PORTLAND™
Maine’s City Magazine

winner of
40
American Graphic Design Awards
for Publication Design

MEDIA KIT 2013
FOR IMMEDIATE RELEASE

Portland Magazine Wins Six National Prizes at the 2012 American Graphic Design Awards

NEW YORK—Portland Magazine captures six 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 2012 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, April 2011 25th Anniversary Issue
Portland Magazine, Summerguide 2011 Issue
Portland Magazine, July/August 2011 Issue
Portland Magazine, September 2011 Issue
Portland Magazine, November 2011 Issue
Portland Magazine, February/March 2012 Issue

“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 sixth 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 2012 GDUSA Design Annual. Previous publication winners include Condé Nast’s SELF, USA Today Weekend Magazine, and BusinessWeek.
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

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
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.
• 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 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 color, energy, and insight.
• December 2003: All-time annual subscription record smashes by 44 percent as Portland Magazine soars into its 19th year.
• September 2004: Magazine growing at 47 percent, sets record 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.
• August 2006: Portland Magazine is profiled as one of the top-tier commercial magazines in the country for savvy media di-aphiles 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: 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.
• 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.
• September 2012: Portland Magazine receives six prizes at the American Graphic Design Awards in Manhattan for the sixth consecutive year. This brings the total number of awards from American Graphic Design to 40.
Engaged readers include everyone from national authors from John Irving to Anita Shreve, architects, surgeons, Portland chefs and entrepreneurs, university presidents, Liv Tyler, reality star Ashley Hebert, and fashion decision makers like Alex Carleton. Did you know that Emeril Lagasse used to be the chef at the Sheraton Inn’s Seasons in South Portland, and that he’s told our readers about it? Our extraordinary perspective delivers insight and verve to the energetic audience you dream of reaching.

Producers from the national-broadcast radio program StoryCorps love our profiles of intriguing Mainers. City leaders write-in to discuss our economic and urban planning features. Stephen King has called our office because he fell in love with 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
Total Readership: 100,000+

Newsstands: 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:

- Black Point Inn
- Captain Lord Mansion
- Embassy Suites
- 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
- White Barn Inn

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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<td>Winterguide Through February 15</td>
<td>November 15</td>
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<tr>
<td>February/March Home &amp; Gardens</td>
<td>December 30</td>
<td>February 17</td>
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<td>April Summer Planning Guide</td>
<td>February 1</td>
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<td>May New Summer Businesses &amp; Attractions</td>
<td>March 10</td>
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<td>Summertime Through July 20</td>
<td>April 1</td>
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<td>July-August Waterfront</td>
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<td>September Art Annual</td>
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<td>October Annual Business Issue</td>
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<td>November Ultimate Shopping Guide</td>
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<tr>
<td>December Year in Review</td>
<td>October 10</td>
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For more information, please contact your account executive.
**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, featuring “The Big Bank Theory.”
**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”)

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

**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.

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.

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Premium Positioning
Cover 2 6891 7982 8406
Cover 2-pg 1 12,177 14,111 15,445
Cover 3 6200 7187 7868
Cover 4 6890 7989 8743

New England Homes & Living
Full Page 2803 2947 3083
1/2 Page 1612 1692 1773
1/4 Page 867 911 954

Agency Commission
A fifteen percent (15%) commission is given to recognized advertising agencies submitting complete, correctly sized, press-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 website call 775-4339.

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<th>C O P Y  P R E P</th>
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<tr>
<td>Art after published closing date $150</td>
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<td>Creation of any size ad $200</td>
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<td>Scan color or b/w photo or image $50</td>
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<td>Preflight discrepancy and repreflight $50</td>
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<td>Minimum typesetting charge $50</td>
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<td>Electronic strip-in of ads sent directly to printer $50</td>
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<td>Position picture (image assembly) $50</td>
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<td>Proofs (first one free) $25</td>
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<td>First 2 photos in a 1/4 page NEHL ad free. Each additional $25</td>
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<tr>
<td>First 4 photos in a 1/2 page NEHL ad free. Each additional $25</td>
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<tr>
<td>First 8 photos in a full page NEHL ad free. Each additional $25</td>
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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.