

# 1859

Oregon's Magazine

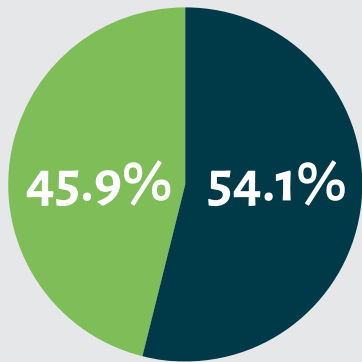


Oregon's statewide lifestyle magazine, capturing true Oregon for Oregonians, its admirers, and visitors.

# DIGITAL OVERVIEW

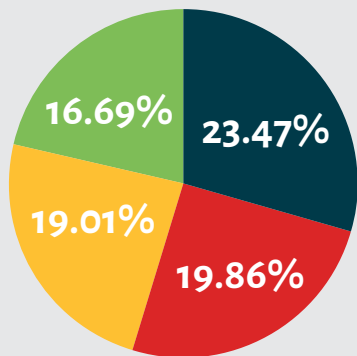
## Website Demographics

### Gender



Male Female

### Age



25-34 35-44  
45-54 55-64

## Visitors Per Month (March 2016)

# 54,209

+25% Traffic Increase  
Since January

Source: Google Analytics 2015, 2016

## 1859 Digital

We provide comprehensive coverage of Oregon and connect with our users across multiple platforms. With our uniquely engaged audience we are able to highlight the brands we work with in our trusted voice and platform.

## Digital User Profile

### Household Income

\$75k+ : 22%  
\$100k+ : 22%  
\$150k+ : 24%

### Education

Post Grad +  
45%

College +  
55%

## 1859 Social Influence



76k+  
Likes



10k+  
Followers



3,700+  
Followers



2nd  
For driving  
web traffic

12.9% avg. engagement  
19k+ page views  
Apr. 2016

## Connect with us



Social + Mobile + Web

## Homepage Ad Locations

The screenshot shows the homepage of 1859 Oregon Magazine. The layout includes a top navigation bar with categories like TRAVEL, FOOD+DRINK, OUTDOORS, HOME+GARDEN, ART+CLTURE, BUSINESS, EVENTS, and SUBSCRIBE. The main content area features several article cards with images and titles. Yellow callout boxes are overlaid on the page to indicate specific advertising locations:

- Leaderboard (728 x 90 px)**: Located at the top right of the page.
- Banner - Top (728 x 90 px)**: Located below the main navigation bar, above the first row of article cards.
- Banner - Middle (728 x 90 px)**: Located between the second and third rows of article cards.
- Banner - Bottom (728 x 90 px)**: Located below the last row of article cards.
- Sidebar - Top (300 x 250 px)**: Located in the right sidebar, above the 'EAT, DRINK, STAY' section.
- Sidebar - Middle (300 x 250 px)**: Located in the right sidebar, between the 'EAT, DRINK, STAY' and 'WHAT DO YOU THINK?' sections.
- Sidebar - Bottom (300 x 250 px)**: Located in the right sidebar, below the 'WHAT DO YOU THINK?' section.

## 1859 Homepage

7x homepage ad opportunities

+130% increase in homepage display ads

Reach your key audience more easily

# WEBSITE ADVERTISING - Channels

## Channel Ad Locations

The screenshot shows the 1859 Oregon Magazine website layout. The main content area is divided into several sections, each with a highlighted ad location:

- Leaderboard (728 x 90 px):** Located at the top right of the page, above the navigation menu.
- Banner - Top (728 x 90 px):** Located below the navigation menu, above the main content area.
- Banner - Middle (728 x 90 px):** Located between the first and second rows of article thumbnails.
- Banner - Bottom (728 x 90 px):** Located at the bottom of the page, below the last row of article thumbnails.
- Sidebars:** There are two sidebars on the right side of the page. The top sidebar contains an "ADVENTURE MAIL" sign-up form and a "MORE OREGON PLEASE" button. The middle sidebar contains a search form with "EAT, DRINK, STAY" and "EXPLORE" buttons. The bottom sidebar contains a "CATEGORIES" dropdown menu.

## 1859 web channels

- Travel
- Food+Drink
- Outdoors
- Home+Garden
- Art+Culture
- Business

## Channel-wide audience

Leaderboard, top banner and top sidebar ads appear throughout the channel purchased. Increase your visibility within the 1859 channel that attracts your key audience.



## In- Article Advertising

**Banner-Middle (728x90 px)**

**Banner-Bottom (728x90 px)**

**Sidebar Middle (300x250 px)**

**Sidebar Bottom (300x250 px)**

## New opportunities for targeted advertising

### In-Article Ads

Your brand strategically takes over an article that is relevant to your brand and reaches your audience. Display ads are featured on the article page.

Couple with a channel takeover where article is hosted on site (travel, food+drink, outdoors, home+garden, art+culture, or business).

## Online Explore Guide

**Explore Guide Opener (150 words)**  
Promoted to top of page

**Explore Guide Large (100 words)**  
Highlighted Listing

**Explore Guide Small (75 words)**  
Additional information upgrade from basic listing

## Oregon Directory

Bring your business into the spotlight in our online directory for Oregon businesses.

# NEWSLETTER ADVERTISING

## Weekly Ad Opportunities

The screenshot shows a newsletter layout for 1859 Oregon's Magazine. At the top is a large banner for "Coastal Winter Getaways" with a scenic image of a coastline and the text "Why we love Oregon's coast in the winter". Below this is a yellow box labeled "Top Banner (600 x 90 px)". The main content area features three columns of articles: "Coastal Foraging", "Cozy Cocktails", and "A Normal Life". Below these is another yellow box labeled "Middle Banner (600 x 90 px)". At the bottom of the main content area are three small images with captions: "Through January 1", "Through December 31", and "December 27-31". Below the main content is a yellow box labeled "Bottom Banner (600 x 90 px)" and a larger yellow box labeled "Contest (600 x 250 px)". At the very bottom are social media icons and a copyright notice: "Copyright © 1859 Oregon's Magazine. All rights reserved."

**25k Subscribers**  
(as of January 2016)

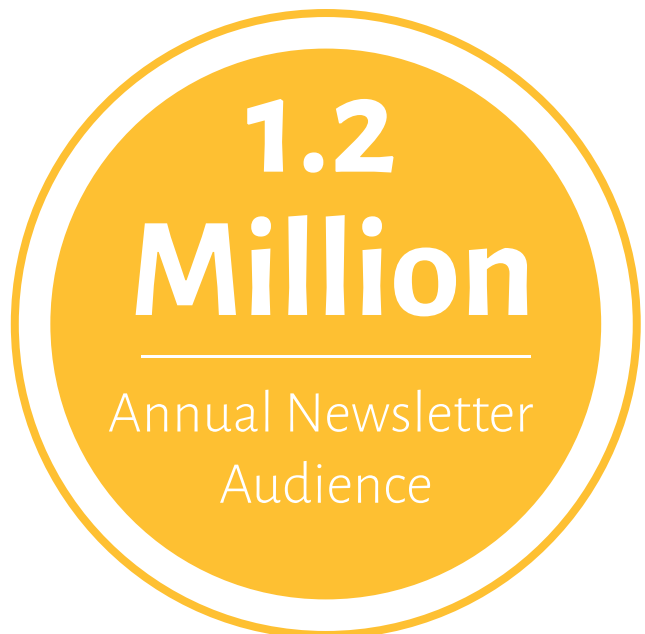
- ▶ Newsletters sent bi-weekly
- ▶ 40% higher open rate than industry average
- ▶ 25% higher click rate than industry average
- ▶ Potentially +50k views/month with 2x monthly sponsorship

## Newsletter Opportunities

3 x Banner Ads

1 x Contest Promotion Rectangle

Strategically pick and choose your ad quantities and locations



# CONTEST ADVERTISING

## Web Content + Social Media + Newsletter

Every contest gets a unique landing page on the 1859 website. Then you can select the custom options how you would like to support your contest - social media, newsletter ads, custom newsletter and/or custom content.

## Social Media



## Newsletter Ad



## Custom Newsletter



## Custom Content



Give your brand the full and proper exposure it deserves.

## Website Landing Page

A screenshot of the 1859 website's landing page for the "Five Pine Romantic Getaway" contest. The page has a dark header with the 1859 logo and navigation links like "MAGAZINE", "OREGON EXPLORE GUIDES", "STORE", and "EVENTS". There is a search bar and a "SUBSCRIBE to 1859 Magazine" button. The main content area features a large banner with the contest title "Romantic Getaway" and a list of package inclusions: "Two nights in the FivePine Romance Cabin", "One couple's massage", "Tickets to the Sisters Movie House", "A special romance basket", and "Passes to the Sisters Athletic Club and more". Below the banner is a detailed description of the package and an "ENTER HERE" button. At the bottom, there is a registration form with fields for "Your Name" (First Name, Last Name), "Your Email Address", "What's your phone #?", "City", and a checkbox for "I agree to contest rules".



# AD DELIVERY

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## File Submissions

### Email

(files <2GB)  
art@statehoodmedia.com

### Web

(files >2GB)  
1859.wetransfer.com

### File types

gif, jpeg, html & java

### Resolution

96 dpi for web-ready

### Link

Include exact URL

### Leadtime

4 business days

## Ad Builds

1859 offers ad build services for clients who either do not have an ad and/or clients who would like a fresh design.

If you are interested in having an ad created, please chat with your account executive. We would be happy to help design a beautiful ad for your business. Please submit all ad build files:

[1859magazine.com/ad-submission](http://1859magazine.com/ad-submission)

### Pricing:

Please consult your account executive for pricing.

(Max of 2 revisions)

\*All digital ads are subject to final approval by Statehood Media



LIVE  
THINK  
EXPLORE