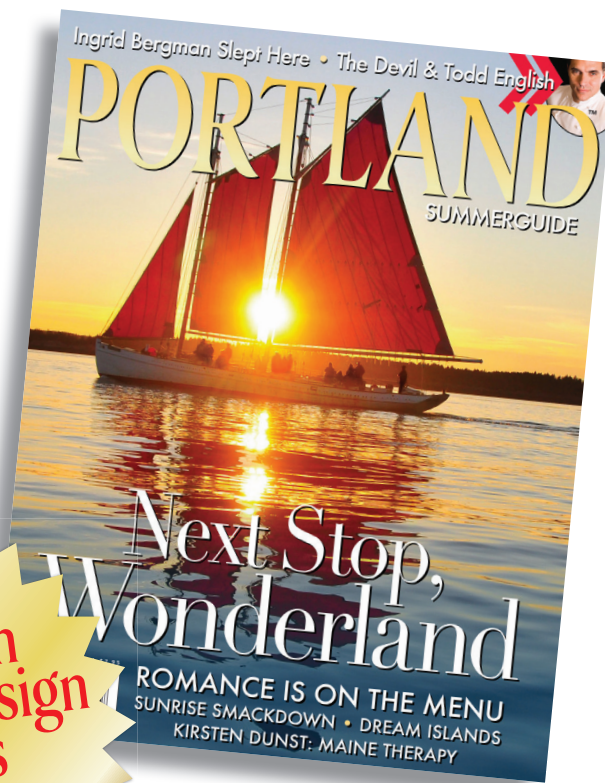


PORTLAND™

Maine's City Magazine



MEDIA KIT 2012

“Amazing Performance!”

—Gordon Kaye, Editor, *Graphic Design USA*

FOR IMMEDIATE RELEASE

September, 2011

Portland Magazine Wins Seven National Prizes at the 2011 American Graphic Design Awards

NEW YORK—*Portland Magazine* captures seven prizes at the prestigious national American Graphic Design Awards for design excellence by *Graphic Design USA*.

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 five 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 the individual issues of *Portland Magazine* that received the honors:

CONGRATULATIONS!

You have been selected as a winner in the 2011 AMERICAN GRAPHIC DESIGN AWARDS.

For nearly five decades, *Graphic Design USA* has presented national design competitions that spotlight areas of excellence and opportunity for creative professionals. The American Graphic Design Awards is the original and the flagship, open to everyone in the community: advertising agencies, graphic design firms, corporations, institutions, publishers and more. It honors outstanding work across all media...

Portland Magazine, February/March 2010 Issue

Portland Magazine, May 2010 Issue

Portland Magazine, Summerguide 2010

Portland Magazine, September 2010 Issue

Portland Magazine, October 2010 Issue

Portland Magazine, December 2010 Issue

Portland Magazine, April 2011 Issue

“Portland Magazine consistently creates excellent design layouts. Your work is a pleasure to review,” says awards director Rachel Goldberg.

Portland Magazine also won multiple American Graphic Design Awards for Design Excellence in 2007, 2008, 2009, and 2010.

“We are honored to capture these prestigious awards for the fifth consecutive year,” says Robert Witkowski, *Portland Magazine*'s design director. “It speaks highly of our quality product for our readers as well as our advertisers.”

The full list of award winners will be published in the December 2011 *GDUSA Design Annual*. Previous publication winners include Condé Nast's *SELF*, *USA Today Weekend Magazine*, and *BusinessWeek*.

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165 State Street, Portland, ME 04101

(207) 775-4339 · FAX (207) 775-2334

www.portlandmagazine.com

Media Bistro has singled out *Portland Magazine* for its extraordinary perspective as one of the best regional magazines in the country.

HOW TO PITCH: *PORTLAND*

Adopt a local's 'extraordinary perspective' and you'll break into this Maine monthly

By Kate Parham – May 13, 2011

Circulation: 100,000

Frequency: Monthly

Special issues: "Summerguide" is the largest at 240 pages; November features "The 10 Most Intriguing People in Maine."

Background: In 1981, four years before *Portland* arrived on the scene, Colin Sargent, the magazine's founder and publisher, was learning the ropes in, of all places, the military. The youngest officer to earn editorship at the Navy's flying-oriented *Approach Magazine*, he paired a diploma from the U.S. Naval Academy with a subsequent MFA from Stonecoast MFA. (Sargent has authored three books of fiction.) Soon after, Sargent Publishing Inc. was up and running, and Maine's (ahem) main city mag was born.

"What's a quarter century between friends?" says Sargent. "For 25 years, we've re-interpreted the city magazine format to create a quirky, intelligent, absolutely individual take on a regional publication...the party continues." The magazine is known as 'Maine's *People Magazine*,' and Sargent sets a standard of "Extraordinary Perspective," aiming to inform the visitor and resident alike about what's exceptional about Portland. "We publish revelatory stories about Maine and the Maine mystique, that sense of a Maine outside of Maine," he says. "Our readers appreciate breakthrough ideas. It's not enough for us just to have a story about popular cocktails or super doctors. What a story means is an important part of what a story is."

In every issue, national-caliber fiction is included, with such authors as Sebastian Junger, Mameve Medwed, Rick Moody, Diane Lefer, and John Buffalo Mailer. Great writing isn't all *Portland* has; it's also the only magazine in Maine to have won 34 national graphic design awards in the last five years.

What to pitch: Sargent and the editors at *Portland* are looking for original ideas, hard-to-get interviews, and live quotes. "We don't like to run our ideas through the same car wash, so a big hint is be sure to read our magazine," says Sargent. For examples of what the editors consider some of their greatest hits, see "Classic Maine Stories" on Portlandmagazine.com. "Don't be afraid to astonish us with a bespoke query tailored only for us and our audience. Think 'no vanilla, but instead mint chocolate chip with a hint of cayenne pepper,'" says Sargent.

Every section is open to freelancers. Although many columns are handled by regular contributors, a freelancer can still pitch one of those as well. "We work closely with writers, honor their inspirations and strengths, and pay according to the strength of the idea and how it's expressed," says Sargent. "We love stories full of live quotes from hard-to-get subjects discussing things that fascinate our readers." Don't pitch a story about the lobster roll, but instead pitch a story featuring an interview with Gordon Ramsay on vacationing in Maine and his recipe for a lobster roll, as well as his take on Maine lobsters versus Canadian lobsters and his favorite local restaurant.

What not to pitch: Everything is open.

Online opportunities: The online content stems from stories in the print version, but they don't often publish cartoons and quizzes. The editors love great photos that tell a story or anything that could be part of another story. Proposing multimedia content will increase your chances of acceptance, too.

"If you're doing a story about young Jackie Bouvier [Kennedy] in Bar Harbor and you've just discovered original photographs and her childhood diary, or if you've gone house-hunting with Taylor Swift on the coast of Maine, or have high-res images of a Ralph Lauren catalog shoot that's being conducted in secret in Kennebunkport, definitely pitch those for the website. "Our best stories come from writers who are active participants in creating the look of a story both in its print version and online," says Sargent.

Percentage freelance content: Most of the departments are written by freelance writers, so usually over 50 percent. Recent freelance stories pitched and published: "Meet the *Other* Pearys" covered the Inuit descendants of famed Maine polar explorer Robert Peary. "American Chop Suey" considered Maine's graphic influence on Edward Hopper. Other stories penned by contributors include "The Beautiful & Tanned: Carson Kressley on his Maine," a piece about how Maine's beloved lobster stew was invented in England and isn't even really a stew, and another on how New York designers are plugged into Maine's flannel channel.

Etiquette: Email with clips, although great clips never take the place of a great idea. "We're proud of the new writers who light up our audience with stories, which should, at least obliquely, have something to do with Maine. Think of your pitch as the trailer to a movie," says Sargent.

Lead-time: Think six months ahead. However, if a last-minute idea comes up, don't let that stop you. For a really timely idea, the editors will open an issue up.

Pay rate: \$100 to \$600 flat fee, not by word.

Payment schedule: On publication

Kill fee: None. "We knock ourselves out to help a story meet its readers. We believe in working with writers until that happens," says Sargent.

Rights purchased: First North American serial

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M E D I A K I T 2 0 1 2

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 subjects & events 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 25 years!

M E D I A K I T 2 0 1 2

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 Prize-winner 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 *The 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 the former *NewsStand Resource*.
 - 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 the former *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 the former *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.
 - July 2007: *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* wins eight prizes at the American Graphic Design Awards by *Graphic Design USA* magazine and sponsored by Adobe Systems Incorporated.
 - November 2007: Portland Stage praises "the diversity of the articles and features in *Portland Magazine*—"truly a champion of the arts."
 - September 2008: *Portland Magazine* captures five 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.
 - September 2009: *Portland Magazine* captures five additional prizes at the American Graphic Design Awards in Manhattan.
- "Some magazines may win around two to three multiple awards, but it's very difficult to win five," says awards director Rachel Goldberg, noting "I believe *Portland Magazine*'s awards for excellence in publication design are the only ones north of Boston."
- September 2010: *Portland Magazine* captures nine prizes at the American Graphic Design Awards in Manhattan.
 - April 2011: *Portland Magazine* celebrates its 25th Anniversary.
 - May 2011: Mediabistro.com recognizes *Portland Magazine* as one of the best regional magazines in the country.
 - September 2011: *Portland Magazine* receives seven prizes at the American Graphic Design Awards in Manhattan for the fifth consecutive year. This brings the total number of awards from American Graphic Design to 34.

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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 Schwarzkopf 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. Average Value, Primary Residence: \$383,000

MAINE SUBSCRIBERS

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:

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

We're also available at Shaw's, Hannafords, Whole Foods, CVS, 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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A D V E R T I S I N G D E A D L I N E S

| Issue | Space Closes and Camera Ready Materials Due | Available |
|--|--|-------------|
| Winterguide Through February 15 | November 15 | January 6 |
| February/March Home & Gardens | December 30 | February 17 |
| April Summer Planning Guide | February 1 | April 1 |
| May New Summer Businesses & Attractions | March 10 | May 1 |
| Summerguide Through July 20 | April 1 | June 15 |
| July-August Waterfront | May 15 | July 22 |
| September Art Annual | July 1 | September 1 |
| October Annual Business Issue | August 10 | October 1 |
| November Ultimate Shopping Guide | September 1 | November 1 |
| December Year in Review | October 10 | December 1 |

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For more information, please contact your account executive.

M E D I A K I T 2 0 1 2

A D V E R T I S I N G 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. This issue is also filled with the energy of our Foodie’s Guide to Planet Maine.

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 –New Summer Businesses & Attraction.

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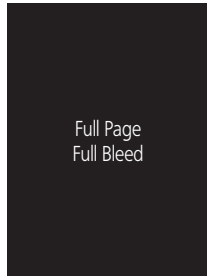
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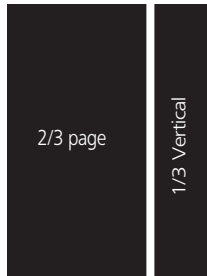
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M A T E R I A L R E Q U I R E M E N T S



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")



NEW ENGLAND HOMES & LIVING ADVERTISING DIMENSIONS

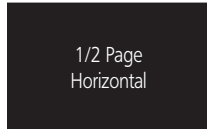
- Full Page (7.365" x 9.7292") *
- 1/2 Horizontal 7 5/16" x 4 7/8" (7.3125" x 4.875")
- 1/4 page 3 5/8" x 4 13/16" (3.625" x 4.8125")



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

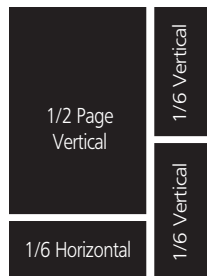
Acceptable File Formats:

- Preferred: PDF (Adobe Acrobat version 4.0 or higher) Hi-Res (2400 DPI) with all fonts embedded with all colors in CMYK.
- Adobe Photoshop TIFF and EPS 300 DPI
- Packaged Adobe InDesign CS4
- Please contact Associate Publisher for details.



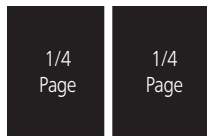
Art Specifications:

- 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%).

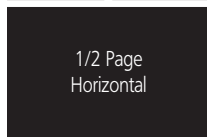


Proofs:

- 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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E-mail materials to: ads@portlandmonthly.com

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