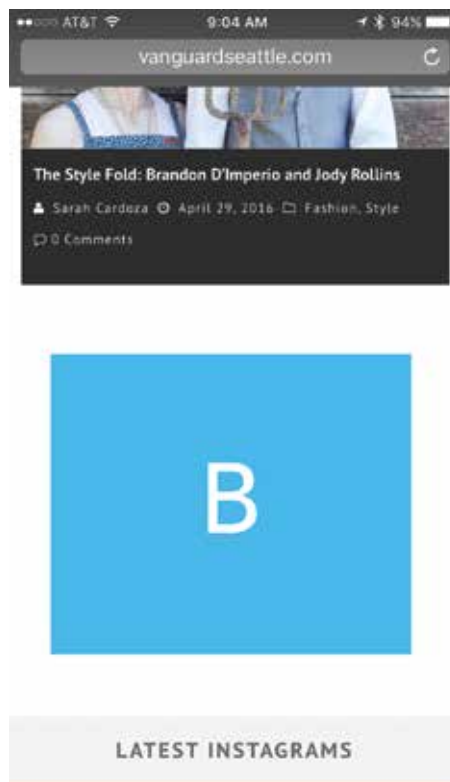
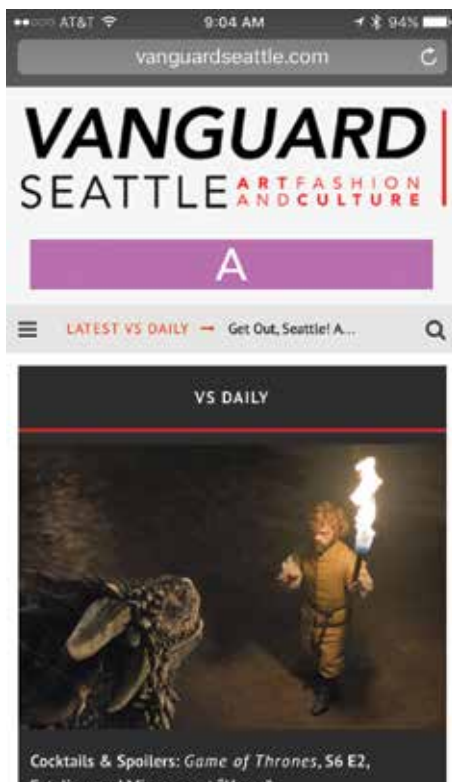






## Advertising with VANGUARD Seattle on Mobile Devices

### MOBILE DEVICE VIEW



**VANGUARD**  
SEATTLE **ART FASHION**  
**AND CULTURE**