

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 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*

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
- NEIGHBORHOOD & HOME IMPROVEMENTS
- TREEHOUSE ESCAPES
- PORTLAND ENTREPRENEURS
- BUDGET-FRIENDLY 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
- TOP 50 RESTAURANTS
- OREGON WINE
- PRIVATE SCHOOL BY THE NUMBERS

SPECIAL ADVERTISING SECTIONS:

- WOMEN ON THE MOVE
- PRIVATE SCHOOL GUIDE
- BEST ESCAPES



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
- BEST ESCAPES

*Editorial calendar is subject to change

DIGITAL ONLY OPPORTUNITIES

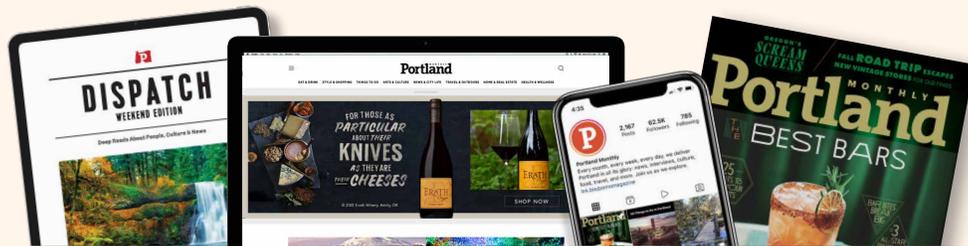
- VALENTINE'S DAY GIFT GUIDE (JAN/FEB)
- SUMMER CAMPS GUIDE (JAN-APRIL)
- MOTHER'S DAY GIFT GUIDE (APRIL/MAY)
- FATHER'S DAY GIFT GUIDE (MAY/JUNE)

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



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 <small>(option for fewer deployments to larger audience)</small>
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

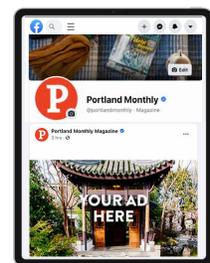
RICH MEDIA ADS



PRINT ADVERTISING



SOCIAL



TARGETED E-BLAST



NEWSLETTER BANNER AD



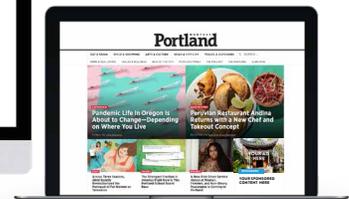
NEWSLETTER NATIVE AD



SPONSORED CONTENT



SPONSORED CONTENT ADS



ALA CARTE / ADD-ONS

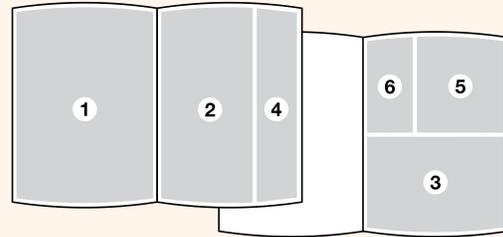
PRINT ADS

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



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

A LA CARTE DIGITAL

PDXMONTHLY.COM

Homepage/Channel Takeover	\$825 (per day)
Targeted E-Blast	\$1,875 base
Sponsored E-Blast	\$1,250
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

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SAGACITY MEDIA

SagaCity Media, Inc. is the parent company of the preeminent lifestyle media brands in Seattle, Portland, Houston, 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 THE OTHER HYPERLOCAL MARKETS WE SERVE

