MEDIA KIT 2011
FOR IMMEDIATE RELEASE

Portland Magazine Wins Nine National Prizes at the 2010 American Graphic Design Awards

NEW YORK—Portland Magazine captures nine 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 2010 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, Winterguide 2009 Cover
Portland Magazine, February/March 2009 Cover
Portland Magazine, Summerguide 2009, Feature Story “Some Like It Hot”
Portland Magazine, July/August 2009 Cover
Portland Magazine, July/August 2009, Feature Story “Swept Away”
Portland Magazine, Winterguide 2010 Cover
Portland Magazine, Winterguide 2010, Feature Story “It Was a Dark & Stormy Branding Opportunity”
Portland Magazine, February/March 2010 Cover

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


“We are honored to capture these prestigious awards for the fourth 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 2010 GDUSA Design Annual. Previous publication winners include Condé Nast’s SELF, USA Today Weekend Magazine, and BusinessWeek.
MISSION STATEMENT

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.

DESCRIPTION

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.

Celebrating 25 years!

• 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 WMETV 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.


• 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 magazine.

• September 2004: “swept Away” [July/August 2009]

• February/March 2009: “Cruise ship Lollipop” [May 2009]

• December 2008: “it Was a dark & stormy Branding opportunity” [Winterguide 2010]

• August 2008: Portland Magazine captures five prizes at the American Graphic Design Awards for design excellence in New York by Graphic Design USA magazine.

• September 2009: Portland Magazine captures five additional prizes at the American Graphic Design Awards in Manhattan.

• September 2010: Portland Magazine captures nine prizes at the American Graphic Design Awards in Manhattan. Winning designs included:

  Winterguide 2009 Cover
  February/March 2009 Cover
  “Cruise Ship Lollipop” [May 2009]
  “Some Like It Hot” [Summerguide 2009]
  July/August 2009 Cover
  “Swept Away” [July/August 2009]
  Winterguide 2010 Cover
  “It Was a Dark & Stormy Branding Opportunity” [Winterguide 2010]
  February/March 2010 Cover
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.

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
Total Readership: 100,000+

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


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:

- Beach House Inn
- Black Point Inn
- Captain Lord Mansion
- Eastland Park Hotel
- Embassy Suites
- Harbor Inn
- Harraseeket Inn
- Hilton Garden Inn–Airport
- Hilton Garden Inn–Waterfront
- Holiday Inn By The Bay
- Inn By The Sea
- Kennebunkport Inn
- Pomegranate Inn
- Portland Harbor Hotel
- Portland Marriott
- Portland Regency
- The Rhumb Line
- Seaside House
- Sheraton Tara
- 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.
## Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closes and Camera Ready Materials Due</th>
<th>Available</th>
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</thead>
<tbody>
<tr>
<td>Winterguide</td>
<td>November 15</td>
<td>January 6</td>
</tr>
<tr>
<td>Through February 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>February/March</td>
<td>December 30</td>
<td>February 17</td>
</tr>
<tr>
<td>Home &amp; Gardens</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>February 1</td>
<td>April 1</td>
</tr>
<tr>
<td>Summer Planning Guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>March 10</td>
<td>May 1</td>
</tr>
<tr>
<td>New Summer Businesses &amp; Attractions</td>
<td></td>
<td></td>
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<tr>
<td>Summerrguide</td>
<td>April 1</td>
<td>June 15</td>
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<tr>
<td>Through July 20</td>
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<tr>
<td>July-August</td>
<td>May 15</td>
<td>July 22</td>
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<tr>
<td>Waterfront</td>
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<tr>
<td>September</td>
<td>July 1</td>
<td>September 1</td>
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<tr>
<td>Art Annual</td>
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<tr>
<td>October</td>
<td>August 10</td>
<td>October 1</td>
</tr>
<tr>
<td>Annual Business Issue</td>
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<td></td>
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<tr>
<td>November</td>
<td>September 1</td>
<td>November 1</td>
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<tr>
<td>Ultimate Shopping Guide</td>
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<td></td>
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<tr>
<td>December</td>
<td>October 10</td>
<td>December 1</td>
</tr>
<tr>
<td>Year in Review</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For more information, please contact your account executive.

PORTLAND

MAGAZINE

165 State Street, Portland, ME 04101
(207) 775-4339 · FAX (207) 775-2334
www.portlandmagazine.com

MEDIA KIT 2011
**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** – 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.
## MATERIAL REQUIREMENTS

### DISPLAY SPACE ADVERTISING DIMENSIONS

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>8 3/8&quot; x 10 7/8&quot; (8.375&quot; x 10.875&quot;)</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4 3/4&quot; x 9 29/32&quot; (4.75&quot; x 9.9063&quot;)</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7 5/16&quot; x 4 7/8&quot; (7.3125&quot; x 4.875&quot;)</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4 3/4&quot; x 7 1/2&quot; (4.75&quot; x 7.5&quot;)</td>
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<tr>
<td>1/3 box</td>
<td>4 3/4&quot; x 4 7/8&quot; (4.75&quot; x 4.875&quot;)</td>
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<tr>
<td>1/3 Vertical</td>
<td>2 1/4&quot; x 9 29/32&quot; (2.25&quot; x 9.9063&quot;)</td>
</tr>
<tr>
<td>1/6 horizontal</td>
<td>4 3/4&quot; x 2 3/8&quot; (4.75&quot; x 2.375&quot;)</td>
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<tr>
<td>1/6 vertical</td>
<td>2 1/4&quot; x 4 7/8&quot; (2.25&quot; x 4.875&quot;)</td>
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* add 1/8" on all sides for a full-page bleed

### NEW ENGLAND HOMES & LIVING ADVERTISING DIMENSIONS

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<td>1/2 Horizontal</td>
<td>7 5/16&quot; x 4 7/8&quot; (7.3125&quot; x 4.875&quot;)</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3 5/8&quot; x 4 13/16&quot; (3.625&quot; x 4.8125&quot;)</td>
</tr>
</tbody>
</table>

* 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.

E-mail materials to: ads@portlandmonthly.com
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 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 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. For information about banner ads on our web site call 775-4339.

AD RATES (Net)

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<th>6-11x</th>
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<td>5389</td>
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<td>2471</td>
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<tr>
<td>1/6 Page</td>
<td>1990</td>
<td>2279</td>
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Premium Positioning

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<td>Cover 2</td>
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<tr>
<td>Cover 2-pg 1</td>
<td>11,259 13,048 14,280</td>
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<td>Cover 3</td>
<td>5733 6646 7275</td>
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<td>Cover 4</td>
<td>6371 7387 8084</td>
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<tr>
<td>Premium (early pages)</td>
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New England Homes & Living

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<td>2851</td>
<td>1640</td>
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COPY PREP

<table>
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<tr>
<th>Service</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Art after published closing date</td>
<td>$150</td>
</tr>
<tr>
<td>Creation of any size ad</td>
<td>$150</td>
</tr>
<tr>
<td>Media conversion to PDF, Quark, InDesign or Photoshop file</td>
<td>$150</td>
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<tr>
<td>Scan of transparency or slide</td>
<td>$150</td>
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<tr>
<td>Post arrival to printer changes</td>
<td>$250</td>
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<tr>
<td>Scan color or b/w photo or image</td>
<td>$50</td>
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<tr>
<td>Preflight discrepancy and repreflight</td>
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</tr>
<tr>
<td>Minimum typesetting charge</td>
<td>$50</td>
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<tr>
<td>Electronic strip-in of ads sent directly to printer</td>
<td>$50</td>
</tr>
<tr>
<td>Position picture (image assembly)</td>
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<tr>
<td>Proofs (first one free)</td>
<td>$25</td>
</tr>
<tr>
<td>First 2 photos in a 1/4 page NEHL ad free. Each additional</td>
<td>$25</td>
</tr>
<tr>
<td>First 4 photos in a 1/2 page NEHL ad free. Each additional</td>
<td>$25</td>
</tr>
<tr>
<td>First 8 photos in a full page NEHL ad free. Each additional</td>
<td>$25</td>
</tr>
</tbody>
</table>

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, Discover, and American Express.

Portland Magazine is published 10 times a year.

165 State Street, Portland, ME 04101
(207) 775-4339 · FAX (207) 775-2334
www.portlandmagazine.com