

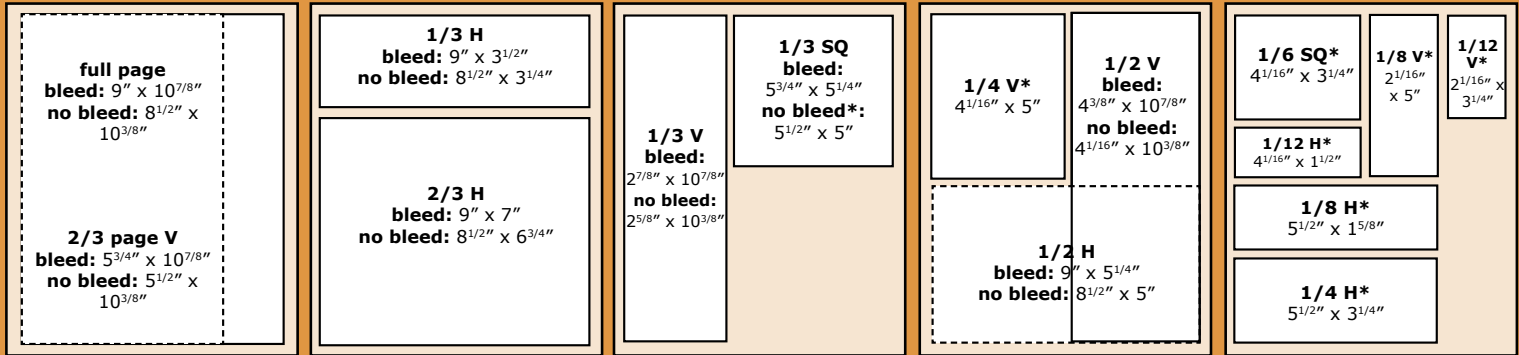
2009 Advertising Rates & Information

Portland family



Where Connection Becomes Inspiration

advertising investment options	1x	3x	6x	12x
DoubleTruck*	\$4,373	3,936	3,543	3,189
Premium Back Cover	\$2,914	2,623	2,361	2,125
Premium Inside Front/Back Covers	\$2,793	2,514	2,263	2,037
Full Page	\$2,429	2,196	2,061	1,913
2/3 Page vertical or horizontal	\$2,125	1,913	1,722	1,550
1/2 Page vertical or horizontal	\$1,256	1,142	1,072	994
1/3 Page vertical/horizontal/square	\$824	747	690	641
1/4 Page vertical or horizontal	\$677	613	577	536
1/6 Page square	\$493	450	423	394
1/8 Page vertical or horizontal	\$344	310	279	252
1/12 vertical/horizontal	\$288	272	252	216



Double Truck: Bleed: 18" x 10 7/8" No bleed: 17 1/2" x 10 3/8"

Spread material must be supplied as single pages, based on the full-page size requirements above.

* If boundaries of ad are not defined by artwork or a rule, publisher reserves the right to add 0.35 rule around ad.

Ads With Bleed: Trim (width x depth): must add 1/8" outside trim on all 4 sides.

(Note: Live area of bleed ads is minus 1/4" in from trim on all sides)

Ads No Bleed: trim (width x depth)



We offer cost-effective, results-driven web and print packages called **Marketing Menus**. These are custom designed based on your budget to provide a broad-based print and online presence in creative, targeted ways. Inquire about the many value-added upgrades that accompany these packages and let us design a **Marketing Menu** for you!

Website advertising: inquire about rates and options.

Ad Specifications

- **File Format:** ONLY Acrobat PDFs at a minimum of 300 dpi will be accepted.
- **Color Ads:** Convert all images and artwork to CMYK (no RGB or PMS colors).
- **Images and Fonts:** All images must be embedded and all fonts must be embedded or converted to outlines.
- **Ad Delivery:** E-mail your press-ready PDF ad file to design@portlandfamily.com.
- **Ad Design Service:** We can create your ad, providing two proofs, for a fee of \$75. Additional proofs are \$25 each.
- **Right to Refuse:** We reserve the right to refuse advertising that may be offensive or demeaning to our readers.

Themes & Features



January

- Stress Relievers
- Vitality
- Wealth

February

- Passion
- Education
- Camps

March

- Growth
- Explore
- Camps

April

- Solutions
- Marriage
- Camps
- Create

May

- Family
- Birth
- Camps

June

- Togetherness
- Safety
- Camps

July

- Play
- Expectations
- Independence

August

- Back to School
- Memories
- Transitions

September

- Acceptance
- Mental Health
- Goals
- Self-Awareness

October

- Arts & Culture
- Cancer

November

- Teens
- Friendship
- Home for the Holidays

December

- Reflection
- Gifts
- Compromise
- Meaning



Advertising lifelines:

Publication Dates

January 2009
February 2009
March 2009
April 2009
May 2009
June 2009
July 2009
August 2009
September 2009
October 2009
November 2009
December 2009

Space Reservation

November 1st
December 1st
January 1st
February 1st
March 1st
April 1st
May 1st
June 1st
July 1st
August 1st
September 1st
October 1st

Artwork Due

November 15th
December 15th
January 15th
February 15th
March 15th
April 15th
May 15th
June 15th
July 15th
August 15th
September 15th
October 15th



Departments At A Glance:

Connect:

Connect is about the interaction between readers, the community and the insights into family living from editorial, web and photographic perspectives.

Learn:

Portland Family provides resource information about educational advancements, research and new ways of discovering.

Home:

A helping hand to transform everything that comprises home into sources of inspiration: from smells of mouth-watering recipes bubbling in the kitchen, to sounds of Dad's tinkering with the latest and greatest gadgets. Also included are helpful insights related to garden and interior delights.

Current:

There's no denying the influence of media and technology on family. *Current* explores the what, why's and how's of our electronic age and its impact on daily life.

Ethics:

One authentic way to manifest community is through dialog. Intended as a bridge for understanding, *Family Ethics* examines the challenging, controversial family issues from thoughtful perspectives.

On The Town:

Parents need time for themselves too! For a girls night out or date night, Portland offers a wonderful selection of cultural, entertaining and culinary opportunities to relax and have fun. This feature will highlight the many options available for exploring Portland's social scene.

Health:

From hot heads to common colds, magic kisses to cutting-edge treatments, we provide news for maintaining wellness and balance for the whole family.

Spa-licious!:

Easy-to-reference information about pampering options, from the small indulgences to the more extravagant splurges and everything in-between.

Play:

Readers discover a treasure trove of smiles including tips on places to travel, toys for kids of all ages and of course, endless adventures await readers in our notable ever-changing Family Planner.

Portland Family Pledge:

- Provide readers, partners and advertisers a comprehensive resource to interact, connect and support productive family living.
- Provide readers, partners and advertisers a medium which facilitates broad multi-media opportunities in engaging ways.
- Instill a strong sense of loyalty and ownership in Portland Family among readers, partners and advertisers.

About Our Magazine:

- Established 1995
- Circulation 40,000;
Estimated Readership 90,000+
- Available at over 1,000 locations distributed throughout the Portland Metro area.

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