

# PORTLAND



PORTLAND'S  
DEFINITIVE CITY  
GUIDE - CURATED BY  
LOCAL EXPERTS

2025 Official Visitor Guide  
**MEDIA KIT**

# PORTLAND VISITOR GUIDE

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**Note:** New 2025 magazine cover is not yet finalized. Design and image above shows the past issue for reference only.

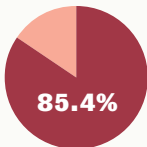
This rich editorial guide to our city and region offers advertisers direct access to target audiences who are ready to shop, dine, stay and explore in the Portland area. It is the city's official magazine for visitors planning trips, and the first publication given to visitors who inquire about Portland.

## **STAND OUT!**

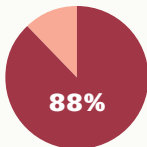
Our **2025 Guide** features a slim size that is designed to stand out from other publications and provide a contemporary, reader-friendly look.

# THE POWER OF VISITOR GUIDES

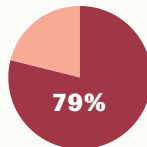
Research proves that Visitor Guides create higher engagement in activities and entertainment, increase visitor spending, and ultimately help consumers choose a destination.



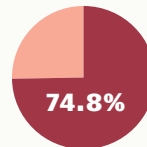
WERE INFLUENCED TO CHOOSE A DESTINATION AFTER REVIEWING A VISITOR'S GUIDE<sup>3</sup>



HAVE USED A VISITOR GUIDE TO HELP PLAN A VACATION<sup>2</sup>



PICKED UP A VISITOR GUIDE OR BROCHURE<sup>1</sup>



SAY VISITOR GUIDES ARE VERY IMPORTANT IN DECIDING WHERE TO VISIT<sup>3</sup>

**85%**

of visitors planned to visit a business or attraction<sup>1</sup>

**61%**

planned to purchase tickets/merchandise<sup>1</sup>

**47%**

selected a restaurant or dining option<sup>3</sup>

**73%**

considered altering their plans<sup>1</sup>



<sup>1</sup> Bentley University's Visitor International Brochure Distribution Research, 2018.

<sup>2</sup> Hospitality Visitor Information Survey February - March 2019 conducted by The International Association of Visitor Information Providers.

<sup>3</sup> "The Impact of DMO Visitor Guides," DMA West/Destination Analysts; Nov. 4, 2021

# VISITOR STATISTICS

The Portland area hosted more than 12.1 million overnight trips in 2023. Visitors come from around the globe and spend \$5.4 billion on accommodations, shopping, dining and transportation. Many request a copy of the magazine or visit [TravelPortland.com](https://TravelPortland.com) before they arrive in town.



## Portland International Airport (PDX)



**8.2 million passengers**  
flew into PDX in 2023<sup>1</sup>

SOURCE (except as noted): Dean Runyan Associates, 2024

<sup>1</sup> Port of Portland

Travel Portland is a proud promoter of the Portland region's tourism economy, inspiring visits, increasing overnight stays, driving visitor spending and supporting local jobs.

**2023  
VISITOR SPENDING**

**\$5.4  
BILLION**



**LODGING**

**\$841 MILLION**



**FOOD &  
RESTAURANT**

**\$1.1 BILLION**



**RETAIL SHOPPING**

**\$384 MILLION**



**TRANSPORTATION**

**\$1.4 BILLION**



**ARTS, ENTERTAINMENT  
& RECREATION**

**\$129 MILLION**

# GUIDING VISITORS TO YOUR BUSINESS

Travelers take vacation expecting to spend larger dollar amounts on a daily basis than when they are home. They will eat three meals per day at local restaurants, bars or cafes, splurge on experiences and entertainment, pay for lodging, and buy mementos or treat themselves to new retail experiences.



Themed sections and eye-pleasing designs get your business noticed when they are making their travel plans and while they are in the Portland area.

**ATTRACTIONS**

**TOP OF THE CHARTS**  
by JENNI MOORE

Portland's most popular attraction is the **Portland Aquarium**, which is a great place to spend a day with the family. The aquarium is located in the heart of downtown Portland, and it's a great place to see the city's most famous attraction, the **Portland Aquarium**. The aquarium is a great place to see the city's most famous attraction, the **Portland Aquarium**.

**Fun with the Fam**  
These experiential and interactive attractions are designed with kids in mind.

**ONE OF PORTLAND'S MOST**  
popular attractions is the **Portland Aquarium**, which is a great place to spend a day with the family. The aquarium is located in the heart of downtown Portland, and it's a great place to see the city's most famous attraction, the **Portland Aquarium**.

**Fun with the Fam**  
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**Accommodations** **Family-Friendly** **Must-See** **No-Fee**

**SHOPPING**

**BOOKWORMS UNITE**  
Reading is fundamental, as are visits to these uniquely Portland bookstores.

**BY EMILLY PRADO**

**Books with Pictures**  
While the latest book shop is a dreamy corner haven that prides itself as an inclusive and feminist space, their robust stock of illustrated works features diverse characters and experiences. Community events include author readings for LGBTQ, queer and trans youth.

**Green Bean Books**  
This charming, child-oriented bookstore carries new and used books for readers of all ages, from board books to middle-grade graphic novels. There are also fun toys like finger puppets and story boxes. Check online for story times and author events.

**Parallel Worlds Bookshop**  
This small, colorful shop is teeming with new, used and out-of-print science fiction and fantasy books. Check their online calendar for author talks, book-release events and more.

**Author Reads at St. Bookshop**  
This small, colorful shop is teeming with new, used and out-of-print science fiction and fantasy books. Check their online calendar for author talks, book-release events and more.

**Family-Friendly**

**TRAVELPORTLAND.COM**

**PORTLAND READS** by Portland authors

**THE REMINDER YEARS** by Mitchell K. Jackson (2019)  
This novel follows a young man dealing with his mother's death in a neglected neighborhood in 1990s North Portland.

**THE RAMONA SERIES** by Beverly Cleary (1950-1999)  
Most of Cleary's books take place in Northwest Portland's Grant Park neighborhood, where she spent her adolescent years.

**THE LADIES OF HONOLULU** by Ursula K. Le Guin (1975)  
This novel is set in a science fiction city-state, set in 2002 Portland, centers around a man who can shape the world's future through his dreams.

**PIECING ME TOGETHER** by Rachel Watson (2007)  
This memoir is about a young woman's journey to self-discovery and healing, set in Portland, Oregon.

**Spooky and Wacky, Sometimes Macky**  
Portland has everything you need to keep it weird.

**BY MARINA MARTINEZ-RODRIGUEZ**

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# CIRCULATION & DISTRIBUTION

Highly effective and strategic distribution channels, with immediate access available through digital outlets.



**125,000**  
PRINT DISTRIBUTION  
3.5 READERS PER COPY



**160,000**  
DIGITAL DISTRIBUTION



**597,500+**  
COMBINED READERSHIP

- In-room and concierge distribution at 50+ downtown Portland hotels and 203 visitor locations across the Portland region
- Exclusive distribution to convention and meeting attendees whose associations have booked conventions in Portland
- Mailed to thousands of call-in, mail-in and email requests from US and international travelers
- In-market visitor distribution at the Portland Visitor Center, state welcome centers, and kiosks at Portland International Airport and the Oregon Convention Center
- Offered to visitors by concierges, front desk attendants, and car rental agents
- Digital issue available on TravelPortland.com for convenient, 24/7 on-the-go access to the Guide for active travelers
- Targeted digital distribution puts the Guide directly in front of travelers actively seeking information on travel to Portland



TravelPortland.com receives **4.66 million** visits per year and provides crucial destination information to help with trip planning and local activity and event recommendations.

The visitors guide is promoted with a large graphic on every page of TravelPortland.com, encouraging orders and digital readership.

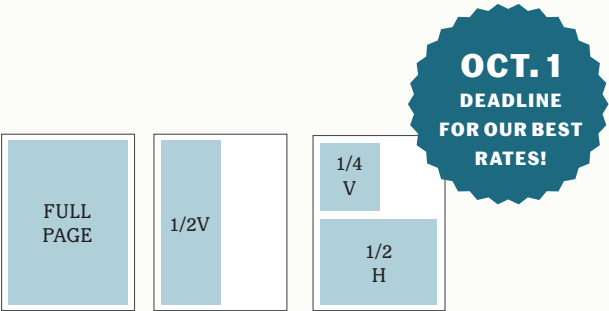
**PROUD TO  
DISTRIBUTE AT  
OUR NEW VISITOR  
CENTER, WHICH  
OPENED IN  
SUMMER 2023!**

# 2025 VISITOR GUIDE ADVERTISING OPTIONS

Travel Portland partners save on all ads – contact us at [Community.Engagement@TravelPortland.com](mailto:Community.Engagement@TravelPortland.com) to learn more.

Size	Regular Non-Partner Rates	Early Bird Non-Partner Rates	Regular Partner Rates	Early Bird Partner Rates
Full Page	\$12,325	\$11,205	\$10,740	\$9,785
1/2 Pg V or H	\$7,910	\$7,190	\$6,880	\$6,255
1/4 Pg V	\$4,620	\$4,195	\$4,015	\$3,650
Back Cover	\$18,590	\$16,900	\$16,300	\$14,820
Inside Front Cover	\$16,020	\$14,560	\$13,925	\$12,660
Inside Back Cover	\$14,790	\$13,445	\$12,870	\$11,690
Bookmark Insert	See your sales rep for rates and details about this highly-visible, interactive reader tool!			

**Note:** All ad designs subject to approval by Travel Portland. Please see page 7 for submission information.



## DEADLINES

Early Bird Deadline  
**October 1, 2024**

Regular Deadline  
**November 15, 2024**

Materials Due  
**December 6, 2024**

Distribution begins:  
**February 1, 2025**

# FILE SPECS & SUBMISSION

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## AD SIZES

Size	Width	Height
Full Page with Bleed	7"	10.25"
Trim	6.75"	10"
Live Area (safe)	6"	9.25"
1/2 Page H	5.75"	4.375"
1/2 Page V	2.7"	9"
1/4 Page V	2.7"	4.325"

## AD SUBMISSION

**EMAIL** (for files <10MB in size)

Materials@SagaCityMedia.com

Please include name of advertiser, and issue of publication in the subject line.

## PRODUCTION INQUIRIES

Scott Weber

Production Manager

971.200.7046

SWeber@SagaCityMedia.com

## PREFERRED FILE FORMAT

**PDF-X 1/a** All ads submitted should be suitable to print as is. SagaCity Media is not responsible for any errors in content, or for PDF files prepared incorrectly. All ads created in any unacceptable format will need to be resubmitted or recreated.

**CMYK Color Mode is Required.**

RGB, Lab, and Spot color are not acceptable. Maximum ink density is 280%.

**Resolution:** 300dpi.

**Image Requirements:** All images included in ads should be final, color corrected, hi-resolution (300dpi) CMYK files. Hi-Res images should not be scaled more than 115% to maintain image quality.

**Spreads:** All spread ads should be prepared as two individual bleed pages. (See full page bleed dimensions)

NOTE: Additional production charges for the advertiser may result if the above guidelines are not followed.

The background of the entire page is a photograph taken from a high vantage point, looking down at a city. In the foreground, a cable car is suspended from a cable, moving towards the right. The city below is densely packed with green trees and some buildings. In the distance, a large body of water is visible, and beyond that, a range of mountains under a hazy, sunset sky. The lighting is warm and golden, suggesting late afternoon or early evening. The text is overlaid on this image.

# SAGACITY

CONTENT SOLUTIONS

## SALES CONTACTS

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## TRAVEL PORTLAND

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[Community.Engagement@TravelPortland.com](mailto:Community.Engagement@TravelPortland.com)