

1859

Oregon's Magazine

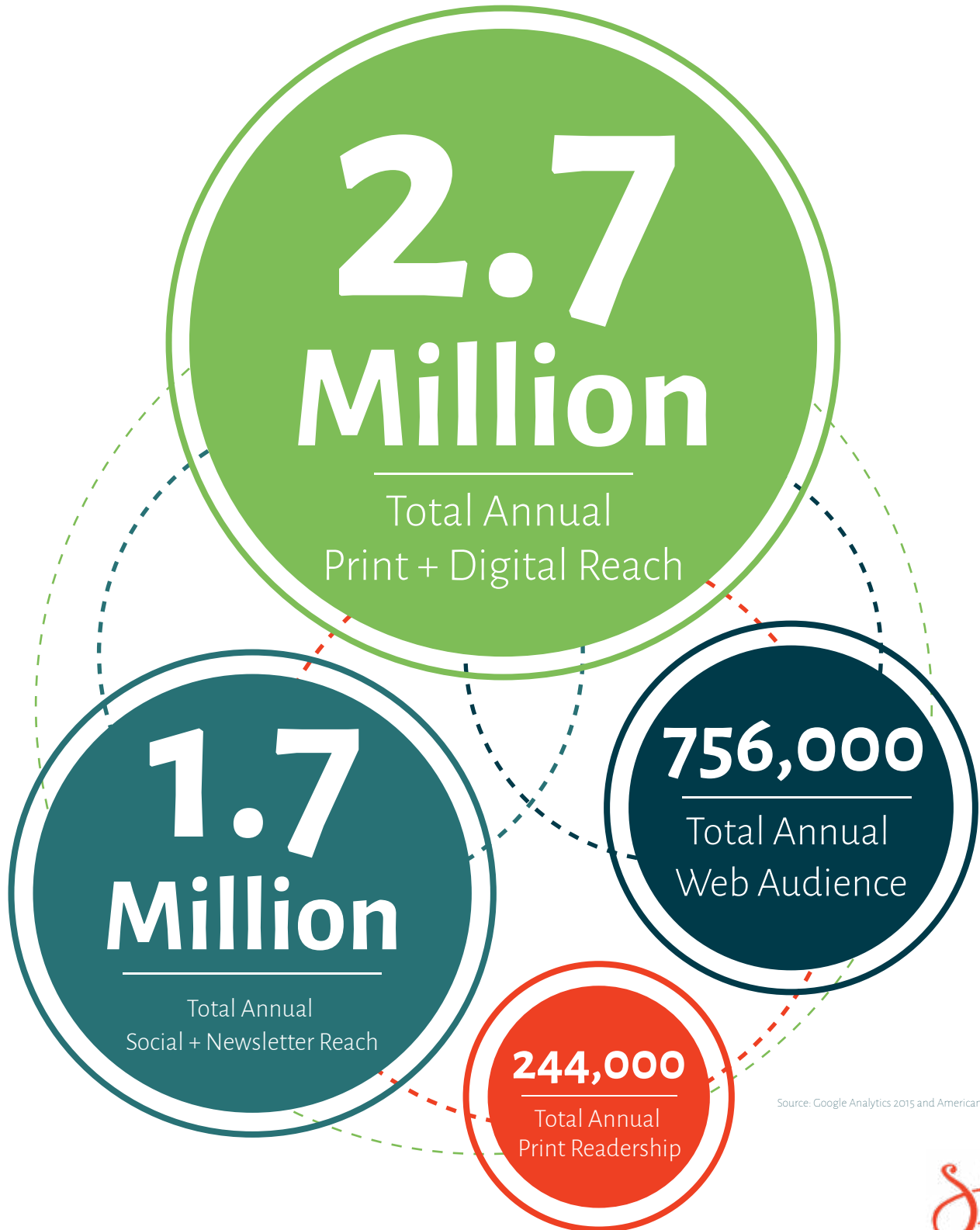


Oregon's statewide lifestyle magazine, capturing true Oregon for Oregonians, its admirers, and visitors.

TOTAL REACH

1859
Oregon's Magazine

We leverage our content throughout a variety of channels to fully cover and distribute authentic Oregon stories.



Source: Google Analytics 2015 and American Web



PRINT OVERVIEW

1859 Print Demographics*

Household Income

\$100k+

Median Age

47

Homeowners

85%

College Educated

Male

36%

Female

64%

Active Lifestyle

Frequent Travelers

*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, California, Washington, Idaho, Alaska, Wyoming, and Colorado.

Total Distribution
40,000

Readers per issue
6.1

244,000

Total Annual Print Readership

40,000+
combined distribution of newsstand, subscriptions, hotels, public placement, events, wine clubs, marketing partnerships

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



PRINT SPECS & PRICING

2016 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.

File Submission

File Transfer

Please use our transfer site
1859.wetransfer.com

Mail

70 SW Century Drive
Suite 100 - 218
Bend, OR 97702

Phone

541.728.2764 main

Email

art@statehoodmedia.com

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	9.25"w x 5.625"h*	9"w x 5.4375"h	8.75"w x 5.3125"h
	No bleed	8.25"w x 5.06"h	--	8.25"w x 5.06"h
1/2 page vertical	Full bleed	4.625"w x 11.125"h**	4.5"w x 10.875"h	4.375"w x 10.675"h
	No bleed	4"w x 10.375"h	--	4"w x 10.375"h
Full page	Full bleed	9.25"w x 11.125"h	9"w x 10.875"h	8.75"w x 10.675"h
	No bleed	8.25"w x 10.375"h	--	8.25"w x 10.375"h
Inside covers	Full bleed	9.25"w x 11.125"h	8.75"w x 10.875"h	8.5"w x 10.675"h
	No bleed	8.25"w x 10.375"h	--	8.25"w x 10.375"h
Back cover	Full bleed	9.25"w x 11.125"h	9"w x 10.875"h	8.75"w x 10.675"h
	No bleed	8.25"w x 10.375"h	--	8.25"w x 10.375"h

*include a .125" bleed top or bottom depending on placement

**include a .125" bleed left or right depending on placement

2016 Production Calendar

MAY | JUNE

Space Res. - Mar 14

Ad Mats. - Mar 28

JULY

Space Res. - May 10

Ad Mats. - May 24

AUGUST

Space Res. - June 7

Ad Mats. - June 21

SEPTEMBER

Space Res. - July 11

Ad Mats. - July 21

OCTOBER

Space Res. - Aug 9

Ad Mats. - Aug 23

NOVEMBER

Space Res. - Sept 6

Ad Mats. - Sept 20

DECEMBER

Space Res. - Oct 11

Ad Mats. - Oct 25

Space Res. = Space Reservation
Ad Mats. = Ad Materials



1859 <small>Oregon's Magazine</small>	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
THEME	Outdoors	Best Places	Bounty	Beer	Holiday Gifts	Winter Travel
Feature	Exploring Oregon Outdoors	Best Places to Live	Best Food	The IPA Lover's Guide	Oregon Made Gifts	Romantic Getaways
Design	Patios and Decks	Living Rooms	Bathrooms	Interior Design	Remodels	Passive Energy Buildings
Food	Salmon	Tomatoes	Pumpkin	Pears	Crab	Lamb
Business	Outdoor Businesses	Home Builders	Growers and Restaurants	Beer Industry	Holiday Companies	Ski/Board Makers
Adventures	ADA Accessible	Best Local Adventures	Farm Stays	Urban Adventures	Hunting/Fishing	Hut Skiing

*This information is subject to change. In the case of a major editorial redirection, your sales associate will contact you with current and updated information.