2017 Media Kit

PRINT

1859
Oregon's Magazine

Oregon's statewide lifestyle magazine, capturing true Oregon for Oregonians, its admirers, and visitors.

Statehood MEDIA

PRINT OVERVIEW

1859 Print Demographics*

Household Income
$100k+

Median Age
47

Homeowners
85%

College Educated

Male
36%

Female
64%

Active Lifestyle

69% Hike
60% Camp
32% Bike
31% Yoga
21% Water Sports

Frequent Travelers within Oregon

79% Coast
72% Portland
64% Central Oregon

64% of readers say 1859 has better content and

58% say better advertisers than our competitors

*2014 subscriber survey — DRC Research

About 1859

Oregon is a wealth of recreational, ecological, historical and entrepreneurial intrigue. We're pioneers in the sustainable movement, we're bike geeks and techies, Native Americans and cowboys, financiers and vintners. We're urban, suburban, rural and ranch. 1859 - Oregon's Magazine is the vehicle that folks from Pendleton to The Pearl, from Bend to Bandon, recognize as their own.

In an intelligent and beautiful format, 1859 explores the landscapes, the personalities, the movers and shakers, the history and the architecture that is the jewel of the Pacific Northwest. For Oregonians, 1859 is an exploration of the state's rich history, its incredible destinations and colorful personalities.

Distribution

1859 is available on newsstands in 7 states including:

Oregon
Washington
California
Idaho
Alaska
Wyoming
Colorado

631,000
Total Annual Print Readership

Safeway
Fred Meyer
Powell's Books
Borders Books & Music
Barnes & Noble
Whole Foods Markets
Made in Oregon
Eugene Airport
QFC
New Seasons Market
Market of Choice
Ray's Food Place
Lamb's Thriftway
Roth's Haggan's
Costco
Portland Airport
Albertsons
Zupan's Markets
Local bookstores
Local markets
+ Many more!

PRINT PRICING & DEADLINES

2017 Ad Rates

Ad size	1x	4x	6x	12x	Multi-pub. discount*
1/4 page	$1,100	$950	$800	$700	$750
1/2 page	$2,050	$1,800	$1,550	$1,300	$1,400
Full page	$3,400	$2,950	$2,550	$2,300	$2,400
Two-page spread	$6,460	$5,605	$4,845	$4,400	$4,500
Special insert	$7,500	$7,500	$7,500	$7,500	$7,500
Inside front cover	$4,000	$4,000	$4,000	$4,000	$4,000
Inside back cover	$3,800	$3,800	$3,800	$3,800	$3,800
Back cover	$5,000	$5,000	$5,000	$5,000	$5,000

*Requires commitment in at least ten (10) Statehood Media publications per year.

2017 Themes & Ad Deadlines

Issue	Theme	Ad Deadline
Jan/Feb	Romance	11/29/2016
March	Entrepreneurs	01/20/2017
April	Green Issue	02/17/2017
May	Wine	03/17/2017
June	Road Trips	04/14/2017
July	Outdoors	05/19/2017
August	Best Places	06/16/2017
September	Bounty	07/21/2017
October	Beer	08/18/2017
November	Holiday Gifts	09/15/2017
December	Winter Travel	10/20/2017

PRINT REQUIREMENTS

MEDIA & FILE FORMATS

Web Transfer or Email Upload (preferred format)*

* With a mailed CD, please provide one Acceptable Proof, the Issue Date, Advertiser, Agency Name, Phone Number, Contact Person, and Ad Name/#. (Media is non-returnable)

Preferred File Format: [PDF/X-1]

A properly created PDF/x-1 file supplied by web transfer with a high-quality SWOP standard proof is the preferred format for magazine ready advertisements.

Adobe CC(-) (Illustrator, InDesign, Photoshop): **ALL FONTS AND IMAGES MUST BE EMBED**

PDF files must contain only 4-color process images (CMYK).

Statehood Media is not responsible for PDF files prepared incorrectly.

Image Requirements: All images provided for ads should be final, color corrected, hi-resolution **(300dpi)** CMYK files. TIF or EPS file type recommended.
Hi-Res images should not be scaled more than 115% to maintain image quality

PRODUCTION REMINDERS

Additional Production Charges for the Advertiser may result if the below guidelines are not followed.

- Do NOT pull photos/graphics from the internet in your ad build. These photos/graphics are not large enough in resolution for print.
- Do NOT send JPEG or GIF files. Do NOT send files in RGB.
- All spot colors should be converted to CMYK.
- The magazine prints at 150 line screen, maximum ink density is 280%
- All ads created in any unacceptable format will not be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. Statehood Media is not responsible for any errors in content, or color shifts on press. If files are prepared improperly and mechanical requirements are not met, Statehood Media will not guarantee the reproduction of the ad.

AD SUBMISSION

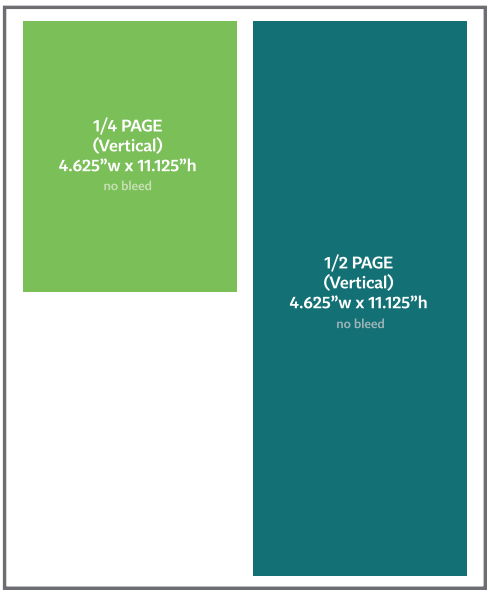
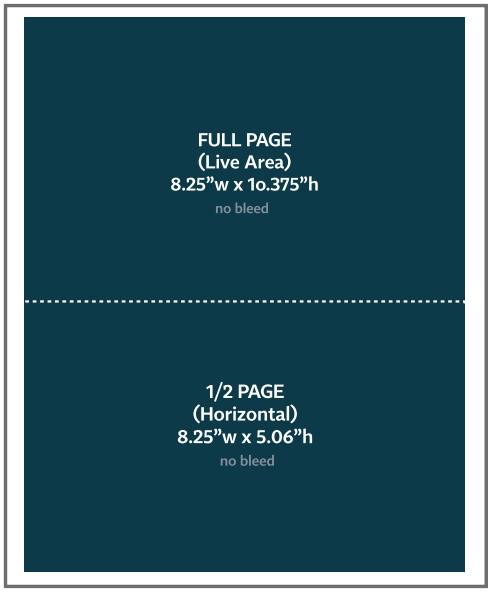
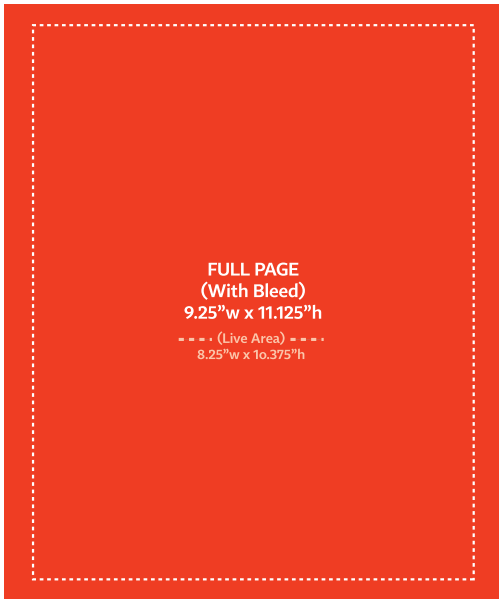
Upload:
Please use our transfer site
1859.wetransfer.com
(preferred)

Email:
art@statehoodmedia.com

Call:
541.728.2764
(main)

MORE AD SPECS

AD SIZE	BLEED	AD SPECS	TRIM AREA	LIVE AREA
1/4 PAGE	NO BLEED	4”w x 5.06”h	__	4”w x 5.06”h
1/2 PAGE HORIZONTAL	FULL BLEED NO BLEED	9.25”w x 5.625”h* 8.25”w x 5.06”h	9”w x 5.4375”h --	8.75”w x 5.3125”h 8.25”w x 5.06”h
1/2 PAGE VERTICAL	FULL BLEED NO BLEED	4.625”w x 11.125”h** 4”w x 10.375”h	4.5”w x 10.875”h --	4.375”w x 10.675”h 4”w x 10.375”h
FULL PAGE	FULL BLEED NO BLEED	9.25”w x 11.125”h 8.25w” x 10.375”h	9”w x 10.875”h --	8.75”w x 10.675”h 8.25”w x 10.375”h
INSIDE COVERS	FULL BLEED NO BLEED	9.25”w x 11.125”h 8.25”w x 10.375”h	8.75”w x 10.875”h --	8.5”w x 10.675”h 8.25”w x 10.375”h
BACK COVERS	FULL BLEED NO BLEED	` 8.25”w x 10.375”h	9”w x 10.875”h --	8.75”w x 10.675”h 8.25”w x 10.375”h

Questions: Contact our Production Department at 541.728.2764

AD SIZE