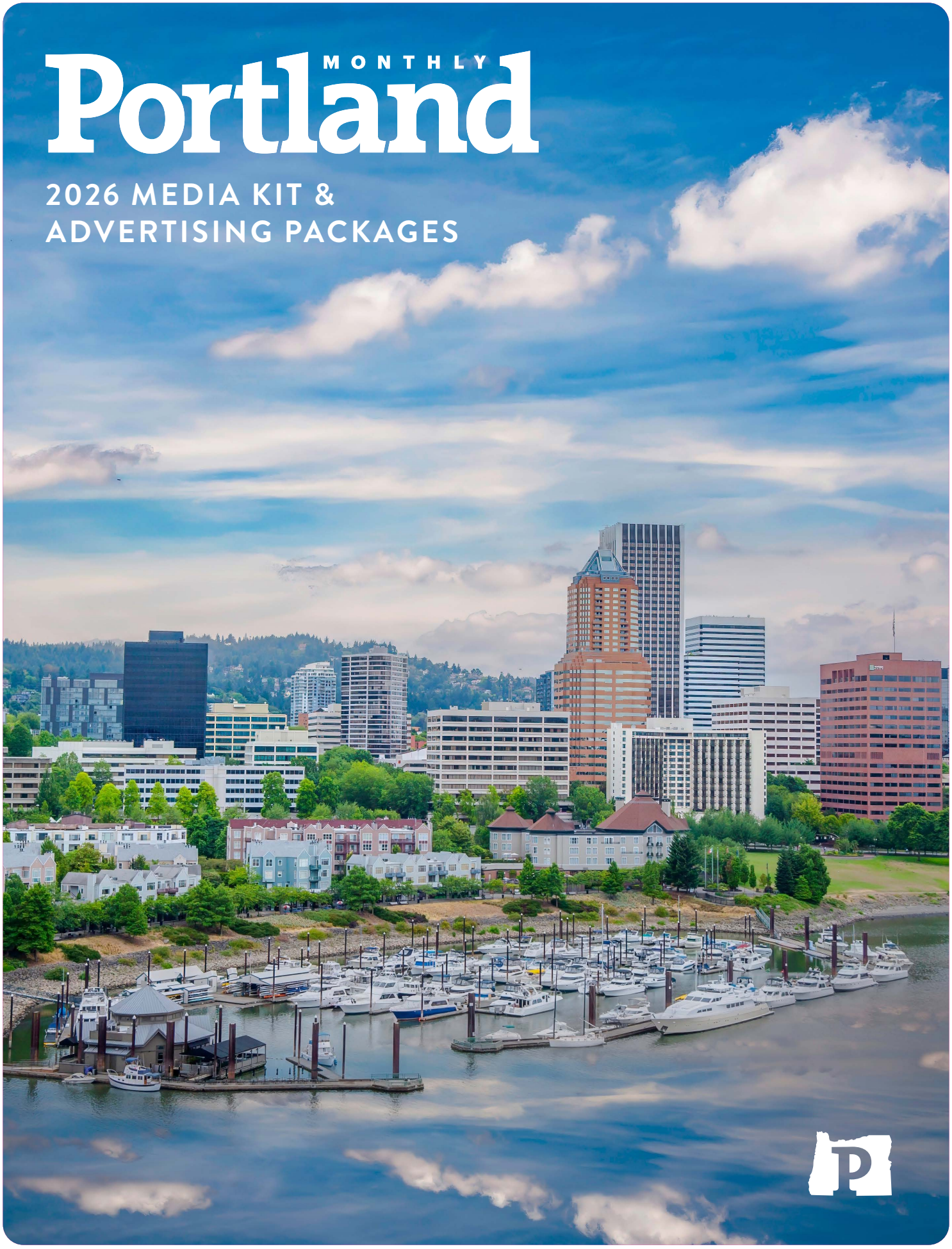
Portland MONTHLY

2026 MEDIA KIT & ADVERTISING PACKAGES



A message from our Director of Sales

Hello from the team at Portland Monthly!

We wanted to personally share some exciting news regarding our recent acquisition by Hour Media and what it means for you as our valued partner. This is an exciting move that positions us for continued growth, innovation, and expanded reach across all of our markets.

While this marks an exciting evolution for our business, what makes *Portland Monthly* special remains unchanged. Our team of local writers, editors, and sales professionals are still here, boots on the ground, deeply connected to Portland, and committed to serving our community. We know this market because we live and work in it every day, and our focus on delivering meaningful, locally driven content and campaigns remains as strong as ever.

For our advertising partners, this is a very positive step forward. With increased investment and a broader network, we're able to:

Reach larger, more engaged audiences

Enhance our content and distribution channels

Create even more impactful, high-performing marketing opportunities

What does this mean for you?

Greater visibility, stronger engagement, and more value from every campaign you run with us.

Our commitment to delivering premium storytelling, strategic partnerships, and measurable results remains the same, now backed by even greater scale and momentum.

We'd love to connect and talk through how we can continue to elevate your brand in this next phase. Please don't hesitate to reach out to your sales representative directly or to me with any questions.

Thank you, as always, for your partnership.

Megan Holcombe

Megan Holcombe
Vice President, Omnichannel Sales
Pacific Media Group, LLC

WHO READS *PORTLAND MONTHLY?*

Over ***6.3 million***
Portlanders and visitors rely on us to make plans and take action

MEDIAN AGE
48

WELL EDUCATED
84%
ATTENDED COLLEGE

26%
HAVE A MASTERS OR DOCTORATE DEGREE

ARE CONNECTED
83%
USE SOCIAL MEDIA

AFFLUENT
$219K
AVERAGE HH INCOME

26%
NET WORTH > $1M

HOMEOWNERS
83%
OWN A HOME

GENEROUS
89%
DONATE TO LOCAL OR NATIONAL CHARITIES

Sources: CVC 2023-2024 Audit, Google Analytics

THE CONTENT THEY RELY ON

Portland Monthly is the city's go-to authority for food coverage. Trusted more than *Eater*, *Yelp*, *The Oregonian*, *Willamette Week* or any other local source.

When planning regional trips and outdoor adventures, 86% of readers rely on *Portland Monthly* for ideas on where to go, more than any other local source.

Our readers are invested in Portland. 83% own a home and nearly one in three own a second. They depend on *Portland Monthly* for trusted real estate coverage.

When it's essential to their health, Portlanders turn to our trusted Health & Wellness content. *Portland Monthly*'s Top Doctors and Top Dentists are the city's most respected databases.

Our editors explore the city to highlight the shops and designers that make Portland unique. Nearly all readers (99%) say supporting local and small businesses is very important to them.

Portland Monthly champions local arts & culture. 91% turn to us for recommendations and information on local entertainment, arts, and events.

Portland Monthly readers are active and engaged. 68% of readers say they feel more positive about the city after engaging with *Portland Monthly* content.

Sources: CVC Readership Survey, Google Analytics

Portland MONTHLY

EDITORIAL CALENDAR*
2026 - 2027 PRINT ISSUES

Close 1/20/26 | Materials Due 1/27/26 | On Sale 3/10/26

LET'S GET TOGETHER: FINDING COMMUNITY IN PORTLAND
A NEW ERA AT THE LLOYD CENTER
REAL ESTATE RUNDOWN: NEIGHBORHOODS, MILLION-DOLLAR LISTINGS, AND VACATION HOMES
TOP DENTISTS

SPECIAL ADVERTISING SECTIONS:
TOP DENTISTS - DENTAL PROFILES
REAL ESTATE GUIDE
BEST SPRING ESCAPES

Close 3/31/26 | Materials Due 4/7/26 | On Sale 5/19/26

THE PNW MOUNTAIN ISSUE
PORTLAND'S TOP THAI FOOD
FIX IT!: OUR GUIDE TO PORTLAND'S REPAIR SHOPS AND SALVAGERS

SPECIAL ADVERTISING SECTIONS:
FACES OF PORTLAND
BEST SUMMER ESCAPES

Close 7/7/26 | Materials Due 7/14/26 | On Sale 8/25/26

A GUIDE TO 82ND AVENUE
SOUTHERN OREGON VISITOR'S GUIDE
PORTLAND BAR FOOD 101
PRIVATE SCHOOL BY THE NUMBERS

SPECIAL ADVERTISING SECTIONS:
SCHOOL PROFILES
WOMEN ON THE MOVE
BEST FALL ESCAPES

Close 9/15/26 | Materials Due 9/22/26 | On Sale 11/3/26

OREGON'S BEST RESTAURANTS
COZYCORE GIFT GUIDE
ITALIAN FOOD IN PORTLAND
NIKE TOWN, USA
TOP DOCTORS

SPECIAL ADVERTISING SECTIONS:
TOP DOCTORS - MEDICAL PROFILES
BEST WINTER ESCAPES
HOLIDAY GIFT GUIDE

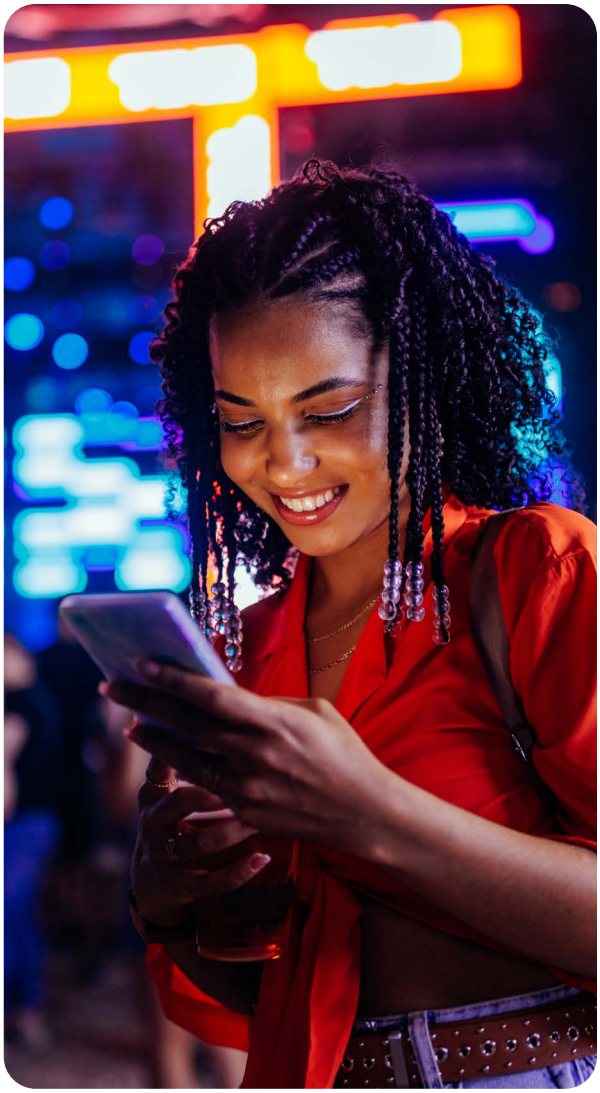
*Editorial calendar is subject to change

DIGITAL ONLY OPPORTUNITIES

SUMMER CAMPS GUIDE (SPRING)
FALL EVENTS GUIDE (FALL)
HOLIDAY EVENTS GUIDE (WINTER)

REACH YOUR IDEAL AUDIENCE WITH DIGITAL

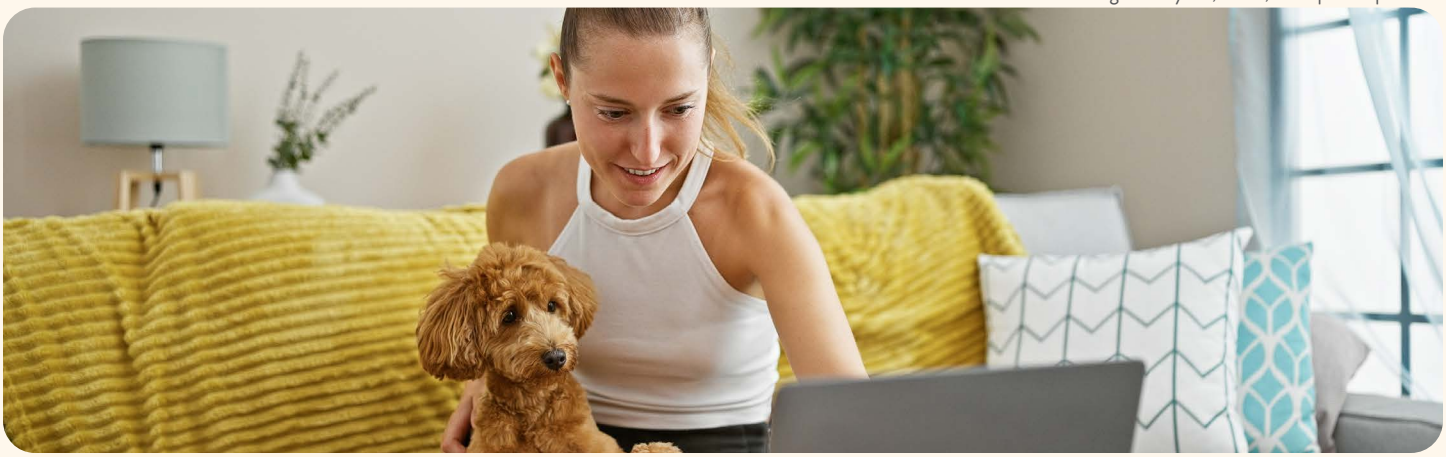
EXAMPLE SHOWN IS OUR HIGH IMPACT DISPLAY AD SET



Portland MONTHLY ADVERTISING REACH

WEBSITE	FACEBOOK	INSTAGRAM	EBLASTS
6.3M+	**85K**	**78K**	**26K**
visitors annually	followers	followers	subscribers

Sources: Google Analytics, Meta, Hubspot: Sept 2025

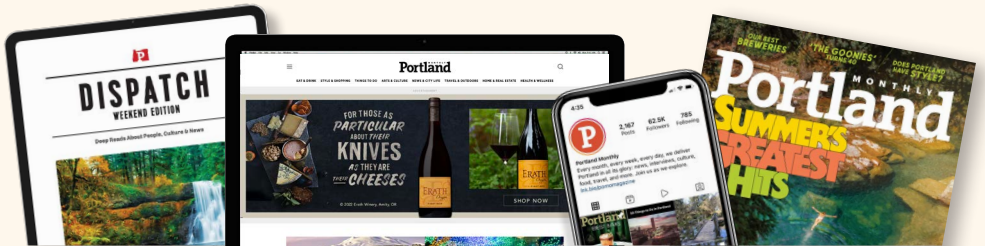


OMNICHANNEL ADVERTISING OPPORTUNITIES

DISPLAY ADS • EMAIL CAMPAIGNS • NEWSLETTERS • SOCIAL MEDIA • EXTENDED REACH • PRINT • ADVERTORIAL

We want to simplify the media buying process for our advertising partners! Each of our tailored Omnichannel Packages reaches customers across all channels and platforms while they are engaging with our award-winning content. Throughout your package, our deployment specialists will monitor your campaign and help increase awareness, improve engagement, and facilitate interaction with your brand.

By advertising alongside *Portland Monthly* lifestyle content, you reach an engaged, educated and affluent audience during their leisure time when they are relaxed and open to new experiences.



SEASONAL PACKAGE: 3-Month Duration

43% OFF a la carte rates!

$9,550 / MONTH

Own our audience and make a lasting impression with this three-month, fully integrated marketing program. Build awareness and extend your reach across digital and social platforms with high-impact campaigns that engage readers every month. Your message will be amplified through sponsored articles, newsletter takeovers, targeted email, and co-branded social promotions, culminating in a single 2-page advertorial spread in your chosen issue to reinforce your brand in print. This package is designed for organizations ready to make a significant impact and keep their audience captivated over time.

Your 3-month commitment comes with a significant discount -
43% off our ala cart pricing!

PRODUCT/CHANNEL	QTY / MO,	REACH / each deployment
HIGH IMPACT BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	1	26,000 EMAILS
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
NEWSLETTER NATIVE ADS	2	26,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN W/ORGANIC POST	1	FACEBOOK & INSTAGRAM
SPONSORED EMAIL	1	26,000 EMAILS
TARGETED EMAIL	1	50,000 EMAILS
2-PAGE SPREAD	1 TOTAL	185,780 READERS

PREMIUM

20% OFF a la carte rates!

$15,450 / MONTH

Our most comprehensive package option delivers unmatched visibility across every Portland Monthly platform. This full-scale campaign includes original sponsored content, high impact display ads, targeted email, newsletter takeover, co-branded social media and a full-page magazine ad to connect your brand with engaged readers across print and digital.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HIGH IMPACT BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	26,000 EMAILS
TARGETED EMAIL	2	50,000 EMAILS
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
NEWSLETTER NATIVE ADS	2	26,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM
FULL PAGE PRINT AD	1	185,780 READERS

DOMINANT

20% OFF a la carte rates!

$8,350 / MONTH

This high-impact campaign puts your brand front and center across Portland Monthly's most engaging platforms. The package combines sponsored content, eye-catching display and newsletter ads, targeted email, and a co-branded social campaign to create a powerful, multi-channel presence that drives awareness and action among our digital audience.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HIGH IMPACT & ROS BANNER ADS	1 SET	120,000 IMPRESSIONS
NEWSLETTER BANNER ADS	2	26,000 EMAILS
TARGETED EMAIL	1	50,000 EMAILS
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
NEWSLETTER NATIVE ADS	2	26,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

COMPETITIVE

15% OFF a la carte rates!

$6,000 / MONTH

This package offers an effective way to showcase your brand across Portland Monthly's premium platforms. The campaign blends high-impact and ROS display ad placements, sponsored and targeted email, and co-branded social placements to deliver strong brand visibility across multiple touchpoints.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HIGH IMPACT & ROS BANNER ADS	1 SET	80,000 IMPRESSIONS
SPONSORED EMAIL	1	26,000 EMAILS
TARGETED EMAIL	1	50,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

BASIC PLUS

30% OFF a la carte rates!

$4,500 / MONTH

A focused digital push combined with print impact. Basic Plus includes a half-page print ad, sponsored e-blast and a co-branded social campaign to provide your brand with strong visibility both online and in print.

PRODUCT/CHANNEL	QTY	REACH / each deployment
HALF PAGE PRINT AD	1	185,780 READERS
SPONSORED EMAIL	1	26,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

BASIC

10% OFF a la carte rates!

$2,800 / MONTH

Ideal for promoting an event or special occasion with quick, high-impact digital exposure across Portland Monthly's platforms. The Basic package includes run-of-site banner ads, a sponsored e-blast, co-branded social campaign to maximize reach and response in a short timeframe.

PRODUCT/CHANNEL	QTY	REACH / each deployment
RUN-OF-SITE BANNER ADS	1 SET	20,000 IMPRESSIONS
SPONSORED EMAIL	1	26,000 EMAILS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

STORYTELLER

10% OFF a la carte rates!

$2,600 / MONTH

Position your brand alongside Portland Monthly's most engaging content and build trust with your audience. This package includes a sponsored article with 20K native impressions and co-branded social promotion to extend its reach beyond the site. Work with a professional writer to create original content or enhance your existing messaging, and drive readers directly to your story through strategically placed headline ads within our editorial content.

PRODUCT/CHANNEL	QTY	REACH
SPONSORED ARTICLE	1	20,000 NATIVE IMPRESSIONS
CO-BRANDED SOCIAL CAMPAIGN	1	FACEBOOK & INSTAGRAM

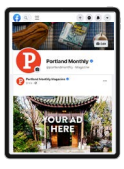
**Boost your article's reach by combining it with our a la carte digital solutions*

AD PRODUCT EXAMPLES

HIGH IMPACT ADS

PRINT ADVERTISING

SOCIAL



SPONSORED CONTENT

SPONSORED CONTENT ADS

TARGETED EMAIL

NEWSLETTER BANNER AD

NEWSLETTER NATIVE AD

A LA CARTE / ADD-ONS

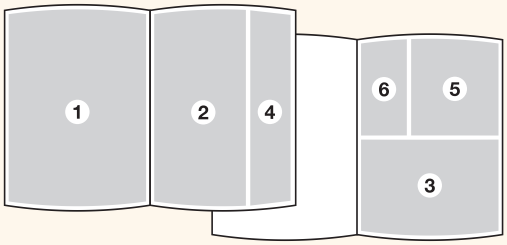
PRINT ADS

Four super-sized seasonal magazines each year.

	SIZE / POSITION	RATE
1	FULL PAGE	$7,365
2	2/3 VERTICAL	$5,080
3	1/2 HORIZONTAL	$3,980
4 5	1/3 HORZ OR VERT	$2,820
6	1/6 VERTICAL	$1,655
	BACK COVER	$12,495
	INSIDE FRONT COVER	$11,530
	INSIDE BACK COVER	$9,680

Frequency Discounts Available!

Ask about special position rates



A LA CARTE DIGITAL

ROS Banner Ads	Custom Quote
High-Impact Banner Ads (*Rich Media Capable*)	Custom Quote
Homepage or Channel Takeover	$750-995 (per day, based on channel)
Sponsored Email (*POMO Perks*)	$1,550 (per deployment)
Targeted Email (*50K, 75K, & 100K Recipients*)	$1,950-$3,700 (per deployment)
Co-Branded Social Media Campaign	$1,050 (per month)
Co-Branded Organic Social Post*	$700 (per post*)
E-Newsletter Banner Ad	$250–$500 (per day, based on position)
E-Newsletter Takeover	$1,450 (per day)
Extended Reach - Audience Targeted Display Ads	Custom Quote
Extended Reach - Device ID Targeted Display Ads	Custom Quote
Streaming Audio Ads	Custom Quote
Streaming Video Ads	Custom Quote
Local SEO Package	$300-$900 (per month)
Ad Design	Custom Quote

**Must be purchased with Paid Social Campaign.*

PDXMONTHLY.COM CONTENT CHANNELS:

- » Travel & Outdoors
- » Home & Real Estate
- » Eat & Drink
- » Arts & Culture
- » Health & Wellness
- » Style & Shopping
- » News & City Life

Portland MONTHLY

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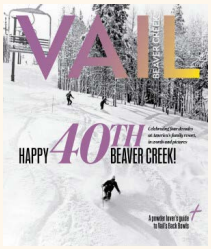
Pacific Media Group is the parent company of the preeminent lifestyle media brands in Portland, Seattle, Houston, Aspen, Vail and Park City. In their respective city markets, we produce the most-visited local lifestyle websites, largest-selling magazines, and industry-dominating social media followers. Pacific Media Group also produces award-winning content and publications for regional tourism, real estate, arts and entertainment groups across the U.S.

If you would like to advertise in two or more markets, let us build a multi-market, multi-audience opportunity for you!

LEARN MORE ABOUT THE OTHER HYPERLOCAL MARKETS WE SERVE