

# PORTLAND

2026 Official Visitor Guide

## MEDIA KIT

PORTLAND'S  
DEFINITIVE CITY  
GUIDE – CURATED BY  
LOCAL EXPERTS

# PORTLAND VISITOR GUIDE



**Note:** New 2026 magazine cover is not yet finalized. Design and image above shows the past issue for reference only.

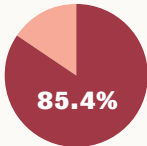
The 2026 Portland Visitor Guide is the city's go-to resource for travelers. It's the first publication visitors receive when planning a trip and a trusted companion once they arrive. Whether they're here for the food, the trails, the arts, or just a good, weird time, this guide helps them dive in.

Advertisers get direct access to audiences who are ready to book hotel rooms, browse boutiques, linger over lattes, and explore every quirky corner of Portland. From day-trippers to dedicated explorers, this is your invitation to connect with travelers who don't just visit Portland. They get it.

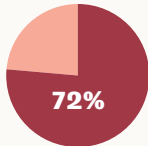
The guide features a fresh, slimmer format that's **easy to carry and hard to miss**. It's designed to stand out on shelves and in hands with a clean, contemporary look and feel that matches the city's creative energy.

# THE POWER OF VISITOR GUIDES

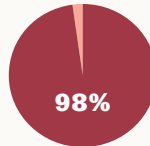
Research proves that Visitor Guides create higher engagement in activities and entertainment, increase visitor spending, and ultimately help consumers choose a destination.



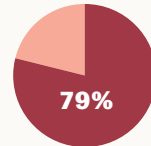
WERE INFLUENCED TO CHOOSE A DESTINATION AFTER REVIEWING A VISITORS GUIDE<sup>1</sup>



OF CONSUMERS USE VISITOR GUIDES OR BROCHURES TO PLAN AND NAVIGATE THEIR TRIPS<sup>1</sup>



OF VISITOR GUIDE READERS AGREE THAT PRINTED GUIDES ARE A TRUSTWORTHY SOURCE OF TRAVEL INFORMATION<sup>1</sup>



OF VISITORS SAY VISITOR GUIDES ARE VERY IMPORTANT/IMPORTANT IN ENHANCING VISITOR EXPERIENCES<sup>1</sup>

**88%**

of visitors were prompted to use their mobile device to act on what they read in a visitor guide<sup>1</sup>

**DUE TO GUIDES/BROCHURES:**

**92%**

of visitors became aware of a business or attraction<sup>1</sup>

**69%**

were influenced to purchase tickets or merchandise<sup>1</sup>

**65%**

were led to change their plans<sup>1</sup>



<sup>1</sup>Visitor International Survey, 2024



# VISITOR STATISTICS

The Portland area hosted more than 12.3 million overnight trips in 2024. Visitors come from around the globe and spend \$5.5 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)  
“BEST AIRPORT  
IN AMERICA”**

Washington Post,  
June 2025



**8.7 million passengers**  
flew into PDX in 2024<sup>1</sup>

SOURCE (unless noted): Dean Runyan Associates, 2025

<sup>1</sup> Port of Portland Traffic Report, December 2024

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.

**2024  
VISITOR SPENDING**

**\$5.5  
BILLION**



**LODGING**

**\$904 MILLION**



**FOOD &  
RESTAURANT**

**\$1.18 BILLION**



**RETAIL SHOPPING**

**\$385 MILLION**



**TRANSPORTATION**

**\$1.4 BILLION**



**ARTS, ENTERTAINMENT  
& RECREATION**

**\$133 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.



# CIRCULATION & DISTRIBUTION

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



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



**278,000**  
DIGITAL DISTRIBUTION

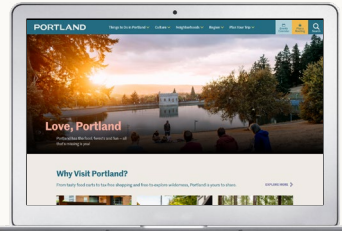


**715,500+**  
COMBINED READERSHIP

- 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



**PROUDLY  
DISTRIBUTED  
AT OUR  
DOWNTOWN  
VISITOR  
CENTER!**



TravelPortland.com receives **5.26 million** visits per year and provides crucial destination information to help with trip planning and local activity and event recommendations.

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

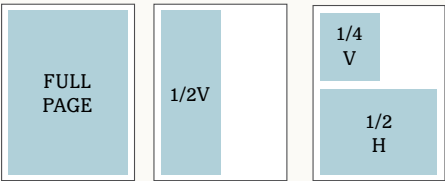
# 2026 VISITOR GUIDE ADVERTISING OPTIONS



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

Size	Regular Non-Partner Rates	Early Bird Non-Partner Rates	Regular Partner Rates	Early Bird Partner Rates
Full Page	\$12,695	\$11,540	\$10,955	\$9,980
1/2 Pg V or H	\$8,145	\$7,405	\$7,015	\$6,380
1/4 Pg V	\$4,760	\$4,325	\$4,135	\$3,760
Back Cover	\$19,150	\$17,405	\$16,625	\$15,115
Inside Front Cover	\$16,495	\$14,995	\$14,195	\$12,910
Inside Back Cover	\$15,230	\$13,850	\$13,125	\$11,920
Bookmark Insert	See your sales rep for rates and details about this highly-visible, interactive reader tool!			
Community Partner Co-Op Pages	See page 8 for details!			

**Note:** All ad designs subject to approval by Travel Portland. Please see page 9 for submission information.



## DEADLINES

Early Bird Deadline  
**October 15, 2025**

Regular Deadline  
**December 12, 2025**

Materials Due  
**January 9, 2026**

Distribution begins:  
**March 1, 2026**

# NEW: COMMUNITY PARTNER CO-OP PAGES

The Community Partner Co-Op pages are a new, budget-friendly opportunity designed especially for small businesses, local attractions, and grassroots organizations that shape the Portland experience. These curated ad pages offer a smart, affordable way to connect with thousands of highly engaged travelers planning trips to the Portland region.

In 2025, visitors spent more than \$5.5 billion\* in the Portland area. With strategic placement in the Official Visitor Guide, you can position your business to earn its share of that spending without stretching your marketing budget.

**It's community-focused.**  
**It's cost-conscious.**  
**It's very Portland.**

\*Dean Runyan Associates, 2025

**SHOP LOCALLY**

**Go treasure hunting in Portland's local shops, and find just what you're looking for.**



**Alchemy Jeweler** | 1022 NW Lovejoy St.  
Portland's premier jewelry store. Alchemy offers fine hand-crafted collectibles and one-of-a-kind treasures. Visit their showroom and workshop in the Pearl District.  
[alchemyjeweler.com](http://alchemyjeweler.com)



**Tattoo 34 on Hawthorne** | 4035 SE Hawthorne Blvd.  
Tattoo 34 blends art, culture and community as Portland's Native and Black-owned tattoo shop — offering creative self-expression, skilled artistry and a welcoming space.  
[tattoo34pdx.com](http://tattoo34pdx.com)



**Paston Gate** | 811 NW 22nd Ave. | 4204 N. Mississippi Ave.  
Find treasures and oddities inspired by the garden and natural sciences. Jewelry, entomology, minerals, fossils, taxidermy, art and more. Open daily from 11 a.m. to 7 p.m.  
[info@pastongatepdx.com](mailto:info@pastongatepdx.com) | @PastonGatePDX



**Monochromatic** | 4026 N Williams Ave.  
Men, women and universal clothing. Monochromatic offers a curated collection of small-batch ethically focused designers. Visit their brick-and-mortar in the vibrant Williams District.  
[wearmonochromatic.com](http://wearmonochromatic.com) | @wearmonochromatic



**Budd + Finn** | 704 NW 23rd Ave.  
Everyday gifts, elevated. Named after two rescue dogs and offering unique gifts for locals and tourists. Specializing in PNW inspired, national park related and beyond for everyone on your list.  
[buddfinn.com](http://buddfinn.com)



**Barnes and Morgan** | 131 NW 2nd Ave.  
Discover Barnes & Morgan in Portland's Old Town: a unique tea and fashion house blending style, culture and community.  
[barnesandmorgan.com](http://barnesandmorgan.com)

SPECIAL ADVERTISING SECTION

**HIGH  
VISIBILITY,  
SPECIALLY  
PRICED**

Ads are grouped by category—think food & drink, shops, things to do—making it easy for readers to discover you when they're actively building itineraries. Whether you run a cozy café, an indie gallery, a walking tour, or a neighborhood makerspace, this is your chance to **get noticed by visitors who want authentic, local experiences.**

## RATES

**\$1,495** per listing

## CATEGORY PLACEMENTS INCLUDE:

- Shopping
- Food & Drink
- Culture
- Recreation & Outdoors

## PRODUCTION SPECS

One photo: Image should be high-res (300+ dpi), CMYK color, jpg or tif format, 1.5"x1.5"

Text: Business name, street address, website or phone number, and 25 words of copy



# 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](mailto: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](mailto: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.

**SAGACITY**  
CONTENT SOLUTIONS

SALES CONTACTS

Chris Healy  
Senior Account Executive  
503.680.2814  
[CHealy@SagaCityMedia.com](mailto:CHealy@SagaCityMedia.com)

Terri Kiesenhofer  
Senior Account Executive  
360.947.9680  
[TKiesenhofer@PdxMonthly.com](mailto:TKiesenhofer@PdxMonthly.com)

TRAVEL  
**PORTLAND**

Partnership Inquiries  
[Partnerships@TravelPortland.com](mailto:Partnerships@TravelPortland.com)

