



Portland^{MONTHLY}

2021 MEDIA KIT

WHO READS *PORTLAND MONTHLY*?

MEDIAN AGE

39

WELL EDUCATED

85%

GRADUATED COLLEGE

30%

HAVE A MASTERS OR DOCTORATE DEGREE

INDEPENDENT

25%

DON'T HAVE A FACEBOOK ACCOUNT

AFFLUENT

\$207k

AVERAGE HH INCOME

34%

NET WORTH > \$1MM

HOMEOWNERS

72%

OWN A HOME

GENEROUS

83%

DONATE TO LOCAL OR NATIONAL CHARITIES

26%

DONATE OVER \$2,500 ANNUALLY



OVER
3 MILLION
PORTLANDERS
AND VISITORS
RELY ON US
TO MAKE PLANS
AND TAKE
ACTION

CONTENT THEY WANT



Food & Drink

Portlanders choose *Portland Monthly* Food Coverage more than ANY OTHER media outlet. That's more than Google, Yelp, Eater, Opentable, oregonlive or *Willamette Week*. **1.3M LAST YEAR ALONE!**



Travel & Outdoors

83% Of Portlanders use *Portland Monthly* to plan local travel more than any other website.



Home & Real Estate

70,000 Portlanders came to pdxmonthly.com to learn about neighborhoods and home values in 2019; an obvious first step in the home purchasing process.



Health & Wellness

Last year 58,000 Portlanders searched for a Top Doctor or Top Dentist on the city's most respected databases. When it's essential to their health, Portlanders turn to *Portland Monthly*.



Style & Shopping

A thriving voice for the city's unique shops that make Portland special. In 2019 over 200,000 Portlanders used *Portland Monthly* to determine their local shopping choices.



Arts & Entertainment

Portland Monthly readers are some of the most active and urbane: 65% regularly go to Live Music, 45% Arts Performances, 49% Museums/Galleries, 46% Festivals, 57% Food/Drink Events (*when it's safe to do so).



News & City Life

The City's Most Engaged and Committed Leadership come to *Portland Monthly* to hear PM's in-depth storytelling around the issues that affect the future of our city.

EDITORIAL CALENDAR*

2021-2022



SPRING

SPRING ROAD TRIPS: ICELAND IN OREGON
WILDFLOWER HIKES
OREGON WOMAN
REAL ESTATE & NEIGHBORHOOD GUIDE
Close 2/5/21 | Materials 2/11/21 | On Sale 3/23/21



SUMMER

OREGON'S SECRET LAKE COUNTRY
SUMMER GUIDE
BEER
PRIDE GUIDE
Close 4/23/21 | Materials 4/29/21 | On Sale 6/8/21



FALL

THE FUN IS BACK!
FALL FESTIVALS
FALL ARTS
SPORTS INSIDER'S GUIDE
DESIGN ANNUAL & REMODEL
Close 7/16/21 | Materials 7/22/21 | On Sale 8/31/21



WINTER

BEST RESTAURANTS
LIGHT A FIRE
TOP DOCTORS & DENTISTS
HOW TO THROW A BIG PARTY
GREAT LITTLE SHOPS
Close 10/22/21 | Materials 10/28/21 | On Sale 12/7/21

IN EVERY ISSUE

Dispatch: This award-winning front-of-book section brings must-read news and analysis of the city's vital issues.

Show & Tell: Showcasing the best of Portland living and travel, along with the tastemakers and craftspeople that make our city special.

Design: This department is dedicated to beautiful homes and spaces, talented designers, and big brain ideas.

Eat & Drink: Portland is a food town, and the pandemic can't stop that. Our guide to the must-eat food and essential drinks right now.

Culture: A guided tour through the vibrant Portland arts scene: pop culture, film, music, theatre, dance, and everything in between.

Be Well: From wellness to health news, the products, people and advancements that are keeping Portlanders healthy.

*Editorial calendar is subject to change

AT A GLANCE: HIGHEST VALUE AD PACKAGES

	THREE MONTH PACKAGE	MONTHLY DIGITAL PACKAGES			
	<div>36% DISCOUNT</div> SEASONAL OMNICHANNEL \$25,000	PREMIUM \$10,500	DOMINANT \$7,500	COMPETITIVE \$5,000	BASIC \$2,500
DISPLAY					
RICH MEDIA	✓	✓	✓	✓	✓
E-NEWSLETTER BANNER ADS	✓				
TARGETED E-BLAST	3	2	2	1	
SPONSORED CONTENT PROMOTION					
SPONSORED CONTENT*	3	3	2	1	1
E-NEWSLETTER CONTENT ADS	✓	✓	✓	✓	
FACEBOOK AD CAMPAIGN**	3	2	2	1	1
INSTAGRAM AD CAMPAIGN**	3	2	2	1	1
ORGANIC SOCIAL POST***	3	1			
OMNICHANNEL ADDITIONS					
VIRTUAL EVENT	✓	<div>✓</div> <div>(See Package Details)</div>			
	OR				
FULL PAGE PRINT AD	✓				

WEBSITE
2.9M
 visitors annually

MAGAZINE
349K
 readership

FACEBOOK
79K
 friends

INSTAGRAM
58K
 followers

TWITTER
102K
 followers

PACKAGE DETAILS

SEASONAL OMNICHANNEL PACKAGE

RICH MEDIA

3 different ad creations (one per month) at **10,000** ad impressions each (**30,000 total**) on your choice of content category on pdxmonthly.com

E-NEWSLETTER BANNER AD

6 display ad banners (two per month) in *Portland Monthly's* award-winning daily newsletter to approximately **20,000** households

TARGETED E-BLAST

3 *Portland Monthly* branded emails for your exclusive message delivered to a targeted list of **50,000** email recipients to generate leads for your product or service

SPONSORED CONTENT*

3 advertiser provided stories (one per month) at **20,000** minimum ad impressions per month (**60,000 total**) on your choice of content channels on pdxmonthly.com

E-NEWSLETTER CONTENT ADS

6 ads promoting your advertiser provided stories (two per month) in *Portland Monthly's* award-winning daily newsletter to approximately **20,000** households.

SOCIAL MEDIA CAMPAIGN**

3 *Portland Monthly* branded paid Facebook ads promoting your sponsored content
3 *Portland Monthly* branded paid Instagram ads promoting your sponsored content

ORGANIC SOCIAL POST***

3 social media ads promoting your sponsored content on your choice of *Portland Monthly's* branded social media channels: Facebook, Twitter, Instagram, or LinkedIn

PLEASE CHOOSE ONE:

LIVE VIRTUAL EVENT

Co-branded virtual event streamed on YouTube Live or Facebook Live.

OR

FULL PAGE PRINT AD

1 full-page print ad in one of our seasonal print magazines within your 3-month consecutive window (spring, summer, fall, or winter)

31%
DISCOUNT
VIRTUAL
EVENT

PRICING & FREQUENCY DISCOUNTS

3 Months	6 months	Full Year
\$25,000	\$48,500	\$94,000

LIVE VIRTUAL EVENT DETAILS

PRE-EVENT PROMOTION

- **10,000** sponsored content ad impressions
- **10,000** rich media impressions
- 1 targeted e-blast to magazine subscribers
- 1 social ad campaign to promote the event
- 1 organic social media post on one channel: Facebook, Instagram, Twitter, or LinkedIn

EVENT PRODUCTION

- Custom **20-60** minute live virtual event on one streaming platform
- Digital recording and written transcript
- *Portland Monthly* will provide 1 co-host or interviewer for the client
- Designed event registration page

POST EVENT VIDEO PROMOTION

- 1 sponsored content with digital video replay embedded
- **10,000** sponsored content ad impressions promoting video replay
- 1 sponsored ad in daily e-newsletter delivered to nearly **20,000** households
- Video replay stored on *Portland Monthly* YouTube channel
- Name and e-mail of online registered participants

PREMIUM 4-WEEK PACKAGE

YOUR BRANDED ADVERTISING

RICH MEDIA

20,000 minimum ad impressions on the channel of your choice on pdxmonthly.com

TARGETED E-BLAST

1 *Portland Monthly* branded email for your exclusive message delivered to a targeted list of **50,000** email recipients to generate leads for your product or service

SPONSORED CONTENT*

1 advertiser provided story at **20,000** minimum ad impressions on your choice of content channels on pdxmonthly.com

E-NEWSLETTER CONTENT AD

1 ad promoting your advertiser provided story in *Portland Monthly's* award-winning daily newsletter to approximately **20,000** households

SOCIAL MEDIA CAMPAIGN**

1 *Portland Monthly* branded paid Facebook ad promoting your sponsored content
1 *Portland Monthly* branded paid Instagram ad promoting your sponsored content

YOUR VIRTUAL EVENT (Details listed above)

31%
DISCOUNT
VIRTUAL
EVENT

PRICING & FREQUENCY DISCOUNTS (pricing is per month)

1-3 months	4-9 months	10-12 months
\$10,500	\$10,290	\$9,900

CONTENT CHANNELS:

Travel & Outdoors • Home & Real Estate • Eat & Drink • Arts & Culture
Health & Wellness • Style & Shopping • News & City Life

PACKAGE DETAILS

DOMINANT 4-WEEK PACKAGE

RICH MEDIA
30,000 minimum ad impressions on the channel of your choice on pdxmonthly.com

TARGETED E-BLAST
2 *Portland Monthly* branded email for your exclusive message delivered to a targeted list of 50,000 email recipients to generate leads for your product or service

SPONSORED CONTENT*
2 advertiser provided stories at 40,000 total ad impressions on your choice of content channels on pdxmonthly.com

E-NEWSLETTER CONTENT AD
2 ads promoting your advertiser provided stories in *Portland Monthly's* award-winning daily newsletter to approximately 20,000 households

SOCIAL MEDIA CAMPAIGN**
2 *Portland Monthly* branded paid Facebook ads promoting your sponsored content
2 *Portland Monthly* branded paid Instagram ads promoting your sponsored content

PRICING & FREQUENCY DISCOUNTS (pricing is per month)

1-3 months	4-9 months	10-12 months
\$7,500	\$7,350	\$7,100

COMPETITIVE 4-WEEK PACKAGE

RICH MEDIA
20,000 minimum ad impressions on the channel of your choice on pdxmonthly.com

TARGETED E-BLAST
1 *Portland Monthly* branded email for your exclusive message delivered to a determined targeted list of 50,000 email recipients to generate leads for your product or service

SPONSORED CONTENT*
1 advertiser provided story at 20,000 minimum ad impressions on your choice of content channels on pdxmonthly.com

E-NEWSLETTER CONTENT AD
1 ad promoting your advertiser provided story in *Portland Monthly's* award-winning daily newsletter to approximately 20,000 households

SOCIAL MEDIA CAMPAIGN**
1 *Portland Monthly* branded paid Facebook ad promoting your sponsored content
1 *Portland Monthly* branded paid Instagram ad promoting your sponsored content

PRICING & FREQUENCY DISCOUNTS (pricing is per month)

1-3 months	4-9 months	10-12 months
\$5,000	\$4,800	\$4,600

BASIC 4-WEEK PACKAGE

RICH MEDIA
10,000 minimum ad impressions on the channel of your choice on pdxmonthly.com

SPONSORED CONTENT*
1 advertiser provided story at 20,000 minimum ad impressions on your choice of content channels on pdxmonthly.com

SOCIAL MEDIA CAMPAIGN**
1 *Portland Monthly* branded paid Facebook ad promoting your sponsored content
1 *Portland Monthly* branded paid Instagram ad promoting your sponsored content

PRICING & FREQUENCY DISCOUNTS (pricing is per month)

1-12 months
\$2,500

ADD-ONS

Live Virtual Event	\$6,500
Homepage Takeover	\$2,500 (per week)
Content Creation	\$1,500
Targeted E-blast	\$1,500
Social Media Post	\$500
E-Newsletter Banner Ad	\$500

CONTENT CHANNELS:

Travel & Outdoors • Home & Real Estate • Eat & Drink • Arts & Culture
Health & Wellness • Style & Shopping • News & City Life

**Sponsored content includes article with photos, slideshow, or digital video. Pieces must be submitted in final form. If you would like our marketing team to create your content, additional fees will apply.*

***Targets consumers in the DMA (designated market area) in and around city including suburbs and surrounding counties.*

****Post is published directly to a Portland Monthly branded channel following clear sponsorship labeling and quality control between our two brands.*

AD PRODUCT EXAMPLES

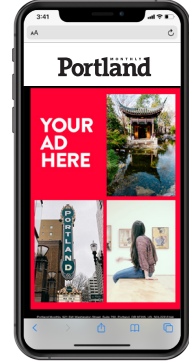
RICH MEDIA ADS



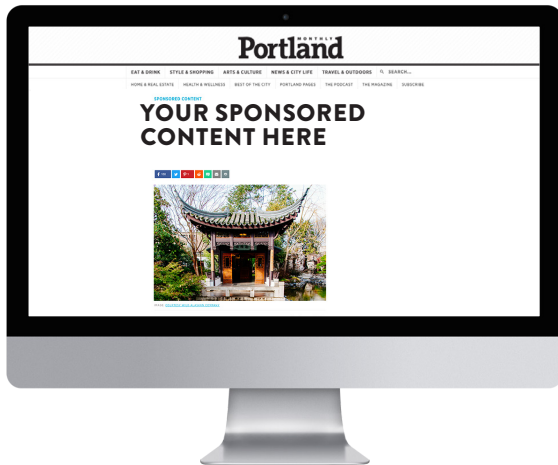
E-NEWSLETTER BANNER AD



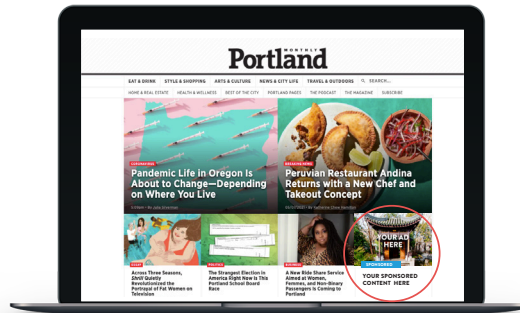
TARGETED E-BLAST



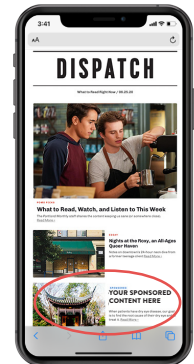
SPONSORED CONTENT



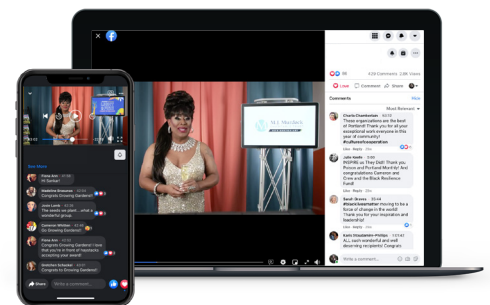
SPONSORED CONTENT ADS



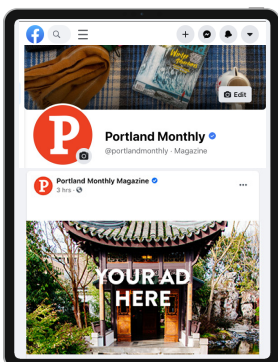
E-NEWSLETTER SPONSORED CONTENT AD



LIVE VIRTUAL EVENT



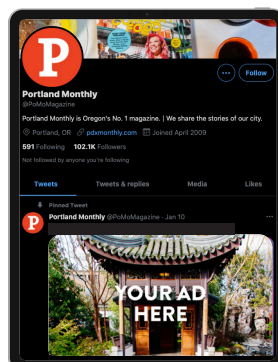
FACEBOOK



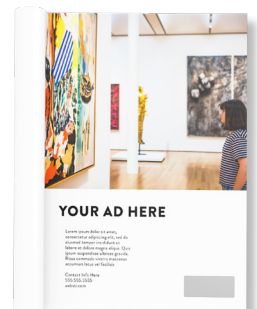
INSTAGRAM



TWITTER



FULL PAGE PRINT AD

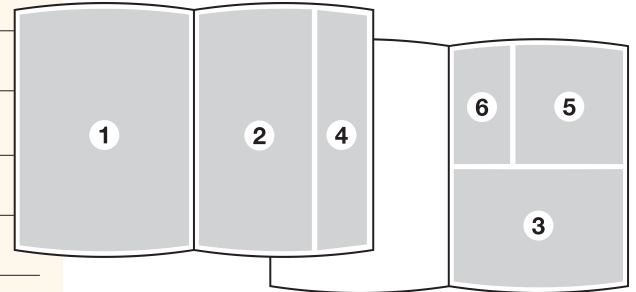


PRINT RATES

Four super-sized seasonal magazines
(nearly 200 pages an issue)



POSITION	1X	2-3X	4X
Spread	\$11,015	\$9,255	\$9,075
1 Full Page	\$6,650	\$5,540	\$4,810
2 2/3 Page	\$4,585	\$3,875	\$3,400
3 1/2 Page	\$3,590	\$3,015	\$2,625
4 5 1/3 Page	\$2,545	\$2,110	\$1,810
6 1/6 Page	\$1,490	\$1,195	\$985
Inside Front Cover: \$10,415 Inside Back Cover: \$8,745 Back Cover: \$11,280			



ADD-ON DESIGN SERVICES

Let our designers create a unique print ad for your business for \$75/hour.

LEARN MORE ABOUT HYPERLOCAL MARKETS WE SERVE

SagaCity Media, Inc. is the parent company of the preeminent lifestyle media brands in Seattle, Portland, Houston, Sarasota, Aspen, Vail, and Park City. In their respective city markets, we produce the most-visited local lifestyle websites, largest-selling magazines, and industry-dominating social media followers.

SagaCity also produces award-winning digital content services and custom publications for travel and tourism groups across the U.S.

If you would like to advertise in two or more markets, please let us know. We will build a multi-market, multi-audience opportunity for you.

