

1859

Oregon's Magazine

2024 Media Kit



Statehood MEDIA



LIVE | THINK | EXPLORE | OREGON

MISSION + CONTENT

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.

We create community through world-class content.

Our content fits neatly into three categories: Live, Think and Explore. Each of these has its own distinct flavor yet fits perfectly into the overall architecture of each issue. From Home + Design and Trip Planner to Bibliophile and Startups, this content touches on all parts of the brain.

LIVE

Food + Drink Home + Design Mind + Body

THINK

Business Ventures Nonprofits Startups

EXPLORE

Travel Lodging Northwest Destinations

2024 EDITORIAL CALENDAR + DEADLINES*

We like to plan ahead so you can, too. Here is a quick glance at some of the major themes in each issue.

JANUARY/FEBRUARY BEST PLACES

Ad Reservation Deadline: December 7, 2023
Ad Submission Deadline: December 12, 2023

MARCH/APRIL THE COASTAL ISSUE

Ad Reservation Deadline: February 8, 2024
Ad Submission Deadline: February 12, 2024

MAY/JUNE THE OUTDOORS

Ad Reservation Deadline: April 5, 2024
Ad Submission Deadline: April 9, 2024

JULY/AUGUST CULTURE + ATTRACTIONS

Ad Reservation Deadline: June 7, 2024
Ad Submission Deadline: June 11, 2024

SEPTEMBER/OCTOBER ROMANTIC GETAWAYS

Ad Reservation Deadline: August 9, 2024
Ad Submission Deadline: August 13, 2024

NOVEMBER/DECEMBER BEST OF OREGON

Ad Reservation Deadline: October 9, 2024
Ad Submission Deadline: October 11, 2024

*Editorial calendar subject to change

Interested in placement in our **SPECIAL INSERTS**? See pg. 11 for opportunities and deadlines.

Contact your Statehood Media account executive for more detailed information.

AUDIENCE

PRINT

Total Annual Readership:
818,400



SUBSCRIBERS

24,360

X 4 READERS PER ISSUE

NEWSSTAND BUYERS

5,545

X 4 READERS PER ISSUE

HOTELS + EVENTS

1,050 rooms

in Portland, Bend,
Eugene, Ashland, Hood River,
Oregon Coast, Sisters

X 8 READERS PER ISSUE

WAITING ROOMS
+ LIBRARIES

1,050

X 8 READERS PER ISSUE

Newsstand distribution
throughout the Pacific Northwest



Retailers that carry our magazines:

Albertsons
Bartell Drugs
Bi-Mart
C&K Markets
Elliott Bay Book Co.
Fred Meyer/Kroger
Independent markets

Kings Market
McKay's Market
News & Smokes
Powell's Books
Rosauers
Roth's
Safeway

Sherm's Thunderbird
Super1Foods
Target
Walgreens
WinCo Foods
Yoke's Fresh Market

The 1859 reader

Median Age

47

Homeowners

85%

Average
Household
Income

\$100K+



55% **45%**
Female Male

The 1859 reader has an active lifestyle
and travels frequently within Oregon



69%

Hike



66%

Attend food
+ drink events



60%

Travel



62%

Go to museums
or art galleries



32%

Bike



69%

Attend concerts

AUDIENCE

DIGITAL

1859magazine.com Web Statistics



AVERAGE MONTHLY
PAGEVIEWS
+60K

AVERAGE SESSION
DURATION
1:34

GENDER



65% Female
35% Male

AGE

25-34	45-54
29%	21%
35-44	55-64
31%	10%

Adventure Mail Newsletter Statistics

Subscribers



+16,000

interested in Oregon
and Washington content

Average Open Rate

35%

(industry average 21.33%*)

Average Click Rate

6%

(industry average 2.62%*)

*SOURCE: 2022 MailChimp.com

Social Media

+78k
likes

+19k
followers

Contest Statistics

Average Conversion Rate
(entries/unique webpage views) **73%**

Average Contest Reach
(social media, newsletters, print) **+110,000**

Average Contest Entries* **2,000-4,000**

*No guarantee of minimum contest entries

DIGITAL ISSUE

**We make your message go farther
with the digital edition of 1859 Oregon's Magazine.**

We see new value for our advertising clients and readers who have been seeking more ways to engage with our brand and our audience.

Advertising clients now have another channel to connect with 1859 readers. Through live links to their business and other calls to action, advertisers have a new opportunity to engage directly with our regional audience.

Digital issue placement is included with every print advertising purchase.



ADVERTISER BENEFITS

- Direct-to-audience connection
 - Live links to web content
- Expanded distribution to a mobile audience

See our digital editions here:



RATES

PRINT

ISSUE FREQUENCY:

6X per year

SIZE (4-COLOR)	1X	3X	6X
Quarter Page	\$1,800	\$1,620	\$1,440
Half Page	\$3,000	\$2,650	\$2,400
Full Page	\$4,800	\$4,300	\$3,700
Two-Page Spread	\$8,200	\$7,380	\$6,560

PREMIUM PLACEMENTS (per issue)

Inside Front Cover	\$6,000
Inside Back Cover	\$5,700
Back Cover	\$7,500

SPECIAL OPPORTUNITIES

If you're looking for more, we also offer custom inserts (see pg. 11) and cover wraps—contact us for opportunities.

DESIGN SERVICES

Need help designing your ad? We have you covered. Ad builds available for additional fee.

For more information, please contact your Statehood Media account executive or advertising@statehoodmedia.com.

CUSTOM ADVERTORIAL

We take pride in every little thing that goes into our publications. Your advertorial is no exception. This is the opportunity to market in a compelling, nontraditional environment. The power of advertorials is in the voice and format. Reach readers in a more receptive mode with high-quality photography and writing.

Available in two-page spread format only.



ADVERTISEMENT

OREGON CULTURAL TRUST CELEBRATES 20 YEARS

Now twenty years old, the Oregon Cultural Trust, a unique institution in supporting arts and culture programs across the state, launches a commemorative license plate that celebrates Oregon's diversity and culture.

"In its first 20 years the Cultural Trust has proven itself as a stable source of funding for Oregon's arts, heritage and humanities community," said Niki Price, chair of the Cultural Trust board. "Thanks to the Oregonians who participate in the cultural tax credit we have raised more than \$74 million in support of culture statewide."

"This year also marks a record level of grants given to Oregon cultural recipients, with \$3.25 million going to 140 organizations across the state.

"Cultural expression is how our communities define themselves—how they live their everyday lives, their traditions, their heritage, their creativity, their celebrations, their values and how they connect with one another," said Price. "Our culture is the glue that can bind us together as Oregonians."

In 2001, the Oregon Legislature established the Cultural Trust and the cultural tax credit to empower Oregonians to direct some of their tax dollars to fund culture statewide.

Oregonians who donate to a cultural nonprofit, and then give a matching donation to the Cultural Trust, are eligible for a 100 percent tax credit on their gift to the Trust.

Funds raised through the tax credit support a statewide network of five Trust partners, county and tribal cultural coalitions and more than 1400 cultural nonprofits such as the Eastern Oregon Regional Theatre, the High Desert Museum and the Athena Gem Theatre restoration project. A minimum of 40 percent is also invested annually in the Trust's permanent fund, now valued at close to \$33 million.

Since its founding, the Trust and its network have awarded more than \$36 million in nearly 10,000 grants across the state.

The Trust's five statewide partners are the Oregon Arts Commission, Oregon Humanities, Oregon Heritage Commission, State Historic Preservation Office and the Oregon Historical Society. Every Oregon county has a designated county coalition that receives an annual block grant, based on population. The coalitions award at least 400 smaller grants in their communities each year.

One recent Trust grantee is the Harney County Library, which has been struggling to fund the digitization and transcription of videos and audio files of local oral history. "Getting our oral history collections online would increase the access to the history of this area," said Cheryl Hancock, Harney County Library director. "People could find these stories from anywhere in the world on their computers."

Another recipient is the Portland Chamber Orchestra, which received funds to pursue a musical interpretation, from a Native American perspective, of the 1957 destruction of Celilo Falls. The Portland Chamber Orchestra will perform Celilo Falls: We Were There at its world premiere at The Patricia Reser Center for the Arts in Beaverton on June 4, 2022.

"These funds support our effort to not only perform Nancy Vest's premier performance in the Portland area, but also in The Dalles near to where Celilo Falls were located," said Mike Nichols, vice president of the Portland Chamber Orchestra. "Our objective is to commemorate the falls in a way that conveys our sorrow to the indigenous peoples in the loss of their important cultural site."

The new license plate celebrating Oregon's culture and diversity is available at the Oregon DMV website, at DMV relic offices and at car dealerships across the state, including Lithia Motor's thirty-two franchise dealerships. Revenue from the license plate supports promotion of the cultural tax credit.

Learn more at CulturalTrust.org



PRICING

You provide high-resolution photos, and we produce custom text (up to 500 words) and design your ad for you.

Two-Page Spread \$7,500

PRINT AD SPECS

MEDIA + FILE FORMATS

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 embedded.

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

Statehood Media is not responsible for PDF files prepared incorrectly.

Image Requirements: All images provided for ads should be final, color-corrected, high-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 reproduction of the ad.

Please submit your print advertising artwork via:

FILE TRANSFER

1859.wetransfer.com (preferred)

EMAIL

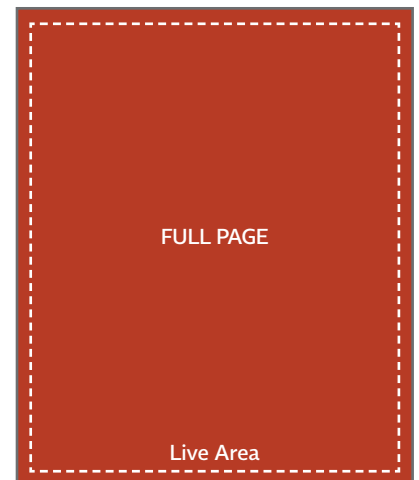
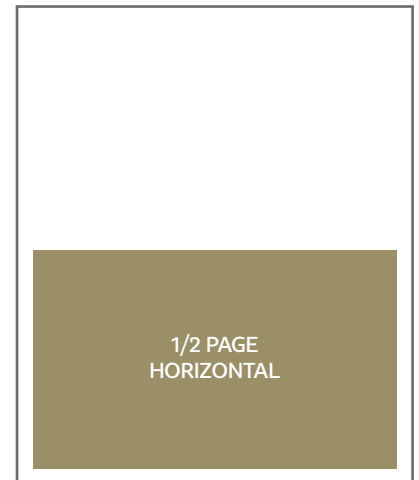
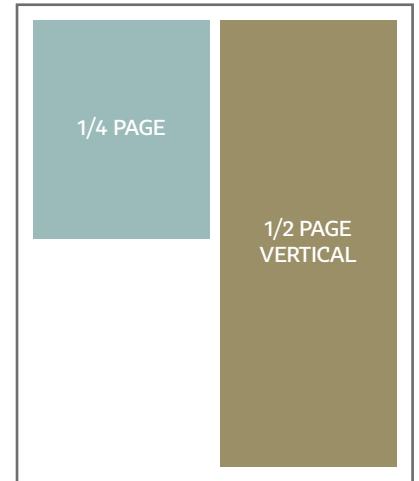
art@statehoodmedia.com

SIZING

AD SIZE	BLEED	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	No Bleed Full Bleed	8.25"w x 5.06"h 9.25"w x 5.56"h	---	8.25"w x 5.06"h 8.5"w x 4.81"h
1/2 Page Vertical	No Bleed Full Bleed	4"w x 10.375"h 4.563"w x 11.125"h	---	4"w x 10.375"h 3.813"w x 10.375"h
Full Page	No Bleed Full Bleed	8.25"w x 10.375"h 9.25"w x 11.125"h	---	8.25"w x 10.375"h 8.5"w x 10.375"h
Back Cover	Full Bleed	9.25"w x 11.125"h	9"w x 10.875"h	8.5"w x 10.375"h
2-page spread*	Full Bleed	18.25"w x 11.125"h	18"w x 10.875"h	17.5"w x 10.375"h

*Please also keep all type and important elements at least 0.5" away from the center of the ad.

AD SIZE



DIGITAL ADVERTISING

1859MAGAZINE.COM



EAT | STAY | PLAY LISTING



NEWSLETTER



CONTEST



1859MAGAZINE.COM AD

Banner (728x90 px + 320x50 px mobile size)
 Sidebar (300x250 px)

NEWSLETTERS

Banner—Top (728x90 px) \$375
 Banner—Middle (728x90 px) \$300
 Banner—Bottom (728x90 px) \$250
 Footer (600x350 px) \$400
 Custom Newsletter (content provided) \$1,995
 You provide content for a newsletter to be sent to our newsletter subscribers promoting your business or message.

EAT | STAY | PLAY GUIDE

Eat | Stay | Play Listing \$500
 Be a part of our online Eat | Stay | Play Guide. We build a webpage featuring your business that will live on our site forever, sending you traffic for years to come! Provide a 900x900 px (.jpg) header graphic to get started.

Featured Eat | Stay | Play Listing \$50
 We will feature your listing on our front page.

PREMIUM PACKAGES + CONTESTS

Premium Package
 We work with you to create a custom package to suit your advertising needs. See your ad representative

Contest
 A contest is a great way to promote your business across our channels. See our Digital Contest Package page for full details.
 Digital only: \$4,000
 Digital with print option: \$6,430
 (See pg. 10 for details)

SPONSORED CONTENT

Sponsored Social Media Post \$500

DESIGN SERVICES

Don't have time to design? We have you covered. Ad builds available for additional fee.

BRANDING

COMPREHENSIVE BRAND EXPOSURE PACKAGE

“Print media can make targeting a specific audience over a longer period of time much easier.”

— Encore Multimedia

When you package your brand across our platforms, you reach thousands more people within the drive market of your business. Print advertising still has been shown to have the **most powerful brand awareness** among readers, and carries the highest education and income levels. Our digital audience is massive. Our websites get **more than 60K viewers** per month. Our social media fans are **local and engaged**. They love our state and account for more than **19,000 followers on Instagram** and **78,000 likes on Facebook**. Bundle and brand across our print and digital platforms!

BRAND AWARENESS PACKAGE



BRANDING \$4,320

Full-page ad in a premium and relevant placement (travel, lodging, dining, business, wellness)



DISTRIBUTION \$200/10K impressions

Digital banner on 1859magazine.com



ENGAGEMENT \$1,000

Two social media touts of your brand's message across our social media platforms (Facebook and Instagram)

\$5,520	Subtotal
-\$552	Total Channel Discount (10%)
\$4,968	TOTAL

DIGITAL CONTEST PACKAGE

A digital contest package with 1859 is the most efficient and effective way to promote your business to an engaged and targeted audience. All contests run for one month.

THE 1859 DIGITAL CONTEST PACKAGE INCLUDES:



WEB LANDING PAGE \$150

1859magazine.com webpage with contest details, description and entry form. Includes image and/or video gallery to engage users.



CUSTOM NEWSLETTER \$1,995

In-house designed newsletter solely dedicated to promoting your contest. Sent to entire newsletter subscriber list.



ADVENTURE MAIL BANNER AD \$300

Newsletter banner ad (600x350 px) included in separate newsletter sent to entire newsletter subscriber list.



SOCIAL MEDIA \$1,000

Boosted posts promoting contest on Facebook as well as posts on Instagram.



CONTEST ANNOUNCEMENT IN PRINT* \$1,100

Announcement of contest on the 1859 Online page in the print issue during the time the contest is running. Includes image(s), contest description and link to web landing page.

*Subject to print deadlines

\$4,545 Subtotal
-\$545 Package Discount (12%)

\$4,000 TOTAL



DIGITAL CONTEST PACKAGE WITH PRINT OPTION

Get more eyes on your contest by adding a half-page ad in print to our digital contest package. **PACKAGE TOTAL: \$6,430**

SPECIAL INSERTS

Looking for more ways to engage with our audience?

Reserve advertising space in our special inserts.

Distributed inside our print issues, these special sections target audience interests—from golf resorts around the Pacific Northwest to top ski getaways—through compelling content and photography.

The insert is lightly glued in and meant to be pulled out to extend shelf life.

Want to be included? Reach out to us today!
Space is limited, so don't miss your chance to be part of this special advertising opportunity.



2024 SPECIAL INSERT CALENDAR + DEADLINES*

INSERT: RETIREMENT ADVISER

Issues: Jan/Feb 1859 + Feb/March 1889

Ad Reservation Deadline: December 7, 2023

Ad Submission Deadline: December 12, 2023

INSERT: GOLF

Issues: March/April 1859 + April/May 1889

Ad Reservation Deadline: February 8, 2024

Ad Submission Deadline: February 12, 2024

INSERT: CANADIAN GETAWAYS

Issues: May/June 1859 + June/July 1889

Ad Reservation Deadline: April 5, 2024

Ad Submission Deadline: April 9, 2024

INSERT: PNW WINE GUIDE

Issues: July/Aug 1859 + Aug/Sept 1889

Ad Reservation Deadline: June 7, 2024

Ad Submission Deadline: June 11, 2024

INSERT: RESORTS

Issues: Sept/Oct 1859 + Dec/Jan 1889

Ad Reservation Deadline: August 9, 2024

Ad Submission Deadline: August 13, 2024

INSERT: SKIING

Issues: Oct/Nov 1889 + Nov/Dec 1859

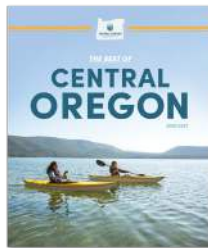
Ad Reservation Deadline: September 11, 2024

Ad Submission Deadline: September 13, 2024

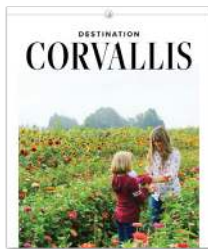
*Editorial calendar subject to change

CUSTOM INSERTS

Advertorial in insert form, this format makes an impact. Our targeted inserts provide the opportunity to reach our audience in an in-depth way to help drive tourism and visitor traffic.



You provide high-resolution photos, and we produce customized editorial and design. Space is also reserved for advertisements promoting your destination or business.



Contact your Statehood Media account executive for opportunities and more information.

INSERT AD SPECS

MEDIA + FILE FORMATS

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EMAIL

art@statehoodmedia.com

SIZING

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1/2 Page Horizontal	No Bleed	7.81"w x 4.62"h	---	7.81"w x 4.62"h
1/2 Page Vertical	No Bleed	3.78"w x 9.5"h	---	3.78"w x 9.5"h
Full Page/ Inside Covers	No Bleed Full Bleed	7.81"w x 9.5"h 8.75"w x 10.25"h	---	7.81"w x 9.5"h 8"w x 9.5"h
Back Cover	Full Bleed	8.75"w x 10.25"h	8.5"w x 10"h	8"w x 9.5"h

AD SIZE

