

PORTLAND™

Maine's City Magazine



WINNER OF
EIGHT 2007
**American
Graphic Design
Awards**
INCLUDING
PUBLICATION
DESIGN

MEDIA KIT 2008

“Amazing Performance...”

—Gordon Kaye, Editor, *Graphic Design USA*

FOR IMMEDIATE RELEASE

1 October 2007

Portland Magazine Wins 8 National Prizes at the 2007 American Graphic Design Awards

NEW YORK—*Portland Magazine* captures eight prizes at the prestigious national American Graphic Design Awards for design excellence conducted in New York by *Graphic Design USA* magazine and sponsored by Adobe Systems Incorporated.

The American Graphic Design Awards is a nationwide juried competition from one of the most respected design industry resources. The Awards have been presented for over three decades, and the judges are composed of industry leaders in all aspects of graphic design.

Graphic Design USA's prize announcement of the awards, including a listing of the stories, covers, and issues that received the honors:

Congratulations!

You have been selected as a winner in the 2007 American Graphic Design Awards.

Selected from a remarkable 10,000+ entries nationwide, these pieces—and their creators—represent the best and brightest in graphic design.

Amazing performance...

Portland Magazine, February/March 2007—Publication Design

Portland Magazine, December 2006—Cover Design

Portland Magazine, Winterguide 2007—Cover Design

Portland Magazine, “Who Is That Guy?” [10 Most Intriguing, November 2006]—Editorial Design

Portland Magazine, “Vanishing Point” [Winterguide 2007]—Editorial Design

Portland Magazine, “Tall Order” [Winterguide 2007]—Editorial Design

Portland Magazine, “Tasty Maine” [December 2006]—Editorial Design

Portland Magazine, “How Clean Is Portland Harbor?” [December 2006]—Editorial Design

Gordon Kaye—Editor, *Graphic Design USA*

Rachel Goldberg—Awards Director

“This is a great honor for us, but especially great news for our readers, advertisers, and all our supporters,” says *Portland Magazine* Design Director Robert Witkowski.

Celebrating 22 years in publication, *Portland Magazine* has also won five national graphic-design awards in the last three years for front-cover art direction at the annual Maggie Zine Awards sponsored by *NewsStand Resource Magazine* of Greensboro, North Carolina, including First Prize and Best of Show.

The full list of award winners, including color coverage of *Portland Magazine* for Publication Design, selected from among over 10,000 entrants nationwide, will be published in the December 2007 *GDUSA Design Annual*.

PORTLAND

M A G A Z I N E

722 Congress Street, Portland, ME 04102

(207) 775-4339 · FAX (207) 775-2334

www.portlandmagazine.com

M E D I A K I T 2 0 0 8

M I S S I O N S T A T E M E N T

To excite our readers about the state of Maine so that they are open to new discoveries to make their quality of life even better.

To exceed all expectations by capturing the spirit of Maine.

We are Maine's City Magazine.

D E S C R I P T I O N

Established in 1985, *Portland Magazine* celebrates the region's native appeal with award-winning columns on the waterfront; profiles of the region's business and people; and features on the area's arts, getaways, maritime history, geography, and cuisine.

In addition, each issue captures our audience with new fiction, great listings, and exclusive angles on issues that affect everyday life. From realistic assessments of the local economy and its political vagaries, to stories on personalities who have chosen our area over all others, to Maine's own variations of the work ethic, to light-hearted glimpses of Yankee contradictions, we consistently present fresh narratives about the greatest place in the world to visit, to do business in, and to live.

More than just a city-lifestyle magazine, *Portland Magazine* offers an extraordinary perspective of Maine that has made it the favorite in area hotels, airlines, and waiting rooms, as well as a leader in subscription and single-copy sales.

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Celebrating 22 years!

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M I L E S T O N E S

- **October 1985:** *Portland Magazine* founded. First issue sets record at *Portland News* for single-copy sales of a premiere issue.
- **April–July 1986:** Waterfront series by John Taylor wins First Prize for Magazine Feature Writing in award ceremony conducted by the American Society of Business Communications.
- **June 1986:** Magazine is profiled on television news by WGME-TV as one of three successful new small businesses in Maine. Feature articles on magazine printed in the *Hartford Courant* and the *Maine Sunday Telegram*.
- **August 1987:** Cover story breaks the news that van Gogh's *Les Iris* painting is about to be sold, forcing Sotheby's to confirm this story to other media at a press conference in September.
- **December 1988:** Stephen King ends five-year silence with regional magazines. In a controversial interview in *Portland Magazine*, he calls Portland a "blow-dry, Perrier, Mazda type of city." Record newsstand sales.
- **September 1989:** Jamie Wyeth interview appears with photos by *Life* magazine photographer Susan Gray. Interview draws praise from Andrew Wyeth.
- **January 1990:** Portland Public Library allocates funds to hard-bind *Portland Magazine* as part of its permanent collection of magazines.
- **April 1990:** Fiction by Pulitzer Prizewinner Louis Simpson.
- **July 1990:** Hannaford Brothers starts a program to provide new company executives with copies of the magazine.
- **March 1991:** Five-year-old *Portland Magazine* wins newsstand distribution on major newsstands in New York, Boston, Hartford, Providence, Worcester, Newport, Lawrence, Lowell, and the Massachusetts North Shore.
- **April 1991:** The New York Public Library, praising the magazine for "original regional coverage and literary merit," purchases the entire back list for its permanent collection.
- **July 1992:** Two major Canadian bookstore chains begin distributing *Portland Magazine*.
- **October 1992:** Readers Digest, Inc., contracts with *Portland Magazine* to sell subscriptions nationwide through its QSP program.
- **July/August 1993:** Fiction by Sebastian Junger, author of *The Perfect Storm*.
- **October 1996:** *Portland Magazine* is featured nationwide on ABC's Rosie O'Donnell show.
- **December 2002:** Picked up by Amazon.com.
- **Summerguide 2003:** Record ad sales result in 224 pages of color, energy, and insight.
- **December 2003:** All-time annual subscription record smashed by 44 percent as *Portland Magazine* soars into its 19th year.
- **September 2004:** Magazine growing at 47 percent, sets records New England-wide.
- **June 2005:** *Portland Magazine* is the winner of both Best Cover and Best of the Show awards at the Maggie Zine Cover Award Competition, conducted in Greensboro, North Carolina, by *NewsStand Resource*. The

cover took first place nationally in the City, Regional, and Special magazine category for achievement in art direction and newsstand appeal, and then as a capping honor was chosen to be the Grand Prize Winner as Best of the Show.

"We had 500 entrants in the cover competition, including *National Geographic*, *U.S. News & World Report*, *Scientific American*, *Nickelodeon Magazine*, *Pittsburgh Magazine*, and out of all of them *Portland Magazine* had the best cover," says Frances Becker Cliff, publisher of *NewsStand Resource*, the nation's leading trade magazine for single-copy newsstand sales. "We love it. It's just Maine, you know? It says Maine."

- **August 2005:** Mediabistro.com, the international consortium for media followers, praises *Portland Magazine* for "high caliber" content... "in the vein of Pulitzer Prize winner Louis Simpson, Frederick Barthelme, and Barbara Lefcowitz...in addition to the standard city-mag fare...indeed the magazine reaches beyond the usual..." –www.mediabistro.com
 - **June 2006:** *Portland Magazine* wins a second national award for cover art direction presented at the Maggie Zine Cover Award Competition from *NewsStand Resource* in the City, Regional, and Special magazine category.
 - **Summerguide 2006:** Award-winning author Rick Moody—of *Garden State*, *The Ice Storm*, and *The Black Veil* fame—writes *Lamoine* for our fiction feature.
 - **August 2006:** *Portland Magazine* is profiled as one of the top-tier commercial magazines in the country for savvy mediaphiles to follow and submit their work to mediabistro.com, international media consortium.
 - **March 2007:** *Portland Magazine* wins an unprecedented third national award for cover art direction presented at the Maggie Zine Cover Award Competition from *NewsStand Resource* in the City, Regional, and Special magazine category.
 - **July 2007:** 224-page Summerguide 2007 eclipses all records for a magazine published in Portland. A new standard is set.
- Portland Magazine* chosen to be complimentary passenger selections on jetBlue Airlines, Amtrak Downeaster, and premier business-travel clubs in all major airports in the Northeast.
- **September 2007:** *Portland Magazine* captures eight prizes at a nationwide juried competition from one of the most respected design industry resources, the prestigious national American Graphic Design Awards for design excellence conducted in New York by *Graphic Design USA* magazine and sponsored by Adobe Systems Incorporated. Winning Designs included:
 - February/March 2007—Publication Design
 - December 2006—Cover Design
 - Winterguide 2007—Cover Design
 - "Who Is That Guy?" [November 2006]—Editorial Design
 - "Vanishing Point" [Winterguide 2007]—Editorial Design
 - "Tall Order" [Winterguide 2007]—Editorial Design
 - "Tasty Maine" [December 2006]—Editorial Design
 - "How Clean Is Portland Harbor?" [Dec. 2006]—Editorial Design
- "Amazing performance...*Graphic Design USA* has been presenting this popular competition, open to all segments of the creative community, for more than three decades. Selected from a remarkable 10,000+ entries nationwide, these pieces—and their creators—represent the best and brightest in graphic design," remarks *Graphic Design USA* editor Gordon Kaye.
- **November 2007:** Portland Stage praises "the diversity of the articles and features in *Portland Magazine*—truly a champion of the arts."

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M E D I A K I T 2 0 0 8

R E A D E R P R O F I L E

Surveys and cross-sections of our readers include heart surgeons, airline pilots, university presidents, and Maine's politicians, including longtime reader former President George Bush, who has written us in praise of our stories, and David Koplow, "The Portland Dogman."

Sen. Olympia Snowe has ordered back issues of *Portland Magazine*. Gen. Norman Schwartzkopf and Liv Tyler. Stephen King, who called our office because he was interested in buying one of the luxury homes we've profiled.

You.

But most significantly, our target range is 18 to 90. Our statewide readers love to sample everything urban Maine has to offer, aggressively projecting themselves into Maine's economy, culture, and spirit. A breakdown of reader habits follows:

- 58% Management
- 97% interested in Real Estate
- 89% travel out of Maine at least once/month
- 27% at least 10 times/month
- 65% attend one or more Cultural Events each month
- 70% College Educated
- 55% Dine Out each month
- 21% Own Boats

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C I R C U L A T I O N

Total Readership: 100,000+

Newsstands: Bar Harbor to New York, Manchester Airport, and Portland Jetport, with selected bookstores nationwide

Internet Subscriptions via: amazon.com, www.portlandmagazine.com

Total Distribution: 91% in Maine

National Subscriber Base:

Subscribers in 43 states, as follows:

70% Northeast
8% New York, Pennsylvania
5% South Atlantic
4% East Central
3% North Central
3% South Central
3% Pacific Coast
2% Southwest
1% West Central
1% Outside U.S.

Median Age: 40

Target Age: 18-90

Sex: 55% female; 45% Male

Est. Average Income: \$145,822

Est. Avg. Value, Primary Residence: \$383,000

MAINE SUBSCRIBERS

91% in Maine
67% Cumberland County
11% York County
3% Sagadahoc County
2% Lincoln County
17% Other Maine counties

CONTROLLED CIRCULATION

Waiting-room copies of *Portland Magazine* are distributed to all doctors', lawyers', and dentists' offices from Kittery to Camden, including saturation coverage in all the Portland, South Portland, Cape Elizabeth, Cumberland, and Freeport financial sectors as well as Augusta, Hallowell, Lewiston, and Auburn. This unique program introduces families of consumers to our advertisers. Imagine the pre-existing depth of influence and affluence and generational coverage when, so

often, you hear about *Portland Magazine*: "Oh—I saw it in my doctor's office!"

Retailers Love: Our deep statewide presence in all of the Maine Bureau of Tourism Visitor centers. Since instituting this major partnership, thousands upon thousands of new shoppers hitting the outlets have *Portland Magazine* in hand from their stops near the Kittery and Freeport outlets. This provides singular, unmatched coverage. We stock the Portland Visitor Center on Commercial Street as well.

We Mail To: The entire influence database of the Chamber of Commerce of the Greater Portland Region. This is not simply one copy per business but a highly cultivated list that flexes upward according to the size of the business.

Businesses Such As Hannaford subscribe in bulk to *Portland Magazine* because they give our magazine to newly hired executives so they can 'hit the ground running'!

We Are The Guest Room Magazine for the Maine Coast's Major Luxury Hotels:

It's as if *Portland Magazine* has an exclusive list of all the new shoppers just hitting the area. Imagine the combined impact of visitors enjoying and traveling with the guest-room copies we provide to a host of prestigious hotels, including:

Beach House Inn	Inn By The Sea
Black Point Inn	Kennebunkport Inn
Captain Lord Mansion	Pomegranate Inn
Eastland Park Hotel	Portland Harbor Hotel
Embassy Suites	Portland Marriott
Harbor Inn	Portland Regency
Harraseeket Inn	The Rhumb Line
Hilton Garden Inn—Airport	Seaside House
Hilton Garden Inn—Waterfront	Sheraton Tara
Holiday Inn By The Bay	White Barn Inn

We're also available at Shaw's, Hannafords, Whole Foods, CVS, Barnes & Noble, Borders, Wal-Mart, Rite Aid, 7-Eleven, Target, and many more throughout New England.

Complimentary copies are available to the target audience on the Amtrak Downeaster train to Boston, jetBlue flights to New York City, and all business clubs in all major airports in the Northeastern United States.

Promotions with AHL Portland Pirates Hockey Team.

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M E D I A K I T 2 0 0 8

A D V E R T I S I N G D E A D L I N E S

Issue	Space Closes and Rough Materials Due	Camera Ready Materials Due	Available
Winterguide Through February 15	November 17	November 20	January 2
February/March Home & Gardens	January 7	January 10	February 17
April Summer Planning Guide	February 11	February 15	April 1
May The Green issue	March 11	March 14	May 1
Summertime Through July 20	April 23	April 25	June 15
July/August Waterfront	May 29	June 1	July 22
September Art Annual	July 10	July 13	September 1
October Annual Business Issue	August 8	August 11	October 1
November Ultimate Shopping Guide	September 9	September 12	November 1
December Year in Review	October 17	October 20	December 1

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For more information, please contact your account executive

M E D I A K I T 2 0 0 8

E D I T O R I A L C A L E N D A R

Winterguide – Skiing is believing. Statewide luxury attractions and events, from lodges to fashions, snow-making capabilities to romantic getaways in Maine. Expanded calendar of Maine Coast events and attractions assures coverage through Valentine’s Day.

February/March – Home & Gardens. It’s Spring! Architecture & residential real estate, including waterfront homes, interior design, furniture, antiques, landscape design, gardening, and restoration of Greater Portland Landmarks and lovely estates all over Maine.

April – Maine Summer Planning Guide. Showcases upcoming summer attractions and statewide resorts by focusing on the Visitor Industry. Highly appealing features on the most beautiful summer getaways in Maine.

May – The Green Issue.

Summerguide – The Big One. Expanded color, editorial, and advertising make this a necessity for your planning. Record readership annually. Includes our highly praised “Dream Islands” feature. The best calendar of events in the state.

July/August – Waterfront. Yachting, boating, ship and yacht design are brought to life here to engage the attention of the maritime audience that hits its peak during this period. From maritime museums to boat-building firms to ship-fitters and commercial fishing firms to restaurants and bed & breakfasts, this is your issue if you follow the trade winds.

September – Maine Art Annual. Breaking stories about Maine art, galleries, and artists. Many consider this issue our proudest achievement each year.

October – The Maine 100™. This trademarked business issue is perfect to turn the spotlight on original Maine businesses and their successful growth techniques across the state. Impressive representation.

November – Ultimate Shopping Guide. Breakthrough interviews of high-profile Mainers assure a spectacular read for holiday retail advertisers.

December – The Year in Review.

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M A T E R I A L R E Q U I R E M E N T S

DISPLAY SPACE ADVERTISING DIMENSIONS



Full Page 8 3/8" x 10 7/8" (8.375" x 10.875") *

2/3 Vertical 4 3/4" x 9 29/32" (4.75" x 9.9063")

1/2 Horizontal 7 5/16" x 4 7/8" (7.3125" x 4.875")

1/2 Vertical 4 3/4" x 7 1/2" (4.75" x 7.5")

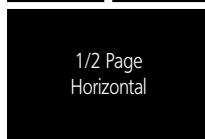
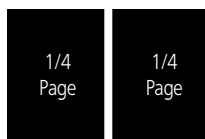
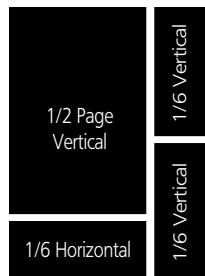
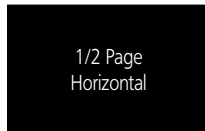
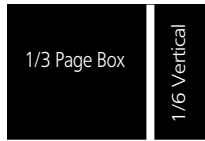
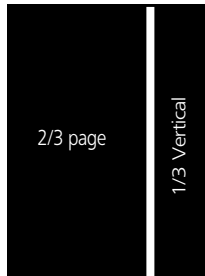
1/3 box 4 3/4" x 4 7/8" (4.75" x 4.875")

1/3 Vertical 2 1/4" x 9 29/32" (2.25" x 9.9063")

1/6 horizontal 4 3/4" x 2 3/8" (4.75" x 2.375")

1/6 vertical 2 1/4" x 4 7/8" (2.25" x 4.875")

1/4 page 3 5/8" x 4 13/16" (3.625" x 4.8125") in New England Homes and Living Pages



* add 1/8" on all sides for a full-page bleed

Acceptable File Formats:

Preferred: PDF (Adobe Acrobat version 4.0 or higher) Hi-Res (2400 DPI) with all fonts embedded with all colors in CMYK.

Adobe Photoshop 7.0 TIFF and EPS 300 DPI

Adobe InDesign CS2, Quark XPress (4.0, 5.0 or 6.0) for Mac conditionally accepted. Please contact Production Manager for details.

Art Specifications:

All color images should be supplied CMYK (not RGB or PMS).

Line art should be supplied at 600 DPI, other photos should be supplied at 300 DPI (both at 100%).

Proofs:

All camera-ready material and four-color advertisements should come with a publication-quality press digital proof. Please call to ask which proofs are acceptable. *Portland Magazine* will not be responsible for the color of any ad that did not arrive with an approved color proof.

Advertisers who supply material that is not digital-ready as defined above will be charged market rates for all production work required to produce digital-ready material. Please refer to costs of Copy Prep on the enclosed Rate Card. All advertising material is subject to approval.

Any and all request changes or alterations to materials supplied to *Portland Magazine* by advertisers or their approved agents must be in writing and done so in accordance with the materials closing dates. Any and all material received or altered after the appropriate materials closing date will be subject to late handling charges. *Portland Magazine* will not be held liable for printing complications which may arise due to receipt of non-conforming materials.

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R A T E C A R D

Advertising Standards

The publisher reserves the right to correct or reject any advertising material submitted for publication. Words such as "advertisement" will be placed on ad copy that, in the publisher's opinion, resembles editorial matter. If the publisher determines the material provided is unacceptable, the publisher reserves the right to run the most recent ad. The publisher reserves the right to decline or reject any advertisement for any reason, at any time, without liability, even though previously acknowledged or accepted. Only actual publication of an advertisement constitutes its acceptance, but does not constitute any agreement for continued publication in any form, regardless of any prior agreements.

Advertising Responsibility

The publisher cannot be held responsible for the quality of reproduction when specifications are not adhered to or when material is not received by deadline. A \$150 fee is assessed if any materials are submitted after the camera-ready materials deadline. If materials require alterations to meet advertising specifications, the publisher reserves the right to charge for alteration costs.

A D R A T E S (N e t)

Full Color	12x	6-11x	3-5x
2 Pg Spreads	6374	7398	8096
Full Page	3192	3699	4049
2/3 Page	2518	2959	3219
1/2 Page	1914	2506	2895
1/3 Page	1554	1856	2142
1/6 Page	1495	1713	1861

Premium Positioning

Cover 2	4788	5550	6073
Cover 2-pg 1	8459	9804	10729
Cover 3	4308	4994	5466
Cover 4	4787	5550	6074
Premium (early pages)	3670	4256	4656

New England Homes & Living

Full Page	1948	2047	2143
1/2 Page	1121	1176	1233
1/4 Page	603	634	664

Agency Commission

A fifteen percent (15%) commission is given to recognized advertising agencies submitting complete, correctly sized, plate-ready materials (e.g., high resolution PDF files).

Billing

Payment for advertising is due on space-close deadline unless credit terms are approved in writing prior to that date. Failure by an advertiser to pay promptly may result in non-publication of its advertisement thereafter.

Positioning

Ad placement is at the discretion of the publisher and cannot be guaranteed unless otherwise specified in contract.

Special Effects

Billed ads, gatefolds, additional colors, inserts, bind-in cards, and blow-in cards are accepted on a limited basis, and only with prior arrangement. Rates, availability, deadlines, and specifications will be provided upon request. Please contact your account representative for details. For information about banner ads on our web site call 775-4339.

C O P Y P R E P

Art after published closing date	\$150
Creation of any size ad	\$150
Media conversion to PDF, Quark, Indesign or Photoshop file	\$150
Scan of transparency or slide	\$150
Post arrival to printer changes	\$250
Scan color or b/w photo or image	\$50
Preflight discrepancy and reproof	\$50
Minimum typesetting charge	\$50
Electronic strip-in of ads sent directly to printer	\$50
Position picture (image assembly)	\$50
Proofs (first one free)	\$25

To avoid these charges supply Hi-Res (2400dpi), CMYK, all fonts embedded PDFs or other accepted files by deadline to Portland Magazine. Refer to the Material Requirements page in this media kit for further explanations.

Frequency

Portland Magazine is published 10 times a year.

Special Positioning: Page One: Rate plus 15% per page. Special rates for inserts and one-time insertions are available on request. An advertiser who does not complete a committed schedule will be subject to short-rate charges based on full prices and provisions of the rate card, including color and positioning charges, to reflect frequency and positioning actually taken. New advertisers are required to prepay initial insertion placement; direct billing thereafter. Payment is due in full upon receipt of statement; 1.5% per month handling fee assessed on unpaid balances. Agency commissions paid only to recognized agencies—15% on gross. For your convenience, we accept Mastercard, Visa, and American Express.

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