



TRAVEL PORTLAND

2020 OFFICIAL MEDIA KIT

PORTLAND VISITOR GUIDE

REDESIGNED FOR 2020

This rich editorial guide to our city and region offers advertisers direct access to target audiences who are ready to shop, dine, lodge and sightsee in the Portland area. It is the city's official magazine for visitors planning trips, and the first publication given to visitors who inquire about Portland. In coordination with the launch of Travel Portland's new brand, the 2020 guide is completely redesigned to provide even more value to visitors.



Note: New magazine cover is not yet finalized. Design and image above are provided for reference only.

**THE NATION'S
BEST LOCAL
VISITORS GUIDE**
2014 Destinations Council
Destiny Awards

VISITOR GUIDE CIRCULATION & DISTRIBUTION

180,000

total distribution

The official visitor magazine is distributed throughout the year.



62,000

to visitors planning trips to Portland

Travel Portland and other visitor information outlets mail the publication to consumers who request travel and tourism information about Portland by phone, mail or e-mail.

70,000

to visitors and business travelers already in Portland

- In-room distribution at Portland area hotels
- Newly arrived visitors pick up the magazine at the Portland Visitor Center in Director Park, state welcome centers, and kiosks at Portland International Airport and the Oregon Convention Center.

- Other visitors receive copies from concierges, front desk attendants or car rental agents.

30,000

to convention delegates

Travel Portland distributes visitor magazines to convention and meeting attendees whose associations have booked conventions in Portland.

10,000

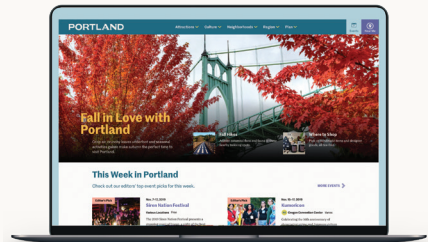
polybagged with Seattle Met Magazine

Seattle's top-selling magazine reaches potential visitors in one of Portland's top drive markets.

8,000

to ferry passengers in Seattle and Victoria, B.C.

Used by residents and tourists alike, these placements put Portland top-of-mind for a "captive audience" of potential visitors.



TravelPortland.com receives **4 million** visits per year and was named **Best Destination Website** by the U.S. Travel Association 2015

The visitors guide is promoted with a large graphic on every page of TravelPortland.com, encouraging orders and digital readership. In 2017, the digital edition was viewed by more than 13,000 readers.

VISITOR STATISTICS

More than 9.1 million out-of-town travelers visit the Portland area each year. They come from around the globe and spend \$5.3 billion on accommodations, shopping, dining and transportation. Many request a copy of the magazine or visit TravelPortland.com before they arrive in town.

(Source: Dean Runyan Associates, 2019)



100%

of those still in the process of deciding whether to visit Portland said Travel Portland's magazine makes them want to visit Portland.

Portland International Airport (PDX)

voted the No.1 U.S. airport for 7 consecutive years

19.9 million

passengers at PDX per year



LODGING

\$963 MILLION



FOOD &
RESTAURANTS

\$905 MILLION



RETAIL
SHOPPING

\$537 MILLION



TRANSPORTATION

\$1.34 BILLION



ARTS, ENTERTAINMENT
& RECREATION

\$239 MILLION

VISITOR GUIDE ADVERTISING OPTIONS

Travel Portland Attractor & Captivator partners save on all ads — contact the Destination Management team at dmt@travelportland.com to learn more.

Size	2020 Rate	2020 Early Bird Rate (reserve by Nov. 22)	2020 Travel Portland Attractor and Captivator Rate (reserve by Nov. 22)
Full page	\$9,249	\$8,324	\$7,492
2/3 page	\$8,046	\$7,242	\$6,518
1/2 page (H)	\$5,920	\$5,328	\$4,794
1/3 page	\$5,179	\$4,662	\$4,195
1/6 page (V)	\$2,497	\$2,247	\$2,023
Back Cover	\$14,059	\$12,653	\$11,388
Inside Front Cover	\$12,023	\$10,821	\$9,740
Inside Back Cover	\$11,099	\$9,989	\$8,990

Please see page 7 for submission information.

NOTE: New magazine trim size for 2020 edition; ask your Account Executive for a spec sheet.

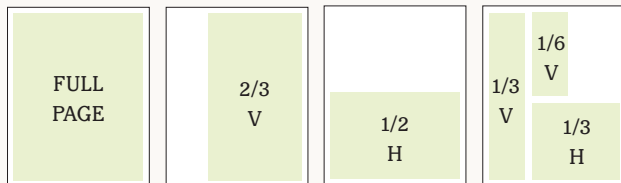
DEADLINES

Early Bird Deadline

Nov. 22

Materials Due

Dec. 6





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Travel Portland and SagaCity
Media (publisher of *Portland
Monthly*, *Seattle Met* and
Houstonia magazines)

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advertiser@sagacitymedia.com
password: oakstreet

File Requirements

- Only high-resolution PDF X1a files accepted.
- Trim size of publication is 8 3/8" x 10 7/8" with bleed extending 1/8" beyond page.
- Keep live matter 1/4" from trim edges.
- If a color match is needed on press, please include a professional color-match proof.



SAGACITY MEDIA
CUSTOM PUBLISHING DIVISION

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TRAVEL
PORTLAND

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