

# PORTLAND<sup>TM</sup>

## MONTHLY

EXTRAORDINARY PERSPECTIVE



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

### TRUST

A survey by MarketingSherpa shows 82 percent of U.S. internet users trust print ads over any other medium when making a purchase decision.

### INTEGRITY

The opinions given in this magazine are those of *Portland Monthly* writers. No establishment is ever covered in this magazine because it has advertised, and no payment ever influences our stories and reviews.

### LONGEVITY

More than 190 print magazines have thrived for more than 50 years. Designed by Mainers for readers who love Maine, we're in our 33rd!

We know the history and understand the trends of the Maine markets. We are proud to celebrate each milestone in our history. View a detailed timeline of our milestones later in this media kit.

### THE READERS

Educated, affluent, and influential, studies show print readers have higher comprehension and recall, more focused attention, and a more emotional connection to what they're reading.

### IMPACT

Sixty-five percent of readers will take action after viewing a print ad.

**"Extraordinary Perspective**—through daring story trajectories, late-night inspirations—exact detail, and extra research—puts the reader at the center of an astonishing world. It puts readers first. This is very rare. We look at the present through the lenses of the past and the future."

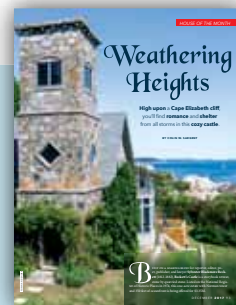


Founding Editor & Publisher  
Colin W. Sargent, Ph.D.

### AWARDS

**September 2017:**  
Design Director Meaghan Maurice is honored by FOLIO Magazine's 30 Under 30 Awards.

**June 2018:**  
*Portland Monthly* receives two Bronze Awards from the National Association of Real Estate Editors for "Dream Islands" and "Weathering Heights" editorial.



Each issue captures our audience with new journalistic stories, cultural reveals, 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.



Issue	Editorial Highlights	Closing Deadline
<b>Winterguide</b> New Years-February 15	Statewide luxury attractions and events, from lodges to fashions, ski-cations to romantic getaways in Maine. Special advertising section: <b>Wedding Planning Guide</b> . Expanded calendar of Maine Coast events and attractions assures coverage through Valentine's Day. This issue is also filled with the energy of our <b>Epicurean Guide</b> to Planet Maine.	Nov. 15
<b>February/March</b> February 15-March 15	<b>Homes &amp; Gardens</b> . 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. Celebrate <b>Maine summer camps</b> in our special section.	Dec. 30
<b>April</b>	Maine <b>Summer Planning Guide</b> , including a <b>Wedding-Celebration</b> section. Showcases upcoming summer attractions and statewide resorts by focusing on the Visitor Industry. Highly-appealing features on the most beautiful summer getaways in Maine.	Feb. 1
<b>May</b>	<b>New Summer Businesses &amp; Attractions</b> , Summer theater preview.	Mar. 10
<b>Summertime</b> Mid June-late July	<b>The Big One</b> . This legendary issue has the largest page count of any newsstand magazine anywhere in Maine. It's been called "The Neiman Marcus Catalog of Maine Summer." It explodes with expanded color, editorial, and advertising, making this a necessity for your planning. Record readership annually. Includes our highly praised award-winning "Dream Islands" feature, which captured a 2018 award from the National Association of Real Estate Editors. The best calendar of events in the state.	Apr. 1
<b>July/August</b> Late July-August 30	<b>We cover the waterfront</b> . 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 shipfitters and commercial fishing firms to restaurants and bed & breakfasts, this is your issue if you follow the trade winds.	May 15
<b>September</b>	Maine <b>Art Annual</b> . Breaking stories about Maine art, galleries, and artists. Many consider this issue our proudest achievement each year.	Jul. 1
<b>October</b>	<b>Made In Maine</b> . This business issue is perfect to turn the spotlight on original Maine businesses and their successful growth techniques across the state. Impressive representation.	Aug. 10
<b>November</b>	Ultimate <b>Shopping Guide</b> . Breakthrough interviews of high-profile Mainers in our 10 Most Intriguing People in Maine feature assure a spectacular read for holiday retail advertisers.	Sept. 1
<b>December</b>	<b>This year-end bash reports on the Year in Review</b> . It anticipates the coming year with our annual Banking Issue. The Holiday Gift Guide caps off the fun.	Oct. 10

## ARTS & STYLE

Join the influential advertisers who channel the sparkle and energy of Portland's culture. We're a proud supporter of Maine's creatives: artists, musicians, and writers. Our **Fiction** pages feature world-class authors, from Susan Minot to Kate Christensen, Christina Baker Kline, and Sebastian Junger. **Our Experience section features artist & gallery listings, museum shows, and entertainer interviews, while our Concierge section is the go-to list of insider suggestions—where to be and what to see.** This will put a powerful magnifying glass on the exciting things you're offering. You'll immediately command a bigger share of what's happening.

## SHELTER & DESIGN

Advertise in company with our award-winning "House of the Month" stories (two 2018 NAREE Awards presented to us at the National Real Estate Editors conference this year); architectural insights (did you know a Mainer invented the Living Room?); and our luscious full-color New England Homes & Living section. **Ninety-eight percent of our readers are looking for a new or second home right now!** We bring a home's talking wall to life with our stories. Because we're so tuned to real estate trends, we're a great resource for home buyers, homeowners, realtors, interior designers, and service providers.

## FOOD & DRINK

New restaurant, chef, menu, winery, brewery, distillery, concept, or imported culinary attraction? Connect with the Maine cuisine scene as never before with an ad schedule in our Food & Drink pages, starring "**Hungry Eye**" features; mouth-watering **Restaurant Reviews**; "**Cheers**"; **Epicurean Guide** & special events; and our **Dining Guide** listings, a dynamic necessity for both travelers and natives.

## PERSONALITIES

You're a people business? We're "*Maine's People Magazine*." It's time for a dramatic schedule to catch the attention of our readers, who love to curl up and devour our stories about people: profiles of **Intriguing Mainers**, local and national celebrities who have a connection to Maine. Our celebrated **Flash** coverage shines a light on who's who while they're doing what's what... conveniently positioned opposite our inside back cover!

## PERSPECTIVES

You deserve it! Grab incredible visibility for your business in our Perspectives pages, including energetic features on Maine-based firms, exciting coverage of classic Made-in-Maine products, inside looks on marketing Maine, city planning and design forecasts, "**Chowder**", investment coverage, letters to the editor, and "**L'Esprit de L'Escalier**"—a column with a French twist.

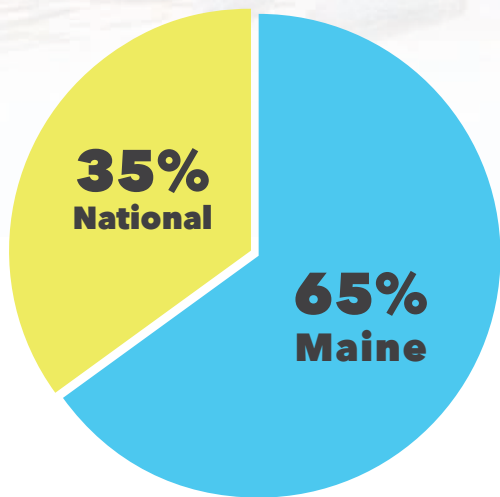
## MAINE LIFE

Your business is the salt of the Earth. Mainers absolutely depend on you. And they'll love learning about you in our Maine Life pages: education, banking, romance, health and wellness, automotive, insurance, careers. The anchor of our Maine Life pages is our **Experience** section, where we have listings of great events, shows, and happenings along southern Maine's gold coast.

## RESORTS & DESTINATIONS

"I'm a tourist in my own life." *Portland Monthly* offers spectacular, thoughtful coverage of nothing but the best: the dreamiest places in Maine and exactly why they're magic. If you have a hotel, inn, restaurant, marina, conference center, or tourism business, the discerning travelers you're in search of are already here. **An ongoing schedule in *Portland Monthly* puts you on the map.**

### SUBSCRIBERS



### CONTROLLED CIRCULATION WITH BROAD REGIONAL REACH

	Doctors' Offices	Dentists' Offices	Lawyers' Offices	Bank Branches
<b>Southern Maine</b> (Kittery, Kennebunk, Ogunquit)	✓	✓	✓	
<b>Greater Portland</b> (Portland, South Portland, Cape Elizabeth, Scarborough, Cumberland, and Freeport)	✓	✓	✓	✓
<b>Mid-Coast</b> (Brunswick, Belfast, Camden, Rockport, Rockland)	✓	✓	✓	

### NEWSSTANDS

#### MAINE:

- Whole Foods
- Hannaford
- Shaw's
- Wal-Mart
- Target
- Portland Food Co-op
- CVS
- Rite-Aid
- 7-Eleven
- Barnes & Noble
- Books-A-Million
- Portland International Jetport

#### NATIONAL:

- Over 700 newsstands

### VISITOR ATTRACTION NEWSSTANDS

- Maine Bureau of Tourism
- Concord Coach

- Visitors Centers (near Portland, Kittery, Freeport, and Bangor)
- Visit Portland at Ocean Gateway
- Portland International Jetport

### HOTELS

#### LOBBY / CONCIERGE

- The Chadwick B&B
- Inn at St. John
- Portland Harbor Hotel
- Portland Hyatt
- Portland Regency
- The Press Hotel
- Residence Inn-Portland
- Westin Portland Harborview
- Pomegranate Inn
- The Rhumb Line
- Doubletree
- Embassy Suites
- Home 2 Suites
- Hilton Airport

- Harraseeket Inn
- Hilton Garden Inn Jetport
- Holiday Inn By The Bay
- Hilton Garden Inn Waterfront
- Inn by the Sea
- Portland Marriott at Sable Oaks
- Admiral's Inn
- Anchorage by the Sea
- Boat House
- Beachmere Inn
- Cape Arundel Inn
- Captain Lord Mansion
- The Cliff House
- Cliff House
- Colonial Inn
- Edgewater Inn
- Gazebo Inn
- Hampton Inn-Waterfront
- Hampton Inn
- Hartwell House
- Hidden Pond
- Inn at Park and Spring

- Kennebunkport Inn
  - Meadowmere Resort
  - Stage Neck Inn
  - Alouette Resort
  - Breakwater Inn and Spa
  - Cottages at Cabot Cove
  - Colony Hotel
  - Grand Hotel
  - Inn at English Meadows
  - Juniper Hill Inn
  - Lodge on the Cove
  - Nonatum Resort
  - Ocean Woods Resort
  - Old River House
  - The Tide Beach Club
  - Seaside Inn
  - The Francis
  - Tru Hotel
  - Union Bluff
  - Viewpoint Hotel
  - Village by the Sea
  - White Barn Inn
- Flexing up with the seasons!

# Who are our 100,000 readers?

**Median Age:** 40

**Target Age:** 18-90

**Sex:** 55% female; 45% male

**Est. Average Income:** \$145,822

**Est. Average Value, Primary Residence:** \$383,000

**65%**

Attend cultural events monthly

**98%**

Interested in real estate

**70%**

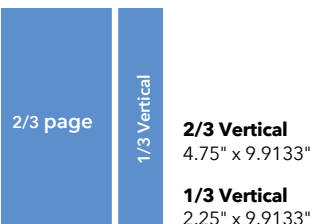
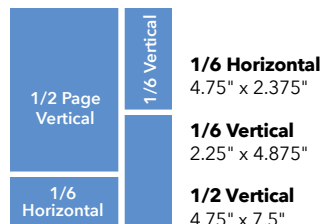
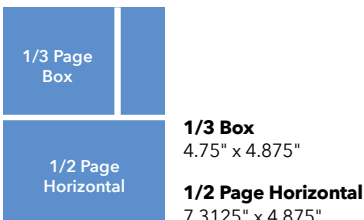
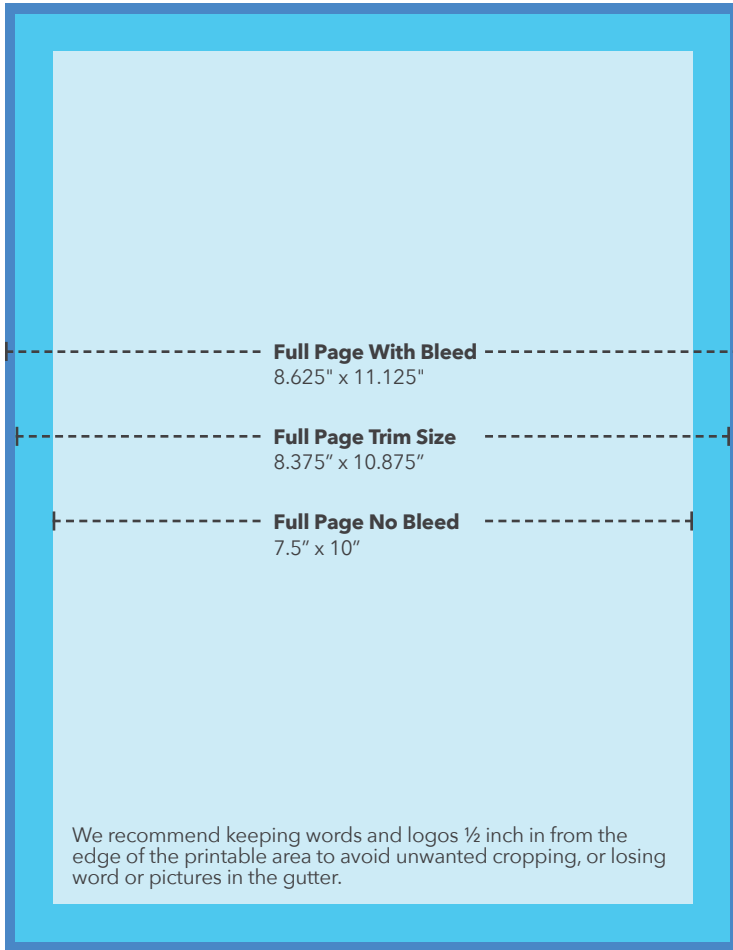
College educated

**58%**

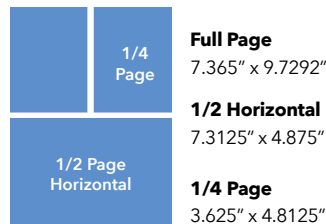
Work in management



### PRINT



#### NEW ENGLAND HOMES & LIVING



### MATERIAL DETAILS

Advertisements should come with a publication-quality digital proof. Please call to ask which proofs are acceptable. *Portland Monthly* will not be responsible for the color of any ad that does 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 a final ad to our specifications. Please refer to costs of Copy Prep outlined on this Rate Card. All advertising material is subject to approval.

Any and all request changes or alterations to materials supplied to *Portland Monthly* 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 Monthly* will not be held liable for printing complications which may arise due to receipt of non-conforming materials.

Customers are responsible to report any errors in the proof in writing before publication.

#### Acceptable File Formats:

Preferred: **PDF** (Adobe Acrobat version 4.0 or higher)

**Hi-Res** with all fonts embedded with all colors in CMYK.

Adobe Photoshop TIFF and EPS 300 DPI.

Please contact Associate Publisher with any questions.

#### Art Specifications:

All color images should be CMYK (not RGB) Images should be 300 DPI.

### 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. If materials require alterations to meet advertising specifications, the publisher reserves the right to charge for alteration costs.

### AGENCY COMMISSION

A 15 percent commission on gross 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. New advertisers are required to prepay initial insertion placement; direct billing thereafter. Payment is due in full upon receipt of statement. An advertiser who does not complete a committed schedule will be subject to short-rate charges based on full rate card prices and provisions of the rate card, including color and positioning charges, to reflect frequency and positioning actually taken. 1.5% per month handling fee assessed on unpaid balances.

### PAYMENTS

Payments may be made via check to *Portland Monthly* or credit card. For your convenience, we accept Mastercard, Visa, Discover, and American Express. Credit card information can be completed on advertiser's insertion order. Credit card payments can also be made in-person, over the phone, or via an online link provided on each invoice.

### POSITIONING

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

### AD RATES (NET)

Advertisers booking with frequency to reach our readers find the best results. Therefore, rates are quoted below with a minimum of a 3x insertion frequency. Special rates for one-time insertions may be quoted by advertising executives.

Special positioning is available by request, is book at first-request, and is subject to rate increases up to 15% per insertion.

	12x	6-11x	3-5x
Full Color			
2-Pg Spreads	\$12,674	\$14,123	\$16,918
Full Page	6,369	7,382	8,085
2/3 Page	5,030	5,875	6,424
1/2 Page	3,819	5,004	5,781
1/3 Page	3,098	3,707	4,274
1/6 Page	2,982	3,418	3,717

#### Premium Positioning

Cover 2	9,723	11,183	12,336
Cover 2-pg 1	17,168	18,803	21,788
Cover 3	8,747	10,007	11,104
Cover 4	9,723	11,823	12,336

#### New England Homes & Living

Full Page	3,885	3,979	4,074
1/2 Page	2,100	2,415	2,646
1/4 Page	1,208	1,260	1,323

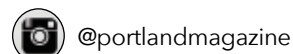
#### Dining Guide

Ask about our **Dining Guide**—a list of Select Area Restaurants found online and in print. **Place your 60-word listing in all ten issues for \$1,200 at once.**

### COPY PREP

Creation of any size ad (minimum)	\$350
Scan color or b/w photo or image	\$100
Minimum charge	\$100
Proofs (first one free)	\$50

To avoid these charges supply high resolution, CMYK, all fonts embedded PDFs or other accepted files by deadline to *Portland Monthly*. Refer to the Material Requirements page in this media kit for further explanations.





- October 1985: *Portland Monthly* founded. The first issue, April 1986, sets record at Portland News for single-copy sales of a premiere issue.
- **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 Monthly, 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 Monthly* as part of its permanent collection of magazines.
- April 1990: Fiction by Pulitzer Prize-winner Louis Simpson.
- March 1991: Five-year-old *Portland Monthly* 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/August 1993: Fiction by Sebastian Junger, author of *The Perfect Storm*.
- October 1996: *Portland Monthly* is featured nationwide on ABC's *The Rosie O'Donnell Show*.
- December 2003: All-time annual subscription record smashed by 44 percent as *Portland Monthly* soars into its 19th year.
- **September 2004: Magazine growing at 47 percent, sets records New England-wide.**
- June 2005: *Portland Monthly* 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 Monthly* 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 Monthly* 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 Monthly* 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 Monthly* 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. We broke our own record in 2016 with a stunning 280-page Summerguide issue.
- September 2007: *Portland Monthly* wins eight prizes at the American Graphic Design Awards by *Graphic Design USA* magazine.
- **November 2007: Portland Stage praises "the diversity of the articles and features in Portland Monthly--"truly a champion of the arts."**
- September 2008: *Portland Monthly* captures five prizes at a nationwide, juried competition from one of the most respected design industry resources, the prestigious national American Graphic Design Awards.
- September 2009: *Portland Monthly* 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 Monthly's* awards for excellence in publication design are the only ones north of Boston."
- November 2009: *Portland Monthly* interviews Chef Gordon Ramsay as one of Maine's "10 Most Intriguing People," he describes in detail his Maine summers, surfing in the Kennebunks, and his favorite Maine restaurants. The story drew worldwide attention for Ramsay's criticism of Canadian lobster.
- September 2010: *Portland Monthly* captures nine prizes at the American Graphic Design Awards in Manhattan.
- April 2011: *Portland Monthly* celebrates its 25th Anniversary.
- May 2011: Mediabistro.com recognizes *Portland Monthly* as one of the best regional magazines in the country.
- September 2011: *Portland Monthly* receives seven prizes at the American Graphic Design Awards in Manhattan.
- September 2012: *Portland Monthly* receives six prizes at the American Graphic Design Awards in Manhattan.
- September 2013: *Portland Monthly* receives six prizes at the American Graphic Design Awards in Manhattan.
- September 2014: *Portland Monthly* receives five prizes at the American Graphic Design Awards in Manhattan.
- September 2015: *Portland Monthly* receives eight prizes at the American Graphic Design Awards in Manhattan for the ninth consecutive year. This brings the total number of awards from American Graphic Design to 59.
- **September 2015: Buzz-creating story, "Imagine a Town Run By Artists" by Olivia Gunn, 25,000 online readers in one weekend.**
- October 2016: *Portland Monthly* receives six National Prizes at the 2016 American Graphic Design Awards.
- **September 2017: Design Director Meaghan Maurice is honored by FOLIO Magazine's 30 Under 30 Awards.**
- **October 2017: Portland Monthly receives seven American Graphic Design Awards in Manhattan, bringing the total to 72 Graphic Design Awards total.**
- June 2018: *Portland Monthly* wins two Bronze Medals for Best Real-Estate Feature Writing in the U.S., presented at the annual conference in Las Vegas by the National Association of Real Estate Editors.
- **Summerguide 2018: Portland Monthly breaks its own record with a stunning 320 pages. We have the most pages of any newsstand issue in Maine history!**

# PORTLAND™ MONTHLY

FOR IMMEDIATE RELEASE:

October 24, 2017

*Portland Monthly* Wins Seven National Prizes at the 2017 American Graphic Design Awards

NEW YORK— *Portland Monthly* is recognized with 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. Among the 2017 winners are Hearst Publications [among them *Town & Country*, *Seventeen*, *Veranda*, *Bazaar*, *Elle*, *Esquire*, *Marie Claire*, *O*, *Cosmopolitan*], Conde Nast [including *The New Yorker*, *Glamour*, *Vogue*, *Vanity Fair*], PepsiCo, the U.S. Olympic Committee, and Major League Baseball.

*Graphic Design USA*'s prize announcement of the awards, including the individual issues of *Portland Monthly* that received the honors:

CONGRATULATIONS!

Your organization has been selected as a winner in the 2017 AMERICAN GRAPHIC DESIGN AWARDS. For more than five decades, *Graphic Design USA* has sponsored competitions to spotlight areas of excellence and opportunity for creative professionals. *GDUSA*'s American Graphic Design Awards is the original and the flagship, open to the entire community: design firms, ad agencies, corporations, non-profits, institutions, freelancers, students, and more. It honors outstanding work of all kinds and across all media. Just a shade under 10,000 entries were submitted; a highly selective 15% are recognized today with a Certificate of Excellence. In the rare case of multiple awards, a Certificate for each winning piece is enclosed.

*Portland Monthly Magazine*, Winterguide 2017 Cover  
*Portland Monthly Magazine*, April 2017 Cover Design  
*Portland Monthly Magazine*, Summerguide 2017 Feature—New Oyster Cult  
*Portland Monthly Magazine*, Summerguide 2017 Cover  
*Portland Monthly Magazine*, July/August 2017 Fiction—Surf Lung One  
*Portland Monthly Magazine*, July/August 2017 Feature—Mid East Feast  
*Portland Monthly Magazine*, September 2017 Cover

Graphic design is among the fastest growing professions in this country, says *GDUSA* Editor Gordon Kaye, with its importance increasingly recognized in commerce, communications, culture. The winners of the 2017 American Graphic Design Awards are among the best and brightest the creative community has to offer. And *Portland Monthly*'s performance is exceptional: winning even one award is very rare and winning seven is downright remarkable, placing their art and design team among the biggest winners nationally.

165 State Street • Portland, Maine 04101 • [www.portlandmonthly.com](http://www.portlandmonthly.com) • (207) 775-4339