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.
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

2018 VISITOR SPENDING

$5.3 BILLION

LODGING

$963 MILLION

FOOD & RESTAURANTS

$905 MILLION

RETAIL SHOPPING

$537 MILLION

TRANSPORTATION

$1.34 BILLION

ARTS, ENTERTAINMENT & RECREATION

$239 MILLION
Travel Portland Attractor & Captivator partners save on all ads — contact the Destination Management team at dmt@travelportland.com to learn more.

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<tr>
<th>Size</th>
<th>2020 Rate</th>
<th>2020 Early Bird Rate (reserve by Nov. 22)</th>
<th>2020 Travel Portland Attractor and Captivator Rate (reserve by Nov. 22)</th>
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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**
Presented by
Travel Portland and SagaCity Media (publisher of Portland Monthly, Seattle Met and Houstonia magazines)

Production Inquiries
Scott Weber, Production Manager
971.200.7046
sweber@sagacitymedia.com

Please Submit Files to
Ian Smith, Sales & Production Coordinator
971.200.7056
ismith@sagacitymedia.com
If the file is over 9 MB please send to our FTP:
https://portlandmonthly.groupbydropbox.com
login:
advertiser@sagacitymedia.com
password: oakstreet

File Requirements
• Only high-resolution PDF X1a files accepted.
• Trim size of publication is 83/8” x 107/8” 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.
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