



# MONTHLY Portland

# WHO READS *PORTLAND MONTHLY'S* SITE AND MAGAZINE?

**2.6 MILLION  
ANNUALLY**

**MEDIAN AGE**

**39**

**THEY ARE WELL EDUCATED**

**85%**

GRADUATED COLLEGE

**30%**

HAVE A MASTERS OR DOCTORATE DEGREE

**THEY ARE INDEPENDENT**

**25%**

DON'T HAVE A FACEBOOK ACCOUNT

**THEY ARE AFFLUENT**

**\$207k**

AVERAGE HH INCOME

**34%**

NET WORTH > \$1MM

**THEY ARE HOMEOWNERS**

**72%**

OWN A HOME

**THEY ARE GENEROUS**

**83%**

DONATE TO LOCAL OR NATIONAL CHARITIES

**26%**

DONATE OVER \$2,500 ANNUALLY



OVER  
**90%**  
OF  
PORTLANDERS  
RELY ON US  
TO MAKE PLANS  
AND TAKE  
ACTION



# OUR DIGITAL LEADERSHIP



## 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](http://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



# RATES

## DIGITAL

pdxmonthly.com is the city's largest lifestyle website



### OPPORTUNITY

TARGETED  
TO LIFESTYLE  
SPECIFIC  
CHANNELS

<b>RICH MEDIA</b> guaranteed impressions by pdxmonthly web channel*
<b>RETARGETED IMPRESSIONS</b> 40,000 impressions delivered to consumers that have gone to pdxmonthly web channel
<b>SPONSORED ARTICLES*</b> 20,000 guaranteed impressions for each article on pdxmonthly.com web channel
<b>E-NEWSLETTERS</b> guaranteed exposure of your article on Portland Monthly's daily newsletters
<b>TARGETED E-BLAST</b> Portland Monthly branded email for your exclusive message delivered to 50,000 targeted email addresses
<b>FACEBOOK POST</b> Portland Monthly branded Facebook post of your article.
<b>INSTAGRAM STORY</b> Portland Monthly branded Instagram Story with link to your article

MONTHLY EXPOSURE		
DOMINANT \$7,500	COMPETITIVE \$5,000	BASIC \$2,500
30,000	15,000	10,000
✓	✓	✓
2	1	1
2	1	
1	1	
2	1	1
2	1	1

### CHANNELS

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

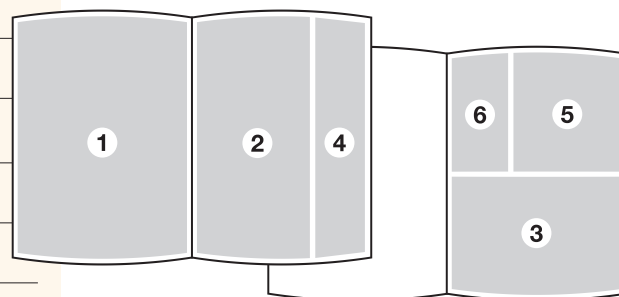
### À LA CARTE

Article Creation	\$1,500
Targeted E-blast	\$1,500
Social Media Post	\$500
Homepage Impressions	\$500 min
E-News Banner Ad	\$500

## PRINT

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
<b>Inside Front Cover: \$10,415    Inside Back Cover: \$8,745    Back Cover: \$11,280</b>			



### ADD-ON DESIGN SERVICES

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

\*Articles must be submitted in final form. If you would like our marketing team to write your content, additional fees will apply.