



# MONTHLY Portland

2022 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](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\*

## 2022-2023



### SPRING

Close 2/11/22 | Materials 2/18/22 | On Sale 4/5/22

OUR QUINTESSENTIAL GORGE GUIDE  
REAL ESTATE: PDX'S BEST NEIGHBORHOODS  
50 ALBUMS THAT DEFINE OREGON MUSIC  
FAVORITE LUNCHTIME SPOTS



### SUMMER

Close 4/15/22 | Materials 4/22/22 | On Sale 6/7/22

OREGON'S BEST BEACHES  
ROSÉ TIME! & LOCAL BARBEQUE  
SUMMER READS  
PRIDE GUIDE

**SPECIAL ADVERTISING SECTION:**  
FACES OF PORTLAND



### FALL

Close 7/8/22 | Materials 7/15/22 | On Sale 8/30/22

LONG FALL WEEKENDS  
BEST BARS  
VINTAGE SHOPPING GUIDE  
EDUCATION

**SPECIAL ADVERTISING SECTION:**  
PRIVATE SCHOOL PROFILES



### WINTER

Close 10/14/22 | Materials 10/21/22 | On Sale 12/6/22

MT HOOD  
LIGHT A FIRE  
PORTLAND'S BEST RESTAURANTS  
HOLIDAY GIFT GUIDE  
TOP DOCTORS & DENTISTS

**SPECIAL ADVERTISING SECTIONS:**  
GIFT GUIDE  
TOP DOCS & DENTIST PROFILES

## DIGITAL ONLY OPPORTUNITIES

VALENTINE'S DAY GIFT GUIDE (JAN/FEB)  
TOP DOCTOR PROFILE (YEAR ROUND)  
TOP DENTIST PROFILE (YEAR ROUND)

\*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 BANNER ADS	✓	✓	✓	✓	✓
E-NEWSLETTER BANNER ADS	✓				
TARGETED E-BLAST	3	2	2	1	
SPONSORED CONTENT PROMOTION					
SPONSORED CONTENT*	3	2	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				
OMNICHANNEL ADDITIONS					
VIRTUAL EVENT	✓	✓			
	OR	(See Package Details)			
FULL PAGE PRINT AD	✓				

WEBSITE

3.6+M

visitors annually

MAGAZINE

349K

readership

FACEBOOK

82K

friends

INSTAGRAM

59K

followers

TWITTER

102K

followers

# PACKAGE DETAILS

## SEASONAL OMNICHANNEL PACKAGE

### RICH MEDIA BANNER ADS

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](http://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](http://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)

### PRICING & FREQUENCY DISCOUNTS

3 Months	6 months	Full Year
\$25,000	\$48,500	<b>\$94,000</b>

**31%**  
DISCOUNT  
VIRTUAL  
EVENT

## 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
- 1 e-newsletter banner
- 1 e-newsletter content ad in daily e-newsletter

### EVENT PRODUCTION

- Custom **20-30** 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 BANNER ADS

**20,000** minimum ad impressions on the channel of your choice on [pdxmonthly.com](http://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 story at **20,000** minimum ad impressions on your choice of content channels on [pdxmonthly.com](http://pdxmonthly.com)

#### E-NEWSLETTER CONTENT AD

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

#### SOCIAL MEDIA CAMPAIGN\*\*

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

### YOUR VIRTUAL EVENT (Details listed above)

### 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

**31%**  
DISCOUNT  
VIRTUAL  
EVENT



# PACKAGE DETAILS

## DOMINANT 4-WEEK PACKAGE

### RICH MEDIA BANNER ADS

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 BANNER ADS

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 BANNERS ADS

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

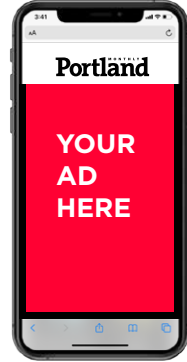
## RICH MEDIA BANNER ADS



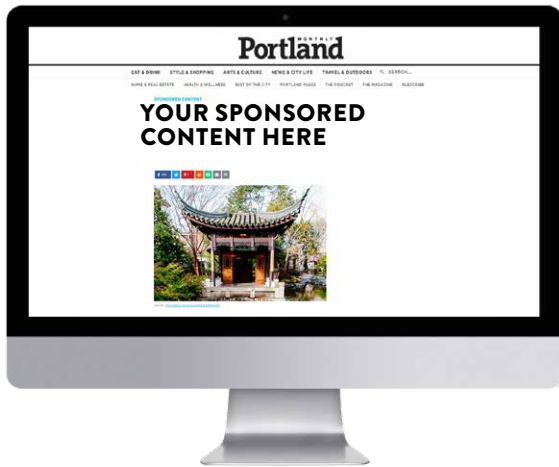
## E-NEWSLETTER BANNER AD



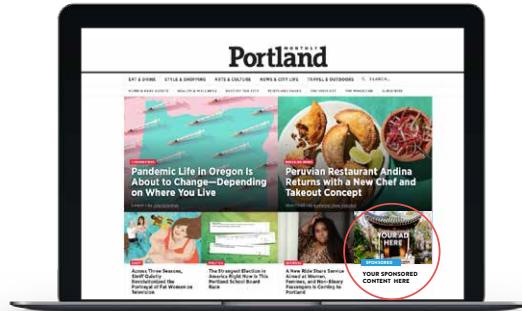
## TARGETED E-BLAST



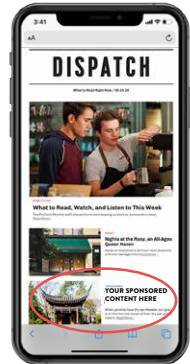
## SPONSORED CONTENT



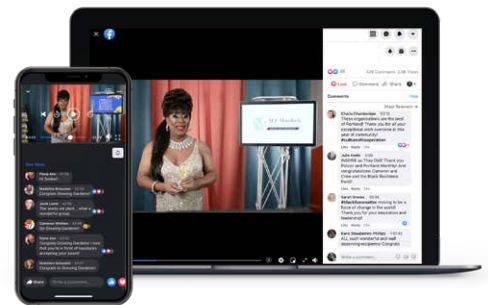
## SPONSORED CONTENT ADS



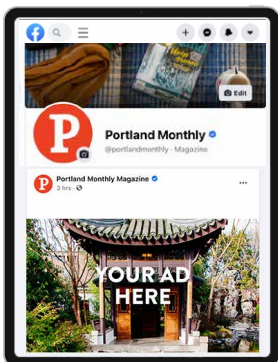
## E-NEWSLETTER SPONSORED CONTENT AD



## LIVE VIRTUAL EVENT



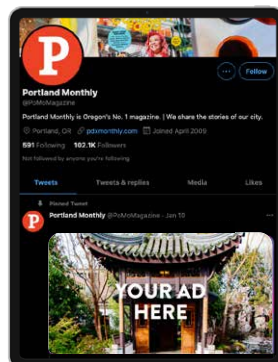
## FACEBOOK



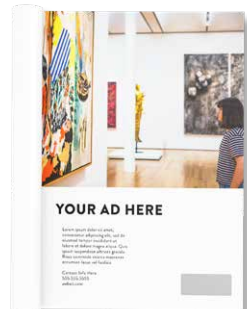
## INSTAGRAM



## TWITTER



## FULL PAGE PRINT AD



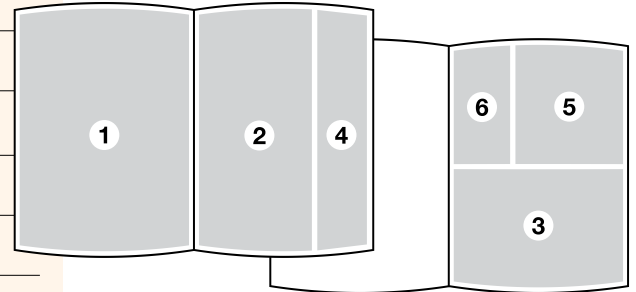


# PRINT RATES

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

