

PORTLANDTM

MONTHLY

MEDIA KIT 2024



Portland Monthly Magazine
www.portlandmonthly.com | 207-775-0101

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 celebrating over 35 years!

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

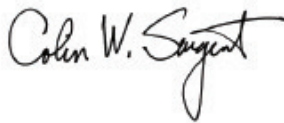
Studies show print readers have higher comprehension and recall, more focused attention, and a more emotional connection to what they're reading.

IMPACT

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

Extraordinary Perspective

Our daring story trajectories, late-night inspirations, exacting detail, and extra research put readers first. This is very rare. We look at the present through the lenses of the past and the future, putting the reader at the center of an astonishing world.



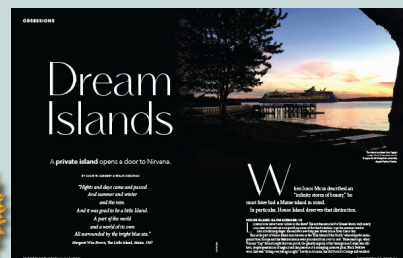
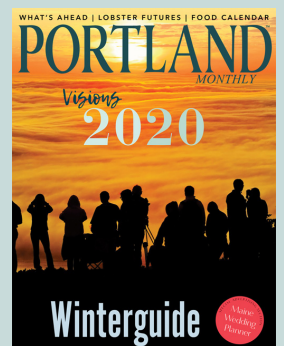
Founding Editor & Publisher
Colin W. Sargent, Ph.D.

AWARDS

Graphic Design USA recognizes *Portland Magazine* with two awards for cover design in 2020.

Design Director Meaghan M. Bailey is honored by *FOLIO Magazine's* 30 Under 30 Awards.

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



Each issue captivates our audience with **up-to-the-minute journalism, cultural reveals, new fiction, statewide events**, and **exclusive angles** on 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 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	Advertising Highlights	Closing/Billing Deadline
Winterguide Happy New Year! Through mid-February: Epicurious + Romantic Engagements Issue	Expanded calendar of Maine Coast events and attractions assures coverage through Valentine's Day. Filled with the energy of our Epicurean Guide to Planet Maine—a calendar of food events this year. Maine's best real estate. Wedding Planning Guide.	Nov. 15
February/March Mid-February–March 15 Focus: Spring Home & Garden	It's Spring! Homes & Gardens features architecture & residential real estate, interior design, furniture, landscape design, gardening, and lovely estates all over Maine. Celebrate Maine summer camps.	Dec. 28
April Focus: Summer Celebrations, Wedding + Real Estate	Maine Summer Planning Guide —including a Wedding-Celebration section—showcases upcoming summer attractions and statewide resorts, focusing on the visitor industry. Highly appealing features on the most beautiful summer getaways in Maine.	Jan. 31
May Focus: Outdoor Fun	Prepare for the summer ahead! Get ready for boating.	Mar. 4
Summerguide Mid-June–late July	The Big One. 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 an award from the National Association of Real Estate Editors. The best calendar of events in the state.	Apr. 1
July/August Late July–August Focus: Waterfront, festivals, and Bath.	All things 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 builders and commercial fishing firms to restaurants and bed & breakfasts, this is your issue if you follow the trade winds.	May 15
September Focus: Art Annual	Maine Art Annual. Breaking stories about Maine art, galleries, auctions, and artists.	Jun. 27
October Focus: Maine Business Annual	Featuring the Maine 100! Analysis of what is happening to the top 100 businesses headquartered in Maine. Kick off the season with our Holiday Gift Guide.	Jul. 31
November Focus: Maine's 10 Most Intriguing Made in Maine + Gift Giving Guide	Featuring breakthrough interviews of high-profile Mainers in our 10 Most Intriguing People in Maine. The Ultimate Shopping Guide.	Aug. 29
December Focus: New Year, New You, + Year in Review	This year-end bash reports on the Year in Review. 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 For Insiders section is the go-to list of insider suggestions—where to be and what to see.** This will put a powerful magnifying glass on your exciting offerings. You'll immediately command a bigger share of what's trending.

SHELTER & DESIGN

Advertise in company with our award-winning **"Talking Walls"** stories (two NAREE Awards were presented to us at the National Real Estate Editors conference); architectural insights (did you know a Mainer invented the Living Room?); and our luscious full-color **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 walls to life with our stories. Because we're so tuned in 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; Epicurean Guide** & special events; and our **Dining Guide** listings, a dynamic necessity for both travelers and natives.

PEOPLE

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 profiles of **interesting Mainers**—local and national celebrities who have a connection to Maine.

PERSPECTIVES

You deserve it! Grab top 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 at marketing Maine, city planning and design forecasts, unusual news in **"Chowder"**, investment coverage, and letters to the editor.

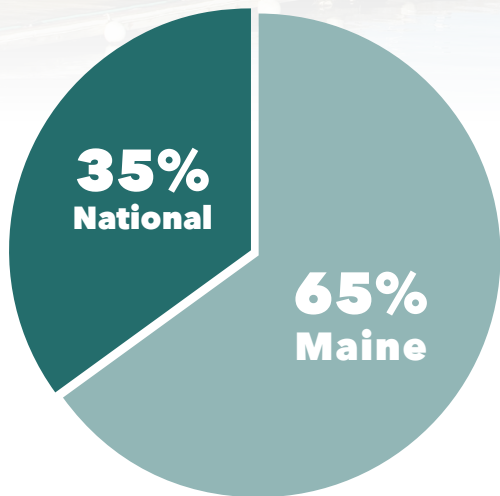
MAINE LIFE

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 **Get Out** section, where we have listings of great events, shows, and happenings throughout Maine.

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 seek 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
Southern Maine (Kittery, Kennebunk, Ogunquit)	✓	✓	✓	✓
Greater Portland (Portland, South Portland, Cape Elizabeth, Scarborough, Cumberland, and Freeport)	✓	✓	✓	✓
Mid-Coast (Brunswick, Belfast, Camden, Rockport, Rockland)	✓	✓	✓	✓

NEWSSTANDS

MAINE:

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

NATIONAL:

- Over 700 newsstands

VISITOR ATTRACTION NEWSSTANDS

- Maine Bureau of Tourism
- Concord Coach

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

HOTELS LOBBY / CONCIERGE

- Admiral's Inn
- Alouette Resort
- Anchorage by the Sea
- Anchorage Inn
- AWOL
- Beachmere Inn
- Boathouse
- Boothbay Oceanside Golf Resort
- Breakwater Inn and Spa
- Camden Maine Stay
- Canopy
- Cape Arundel Inn
- Captain Lord Mansion
- Cliff House
- Colonial Inn
- Colony Hotel
- Cottages at Cabot Cove

- Courtyard by Marriot
- Edgewater Inn
- Embassy Suites
- Gazebo Inn
- Grand Hotel
- Hampton Inn
- Hampton Inn-Waterfront
- Harraseeket Inn
- Hartwell House
- Hidden Pond
- Hilton Garden Inn Jetport
- Hilton Garden Inn Waterfront
- Historic Inns of the Kennebunks
- Holiday Inn By The Bay
- Home 2 Suites
- Inn at English Meadows
- Inn at Park and Spring
- Inn at St. John
- Inn by the Sea
- Juniper Hill Inn
- Kennebunkport Inn
- Lodge on the Cove
- Meadowmere Resort
- Nonatum Resort
- Ocean Woods Resort

- Old River House
- Portland Harbor Hotel
- Portland Hilton at Sable Oaks
- Portland Hyatt
- Portland Regency
- Residence Inn-Portland
- Samoset Resort
- Sandy Pines
- Seaside Inn
- Stage Neck Inn
- The Chadwick B&B
- The Francis
- The Press Hotel
- The Rhumb Line
- The Tide Beach Club
- Tru Hotel
- Union Bluff
- Viewpoint Hotel
- Village by the Sea
- Westin Portland Harborview
- White Barn Inn
- Yachtsman

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

70%

College
educated

58%

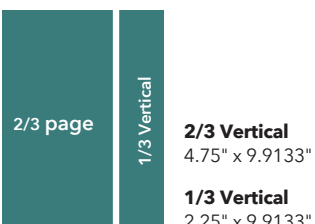
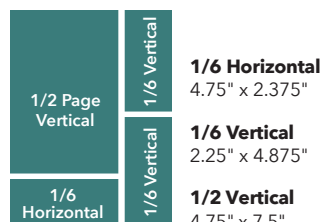
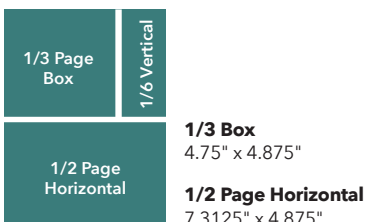
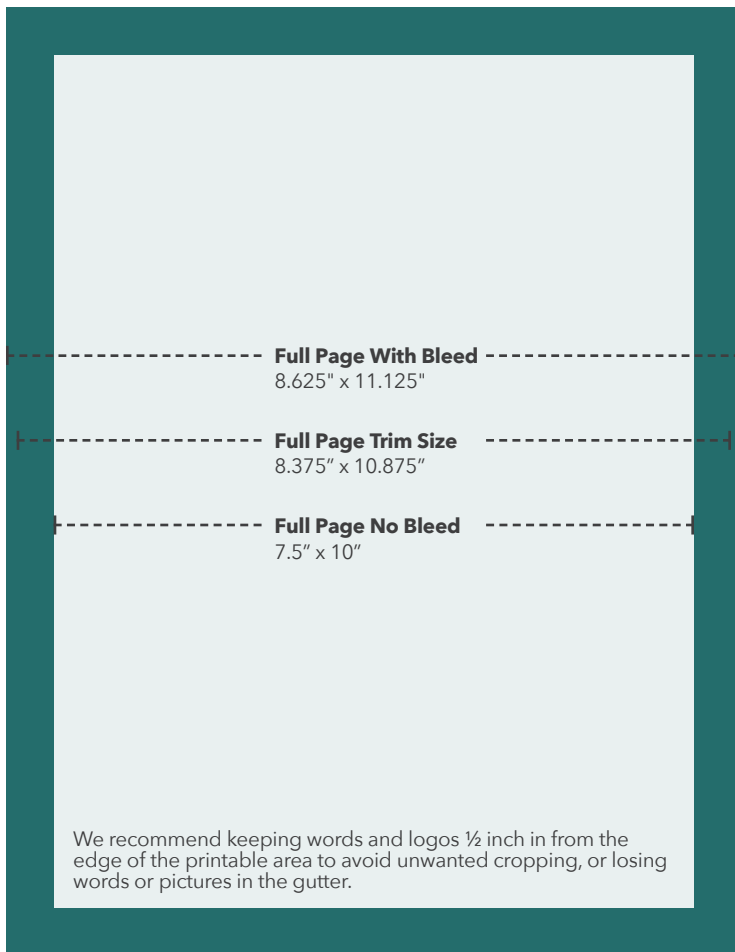
Work in
management

98%

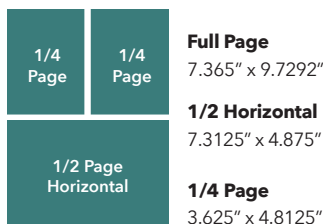
Interested in
real estate



PRINT



HOMES & LIVING



MATERIAL DETAILS

Advertisements should come with a publication-quality 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 requested 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 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 for reporting 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 our 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 invoice. 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. A 1.5% per month handling fee will be assessed on unpaid balances.

PAYMENTS

Payments may be made via check to Portland Monthly or by credit card. Payments will be applied to oldest invoice on account. 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.

COPY PREP

Creation of any size ad (minimum)	\$350
Minimum Charge	\$150
Proofs (first one free)	\$50

To avoid these charges, supply high-resolution PDFs or other acceptable file formats with all colors in CMYK and all fonts embedded to *Portland Monthly* by deadline. Refer to the Material Requirements page in this media kit for further specifications.



• /portlandmag



• @portlandmagazine



• @portlandMEMag

- 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% as *Portland Monthly* soars into its 19th year.
- September 2004: Magazine growing at 47%, 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 by international media consortium mediabistro.com.
- 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," and he describes in detail his Maine summers, surfing in the Kennebunks, and his favorite Maine restaurants. The story draws worldwide attention for Ramsay's criticism of Canadian lobster.
- September 2010: *Portland Monthly* captures nine prizes at the American Graphic Design Awards in Manhattan.
- May 2011: Mediabistro.com recognizes *Portland Monthly* as one of the best regional magazines in the country.
- 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, has 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!
- December 2020: *Portland Monthly* receives two prizes at the American Graphic Design Awards in Manhattan.