



# MONTHLY Portland

2024 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](http://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](http://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.

Sources: CVC 2021 Readership Study, Google Analytics



# EDITORIAL CALENDAR\*

## 2024-2025 PRINT ISSUES



### SPRING

Close 1/26/24 | Materials 2/2/24 | On Sale 3/20/24

BEST BARS  
BIRTHDAY GIFT GUIDE  
INNOVATIVE BUILDING PRACTICES  
ROSE CITY WISDOM

**SPECIAL ADVERTISING SECTIONS:**  
DENTAL PROFESSIONAL PROFILES  
BEST ESCAPES



### SUMMER

Close 4/19/24 | Materials 4/26/24 | On Sale 6/12/24

SUMMER ADVENTURES  
HOTTEST NEIGHBORHOODS  
TREEHOUSE ESCAPES  
BEST NEW RESTAURANTS

**SPECIAL ADVERTISING SECTIONS:**  
FACES OF PORTLAND  
BEST ESCAPES



### FALL

Close 7/12/24 | Materials 7/19/24 | On Sale 9/4/24

"JUST GO" TRAVEL GUIDE  
PORTLAND'S EVER-CHANGING FOOD SCENE  
OREGON WINE  
PRIVATE SCHOOL BY THE NUMBERS

**SPECIAL ADVERTISING SECTIONS:**  
WOMEN WHO MOVE THE CITY  
PRIVATE SCHOOL GUIDE



### WINTER

Close 10/4/24 | Materials 10/11/24 | On Sale 11/27/24

THE NEW ASIAN FOOD  
PORTLAND'S ART SCENE  
AMBITIOUS PORTLAND  
TOP DOCTORS

**SPECIAL ADVERTISING SECTIONS:**  
HEALTHCARE PROFESSIONAL PROFILES  
HOLIDAY GIFT GUIDE

\*Editorial calendar is subject to change

## DIGITAL ONLY OPPORTUNITIES

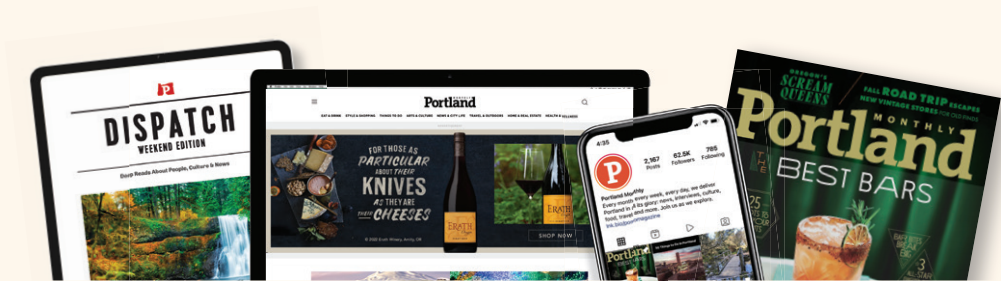
VALENTINE'S DAY GIFT GUIDE (JAN/FEB)  
SUMMER CAMPS GUIDE (JAN-APRIL)  
MOTHER'S DAY GIFT GUIDE (APRIL/MAY)  
FATHER'S DAY GIFT GUIDE (MAY/JUNE)

# 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

**\$28,650**

**50% OFF**  
a la carte  
rates!

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.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	3 SETS (1 per month)	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	6 (2 per month)	EMAIL SUBSCRIBERS
TARGETED E-BLAST	6 (2 per month)	50,000 RECIPIENTS (option for fewer deployments to larger audience)
SPONSORED ARTICLE	3 (1 per month)	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	6 (2 per month)	EMAIL SUBSCRIBERS
PAID SOCIAL AD	6 (2 per month)	INSTAGRAM & FACEBOOK
CO-BRANDED SOCIAL POST	3 (1 per month)	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	2 (TOTAL)	219,923 READERS

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

40% OFF  
a la carte  
rates!

## PREMIUM: 4-Weeks

**\$12,550**

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
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	1	219,923 READERS

## DOMINANT: 4-Weeks

**\$8,750**

The Dominant Package is an impactful digital-only program that offers our advertisement partners the opportunity to create a multi-pronged campaign that includes content marketing, display ads, and email outreach.

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
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK

## COMPETITIVE: 4-Weeks

**\$5,650**

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
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

**\$3,400**

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
PAID SOCIAL AD	1	INSTAGRAM & FACEBOOK

## SPONSORED CONTENT: 4-Weeks \$1,950

Tell your story and build trust by positioning your messaging alongside our highly relevant content on our website. Work with a writer to create original content or to enhance your existing content. Article headline ads nested within our editorial content direct readers to your article.

PRODUCT/CHANNEL	QUANTITY	REACH
SPONSORED CONTENT WRITING + PRODUCTION	1 ARTICLE 500-750 words	PORTLANDMONTHLY.COM AUDIENCE
NATIVE DISPLAY AD	1	20,000 NATIVE IMP
NEWSLETTER NATIVE AD	1	EMAIL SUBSCRIBERS

Extend your article's reach with any of our a la carte options.

# AD PRODUCT EXAMPLES

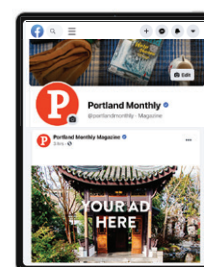
RICH MEDIA ADS



PRINT ADVERTISING



SOCIAL



TARGETED E-BLAST



NEWSLETTER BANNER AD



NEWSLETTER NATIVE AD



SPONSORED CONTENT



SPONSORED CONTENT ADS





# ALA CARTE / ADD-ONS

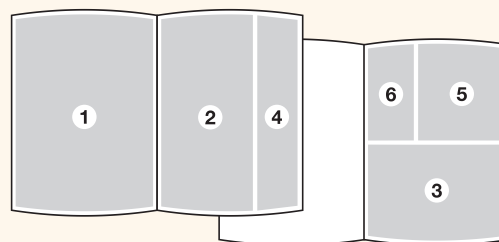
## PRINT ADS

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

Frequency Discounts Available!

Ask about special position rates



### 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

### SEATTLEMET.COM

Homepage/Channel Takeover	\$825 (per day)
Targeted E-Blast	\$1,875
Sponsored E-Blast	\$750
Paid Social Media Ad	\$850
Co-Branded Social Media Post	\$1,400
E-Newsletter Banner Ad	\$240-\$500
Campaign Creative Design	\$300

### 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**  
**85K**  
friends

**INSTAGRAM**  
**71K**  
followers

**NEWSLETTERS**  
**30%**  
click thru rate

**EBLASTS**  
**50K**  
targeted emails



# MONTHLY Portland

## AD SALES TEAM:

### Chris Healy

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## AD OPERATIONS:

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## PRINT PRODUCTION:

### Scott Weber

Production Manager  
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## 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

