Winner of 59 American Graphic Design Awards presented by Graphic Design USA for excellence in publication design.

The opinions given in this magazine are those of Portland Magazine writers. No establishment is ever covered in this magazine because it has advertised, and no payment ever influences our stories and reviews.
Established in 1985, Portland Magazine 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.

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.

IN EVERY ISSUE

Arts & Style
Join the influential advertisers who channel the sparkle and energy of our Arts & Style pages: Experience, artist & gallery features, museum profiles, entertainer interviews, fiction. 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 fascinating House of the Month stories, architectural coverage, 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! 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 by Claire Z. Cramer, mouth-watering Restaurant Reviews, 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 new 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 across southern Maine.

Resorts & Destinations
“I’m a tourist in my own life.” Portland Magazine offers spectacular, thoughtful coverage of nothing but the best: the dreamiest places in Maine and exactly why they are magic. If you have a hotel, inn, restaurant, marina, conference center, or tourism business, the travelers you’re in search of are already here. An ongoing schedule in Portland Magazine puts you on the map.
# 10 Issues/Year

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Deadline</th>
<th>Editorial Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Winterguide</strong></td>
<td>November 15</td>
<td>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 Epicurean Guide to Planet Maine.</td>
</tr>
<tr>
<td>New Years–Feb. 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>February/March</strong></td>
<td>December 30</td>
<td><strong>Homes &amp; Gardens.</strong> It’s Spring! Architecture &amp; 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.</td>
</tr>
<tr>
<td>Mid Feb.–March</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>April</strong></td>
<td>February 1</td>
<td>Maine Summer Planning Guide, including a Wedding Planner 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.</td>
</tr>
<tr>
<td><strong>May</strong></td>
<td>March 10</td>
<td>New Summer Businesses &amp; Attractions Summer theatre preview.</td>
</tr>
<tr>
<td><strong>Summerguide</strong></td>
<td>April 1</td>
<td><strong>The Big One.</strong> 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.</td>
</tr>
<tr>
<td>Mid June–July</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>July/August</strong></td>
<td>May 15</td>
<td><strong>Waterfront.</strong> 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 &amp; breakfasts, this is your issue if you follow the trade winds.</td>
</tr>
<tr>
<td>Mid July–Aug. 30</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>September</strong></td>
<td>July 1</td>
<td>Maine Art Annual. Breaking stories about Maine art, galleries, and artists. Many consider this issue our proudest achievement each year.</td>
</tr>
<tr>
<td><strong>October</strong></td>
<td>August 10</td>
<td>Our Maine Business Annual. This business issue is perfect to turn the spotlight on original Maine businesses and their successful growth techniques across the state. Impressive representation.</td>
</tr>
<tr>
<td><strong>November</strong></td>
<td>September 1</td>
<td>Ultimate Shopping Guide. Breakthrough interviews of high-profile Mainers assure a spectacular read for holiday retail advertisers.</td>
</tr>
<tr>
<td><strong>December</strong></td>
<td>October 10</td>
<td>The Year in Review, and our annual Banking Issue. Holiday Gift Guide.</td>
</tr>
</tbody>
</table>
Readership: 100,000+

**Median Age:** 40  
**Target Age:** 18-90  
**Sex:** 55% female; 45% Male  
**Est. Average Income:** $145,822  
**Est. Average Value, Primary Residence:** $383,000

### Distribution

- 30% National Subscribers  
- 70% Maine Subscribers

#### Newsstand Sales

**Maine:**  
- Wal-Mart  
- Target  
- Whole Foods  
- Hannaford  
- Shaw’s  
- Portland Food Co-op  
- CVS  
- Rite-Aid  
- 7-Eleven

**National:**  
- Select New York City Vendors (Brooklyn)  
- Select Book Sellers

#### Statewide Tourism & Commuter Reach with Complimentary Copies

- Maine Bureau of Tourism  
- Visitors Centers (near Portland, Kittery, Freeport, and Bangor)  
- Portland Visitors Center on Commercial Street  
- Concord Coach  
- Amtrak Downeaster Train from Boston  
- Portland Jetport  
- Manchester Airport

### Controlled Circulation with Broad Regional Reach

<table>
<thead>
<tr>
<th></th>
<th>Doctors' Offices</th>
<th>Dentists' Offices</th>
<th>Lawyers' Offices</th>
<th>Bank Branches</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Southern Maine</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>(incl. Kittery, Kennebunk, Ogunquit)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Greater Portland</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>(incl. Portland, South Portland, Cape Elizabeth, Scarborough, Cumberland, and Freeport)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mid-Coast</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>(incl. Brunswick, Belfast, Camden, Rockport, Rockland)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Hotels:

- Portland Harbor Hotel  
- Portland Marriott  
- Portland Regency  
- Westin Portland Harborview  
- Pomegranate Inn  
- The Chadwick B&B  
- The Rhumb Line  
- Seaside House  
- White Barn Inn  
- Captain Lord Mansion  
- Embassy Suites  
- Harraseeket Inn  
- Hilton Garden Inn Airport  
- Holiday Inn By The Bay  
- Hilton Garden Inn Waterfront  
- Inn by the Sea  
- Kennebunport Inn

### PortlandMagazine.com

Our site is updated with each new issue with every feature story as well as the restaurant review. Web ads appear right alongside our content. Full issue available online as well as back issues.

### Social

Unique posts, organic followers. We posts our stories with links back to our site, as well as exciting events and photography.

/portlandmag    @portlandmagazine    @portlandMEmag
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
Packaged Adobe InDesign CS4
Please contact Associate Publisher for details.

Art Specifications:
All color images should be CMYK (not RGB or PMS).
Line art should be 600 DPI, other photos should be 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 a final ad to our specifications. 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.
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.

AD RATES (Net)

<table>
<thead>
<tr>
<th></th>
<th>12x</th>
<th>6-11x</th>
<th>3-5x</th>
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</thead>
<tbody>
<tr>
<td>2 Pg Spreads</td>
<td>$11,495</td>
<td>$12,809</td>
<td>$15,345</td>
</tr>
<tr>
<td>Full Page</td>
<td>5,780</td>
<td>6,698</td>
<td>7,334</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4,562</td>
<td>5,359</td>
<td>5,827</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3,464</td>
<td>4,538</td>
<td>5,243</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2,811</td>
<td>3,361</td>
<td>3,879</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2,706</td>
<td>3,100</td>
<td>3,371</td>
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</table>

Premium Positioning

<table>
<thead>
<tr>
<th></th>
<th>8,819</th>
<th>10,624</th>
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</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>15,584</td>
<td>18,061</td>
<td>19,767</td>
</tr>
<tr>
<td>Cover 2-pg 1</td>
<td>7,936</td>
<td>10,225</td>
<td>10,071</td>
</tr>
<tr>
<td>Cover 3</td>
<td>8,817</td>
<td>10,225</td>
<td>11,190</td>
</tr>
<tr>
<td>Premium (early pages)</td>
<td>6,761</td>
<td>7,840</td>
<td>8,577</td>
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</tbody>
</table>

New England Homes & Living

<table>
<thead>
<tr>
<th></th>
<th>3,528</th>
<th>3,707</th>
<th>3,880</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>3,205</td>
<td>4,197</td>
<td>4,849</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>1,091</td>
<td>1,147</td>
<td>1,201</td>
</tr>
</tbody>
</table>

Dining Guide: $1,100, paid at once for 10 issues

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.

COPY PREP

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art after published closing date</td>
<td>$150</td>
</tr>
<tr>
<td>Creation of any size ad (minimum)</td>
<td>$250</td>
</tr>
<tr>
<td>Post arrival to printer changes</td>
<td>$250</td>
</tr>
<tr>
<td>Scan color or b/w photo or image</td>
<td>$50</td>
</tr>
<tr>
<td>Preflight discrepancy and repreflight</td>
<td>$50</td>
</tr>
<tr>
<td>Minimum typesetting charge</td>
<td>$75</td>
</tr>
<tr>
<td>Electronic strip-in of ads sent directly to printer</td>
<td>$50</td>
</tr>
<tr>
<td>Position picture (image assembly)</td>
<td>$50</td>
</tr>
<tr>
<td>Proofs (first one free)</td>
<td>$25</td>
</tr>
</tbody>
</table>

To avoid these charges supply Hi-Res, 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.
Milestones

- 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.
- 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 hardbind 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.
- 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 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 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.
- September 2007: Portland Magazine 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 Magazine—‘true 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.
- 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.
- May 2011: Mediabistro.com recognizes Portland Magazine as one of the best regional magazines in the country.
- September 2011: Portland Magazine collects seven prizes at the American Graphic Design Awards in Manhattan.
- September 2012: Portland Magazine collects six prizes at the American Graphic Design Awards in Manhattan.
- September 2013: Portland Magazine captures six prizes at the American Graphic Design Awards in Manhattan.
- September 2014: Portland Magazine receives five prizes at the American Graphic Design Awards in Manhattan.
- September 2015: Portland Magazine 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 1 weekend.
FOR IMMEDIATE RELEASE: September 21, 2015

Portland Magazine Wins Eight National Prizes at the 2015 American Graphic Design Awards

NEW YORK—Portland Magazine captures eight 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 2015 AMERICAN GRAPHIC DESIGN AWARDS.

For 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 2014 “Sign of the Times” Editorial Design
Portland Magazine, July/August 2014 “Yacht Spotting” Editorial Design
Portland Magazine, September 2014 Cover
Portland Magazine, October 2014 “Taking His Best Shot” Editorial Design
Portland Magazine, November 2014 Cover
Portland Magazine, December 2014 “Exploring the Outliers” Editorial Design
Portland Magazine, May 2015 “Some Like It Cold” Editorial Design

“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 ninth consecutive year,” says Jesse Stenbak, Portland Magazine’s associate publisher. “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 2015 GDUSA Design Annual. Previous publication winners include Condé Nast’s SELF, USA Today Weekend Magazine, and Bloomberg BusinessWeek.