



MONTHLY Portland

2023 MEDIA KIT &
ADVERTISING PACKAGES

WHO READS *PORTLAND MONTHLY*?

MEDIAN AGE

47

WELL EDUCATED

95%

ATTENDED COLLEGE

34%

HAVE A MASTERS OR DOCTORATE DEGREE

ARE CONNECTED

83%

HAVE SOCIAL MEDIA ACCOUNT

AFFLUENT

\$219k

AVERAGE HH INCOME

26%

NET WORTH > \$1M

HOMEOWNERS

83%

OWN A HOME

GENEROUS

89%

DONATE TO LOCAL OR NATIONAL CHARITIES



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

CONTENT THEY RELY ON



Food & Drink

Portlanders choose *Portland Monthly* food coverage more than any other media outlet. That's more than Eater, Yelp, *The Oregonian* and *Willamette Week*.

1.5M LAST YEAR ALONE!



Travel & Outdoors

86% of our readers use *Portland Monthly* and pdxmonthly.com to plan local travel, more than any other website or local print publication.



Home & Real Estate

With 53,000 monthly pageviews, readers trust us to learn about neighborhoods, home values and key properties in our market.



Health & Wellness

Each month, our health content is viewed more than 20,000 times and our Top Doctor / Top Dentist lists are the city's most respected databases. When it's essential to their health, Portlanders turn to *Portland Monthly*.



Style & Shopping

A champion for local retail, *Portland Monthly* editors scour the city to report on the shops and local designers that make Portland special.



Arts & Entertainment

Our readers are active and engaged: 91% use *Portland Monthly* and pdxmonthly.com when looking for local entertainment / arts / events suggestions and information.



News & City Life

Portlanders consistently come to us for news and information. We are champions for our community: 68% report feeling better about their city after engaging with *Portland Monthly* content.

EDITORIAL CALENDAR*

2023-2024



SPRING

Close 1/27/23 | Materials 2/3/23 | On Sale 3/22/23

- GUIDE TO OREGON'S STATE PARKS
- PORTLAND REAL ESTATE GRIDS
- TOP DENTISTS
- LIGHT A FIRE

SPECIAL ADVERTISING SECTIONS:

- DENTAL PROFESSIONAL PROFILES
- VALENTINE'S DAY GIFT GUIDE (DIGITAL ONLY)
- MOTHER'S DAY GIFT GUIDE (DIGITAL ONLY)



SUMMER

Close 4/21/23 | Materials 4/28/23 | On Sale 6/14/23

- BIG SUMMER VIBES
- BEER & BARBEQUE
- DESTINATION: EASTERN OREGON
- SUMMER READS

SPECIAL ADVERTISING SECTIONS:

- FACES OF PORTLAND
- FATHER'S DAY GIFT GUIDE (DIGITAL ONLY)



FALL

Close 7/14/23 | Materials 7/21/23 | On Sale 9/6/23

- WINE ALL THE TIME
- GREAT LITTLE SHOPS
- FALL ARTS
- EDUCATION FEATURE

SPECIAL ADVERTISING SECTIONS:

- WOMEN WHO MOVE THE CITY
- PRIVATE SCHOOL GUIDE
- WINE GUIDE



WINTER

Close 10/6/23 | Materials 10/13/23 | On Sale 11/29/23

- WINTER LODGES
- LIGHT A FIRE
- PORTLAND'S BEST RESTAURANTS
- HOLIDAY GIFT GUIDE
- TOP DOCTORS

SPECIAL ADVERTISING SECTIONS:

- HEALTHCARE PROFESSIONAL PROFILES
- HOLIDAY GIFT GUIDE

DIGITAL ONLY OPPORTUNITIES

*Editorial calendar is subject to change

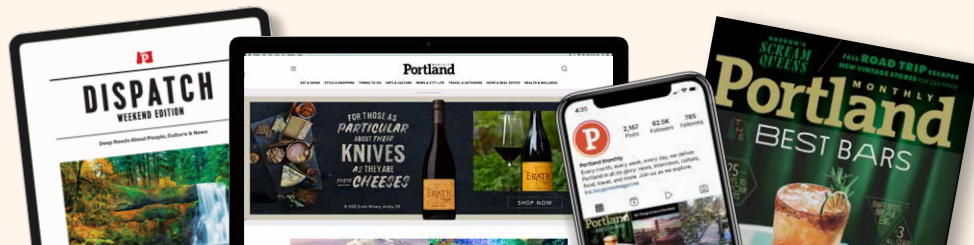
- VALENTINE'S DAY GIFT GUIDE (JAN/FEB)
- MOTHER'S DAY GIFT GUIDE (APRIL/MAY)
- FATHER'S DAY GIFT GUIDE (MAY/JUNE)
- GRADUATION GIFT GUIDE (MAY/JUNE)

OMNICHANNEL ADVERTISING OPPORTUNITIES

DISPLAY ADS • EMAIL CAMPAIGNS • NEWSLETTERS • SOCIAL MEDIA • EXTENDED REACH • PRINT • ADVERTORIAL

We want to simplify the media buying process for our advertising partners! Each of our tailored Omnichannel Packages reaches customers across all our channels and platforms while they are engaging with our award-winning content. Throughout your package, our deployment specialists will monitor your campaign and help increase awareness, improve engagement, and facilitate interaction with our partners' brands.

By advertising alongside *Portland Monthly* lifestyle content, you reach an engaged, educated and affluent audience during their leisure time when they are relaxed and open to new experiences.



SEASONAL PACKAGE: 3-Month Duration

\$27,750

Our most extensive program, the Seasonal three-month program is tailored to organizations who are looking to make a significant impact on our readers. Use your extended campaign to build on your message, swapping out creative every 4 weeks.

Your 3-month commitment comes with a significant discount - **50% off our ala cart pricing!**

The Seasonal Omnichannel Package includes advertorial article creation, high impact digital display advertising, email marketing and print magazine advertising.

EACH MONTH INCLUDES:

| PRODUCT/CHANNEL | QUANTITY | REACH / each deployment |
|------------------------|----------|---|
| RICH MEDIA BANNER ADS | 1 SET | 20,000 IMPRESSIONS |
| NEWSLETTER TAKEOVER | 2 | 15,000 EMAILS |
| TARGETED E-BLAST | 2 | 50,000 RECIPIENTS <small>(option for fewer deployments to larger audience)</small> |
| SPONSORED ARTICLE | 1 | 20,000 NATIVE IMP |
| NEWSLETTER NATIVE ADS | 2 | 15,000 EMAILS |
| PAID SOCIAL AD | 2 | INSTAGRAM & FACEBOOK |
| CO-BRANDED SOCIAL POST | 1 | INSTAGRAM & FACEBOOK |
| FULL PAGE PRINT AD | 2 | 87,400 READERS |

CAMPAIGN TOTALS ARE 3x THE QUANTITIES LISTED ABOVE

Sponsored content article copy writing/editing is included for our Seasonal Package advertising partners.

PREMIUM: 4-Weeks

\$12,000

The Premium Omnichannel Package is our most robust one-month print and digital marketing program that spans all our product offerings, including article content development, high-impact digital display advertising, email marketing services, and magazine advertising.

| PRODUCT/CHANNEL | QUANTITY | REACH / each deployment |
|-----------------------|----------|---|
| RICH MEDIA BANNER ADS | 1 SET | 20,000 IMPRESSIONS |
| NEWSLETTER TAKEOVER | 2 | 15,000 EMAILS |
| TARGETED E-BLAST | 2 | 50,000 RECIPIENTS <small>(option for fewer deployments to larger audience)</small> |
| SPONSORED ARTICLE | 1 | 20,000 NATIVE IMP |
| NEWSLETTER NATIVE ADS | 2 | 15,000 EMAILS |
| PAID SOCIAL AD | 2 | INSTAGRAM & FACEBOOK |
| FULL PAGE PRINT AD | 2 | 87,400 READERS |

DOMINANT: 4-Weeks

\$8,325

The Dominant Package is a one-month digital program that offers our advertisement partners the opportunity to explore multiple marketing solutions from content marketing to email marketing solutions.

| PRODUCT/CHANNEL | QUANTITY | REACH / each deployment |
|-----------------------|----------|---|
| RICH MEDIA BANNER ADS | 1 SET | 20,000 IMPRESSIONS |
| NEWSLETTER TAKEOVER | 2 | 15,000 EMAILS |
| TARGETED E-BLAST | 2 | 50,000 RECIPIENTS <small>(option for fewer deployments to larger audience)</small> |
| SPONSORED ARTICLE | 1 | 20,000 NATIVE IMP |
| NEWSLETTER NATIVE ADS | 2 | 15,000 EMAILS |
| PAID SOCIAL AD | 2 | INSTAGRAM & FACEBOOK |

COMPETITIVE: 4-Weeks

\$5,320

The Competitive Package is a cost-effective solution for partners who wish to explore a variety of digital marketing solutions using multiple creative messaging tactics. This program includes high impact placements in addition to brand awareness offerings.

| PRODUCT/CHANNEL | QUANTITY | REACH / each deployment |
|-----------------------|----------|---|
| RICH MEDIA BANNER ADS | 1 SET | 20,000 IMPRESSIONS |
| NEWSLETTER TAKEOVER | 1 | 15,000 EMAILS |
| TARGETED E-BLAST | 1 | 50,000 RECIPIENTS <small>(option for fewer deployments to larger audience)</small> |
| SPONSORED ARTICLE | 1 | 20,000 NATIVE IMP |
| NEWSLETTER NATIVE ADS | 1 | 15,000 EMAILS |
| PAID SOCIAL AD | 1 | INSTAGRAM & FACEBOOK |

Sponsored content article copy writing/editing is included in our Premium/Dominant/Competitive Packages.

BASIC: 4-Weeks

\$3,200

Our Basic Package is ideal to promote an event or occasion. For four weeks, your campaign will feature high-impact digital solutions with a focus on quick response in a short amount of time.

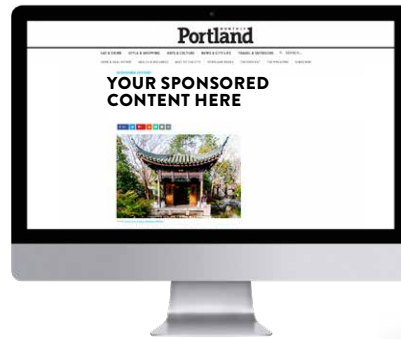
| PRODUCT/CHANNEL | QUANTITY | REACH / each deployment |
|-----------------------|----------|--|
| RICH MEDIA BANNER ADS | 1 SET | 20,000 IMPRESSIONS |
| NEWSLETTER TAKEOVER | 1 | 15,000 EMAILS |
| TARGETED E-BLAST | 1 | 50,000 RECIPIENTS (option for fewer deployments to larger audience) |
| PAID SOCIAL AD | 1 | INSTAGRAM & FACEBOOK |

AD PRODUCT EXAMPLES

RICH MEDIA ADS



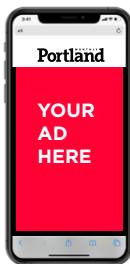
SPONSORED CONTENT



SPONSORED CONTENT ADS



TARGETED E-BLAST



NEWSLETTER BANNER AD



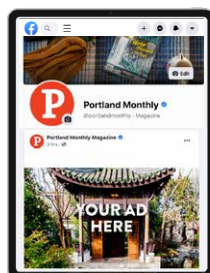
NEWSLETTER NATIVE AD



PRINT ADVERTISING



FACEBOOK



INSTAGRAM



ALA CARTE / ADD-ONS

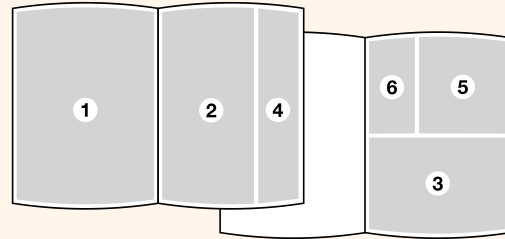
PRINT ADS

Four super-sized seasonal magazines each year.

| SIZE / POSITION | RATE |
|----------------------|----------|
| 1 FULL PAGE | \$6,650 |
| 2 2/3 VERTICAL | \$4,585 |
| 3 1/2 HORIZONTAL | \$3,590 |
| 4 5 1/3 HORZ OR VERT | \$2,545 |
| 6 1/6 VERTICAL | \$1,490 |
| BACK COVER | \$11,280 |
| INSIDE FRONT COVER | \$10,415 |
| INSIDE BACK COVER | \$8,745 |



Ask about special position rates



ADD-ON DESIGN SERVICES AVAILABLE

PDXMONTHLY.COM CONTENT CHANNELS:

Travel & Outdoors • Home & Real Estate • Eat & Drink
 Arts & Culture • Health & Wellness • Style & Shopping
 News & City Life • The Shops @ Seattle Met

A LA CARTE DIGITAL

PDXMONTHLY.COM

| | |
|-------------------------------|-----------------|
| Homepage/Channel Takeover | \$825 (per day) |
| Targeted or Sponsored E-Blast | \$1,200-\$1,750 |
| Paid Social Media Ad | \$750 |
| Co-Branded Social Media Post | \$1250 |
| E-Newsletter Banner Ad | \$240-\$500 |
| Content Creation | \$850 |

EXTENDED REACH

| | |
|----------------------------|--------------|
| Targeted Display Ads | Custom Quote |
| Device ID Targeting | Custom Quote |
| Location-Based Display Ads | Custom Quote |

ADVERTISING REACH

WEBSITE
4.2M+
 visitors annually

AUDIENCE
690K
 print+digital

FACEBOOK
82K
 friends

INSTAGRAM
64K
 followers

NEWSLETTERS
20K
 households

EBLASTS
50K
 targeted emails

MONTHLY Portland

AD SALES TEAM:

Les Utley

Director of Sales – Pacific Northwest
Phone: (206) 771-4266
lesutley@sagacitymedia.com

Chris Healy

Senior Account Executive
(503) 680-2814
chealy@sagacitymedia.com

Mikel Cassel-Blaise

Senior Account Executive
mcasselblaise@sarasotamagazine.com

AD OPERATIONS:

Abby Drago

Vice President, Advertising Operations
adrago@sagacitymedia.com

PRINT PRODUCTION:

Scott Weber

Production Manager
sweber@sagacitymedia.com

SAGACITY MEDIA

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 content and publications for regional tourism, real estate, arts and entertainment groups across the U.S.

If you would like to advertise in two or more markets, let us build a multi-market, multi-audience opportunity for you!

LEARN MORE ABOUT HYPERLOCAL MARKETS WE SERVE

