

OnTrak

adventure + lifestyle along the Amtrak Cascades® route

The official onboard magazine for leisure and business travelers
on the Amtrak Cascades rail line.



Demographics

Household income

\$75k

Median age

35

College
educated

*Ridership

800,000+

Frequent
passengers

Female

55%

Male

45%

35%

of Amtrak passengers are
on weekend getaways,
long vacations or
shopping excursions

43%

travel for school,
friends and family

14%

travel for business

*Source: Amtrak Cascades, 2013-2015

About OnTrak

OnTrak magazine brings together stories of creative entrepreneurs, innovative companies, adventurous journeys and intriguing artists from across the Pacific Northwest to every seat of Amtrak Cascades. From Eugene to Portland, Tacoma, Seattle and Vancouver BC, OnTrak is the official onboard vehicle for culture and entertainment for more than 800,000 annual passengers.

Avid Readers

2013-2015 Ridership

OnTrak readers take an average of fifteen one-way trips of 75+ miles per year, with about five one-way trips on Amtrak Cascades.

Leisure travelers most frequently said their trip duration was two to four days long. This group plans activities and attractions in the cities they visit. They schedule activities but leave some of their itinerary open for unexpected discoveries.

Their activities include:

- Visiting art museums/OMSI/aquarium, etc.
- Going out to restaurants, bars and pubs
- Going shopping
- Going to a music show/concert
- Exploring the city
- Trolley/Ferry/ Monorail/ Sky Train rides
- Urban hiking
- Visiting and exploring parks
- Sightseeing
- Biking
- Reconnecting
- Romance
- City tours
- Skiing
- Visiting friends and family

Ridership Numbers

*Entire corridor:

805,000

(Eugene - Vancouver, B.C.)

Seattle - Portland: 450,000

Vancouver, B.C. - Seattle: 250,000

Portland - Eugene: 105,000

*average riderside 2013-2015

Distribution

- Seattle-Tacoma International Airport (7 racks, 33.2 million passengers/year)
- Seattle - Bainbridge Island Ferry (6.3 million passengers/year)
- Seattle Terminal - Pier 52 (8.5 million visitors/year)
- BC Ferry Vancouver - Victoria (5.5 million passengers/year)
- 41 visitor information centers throughout Oregon and Washington

OnTrak is also available in free-standing racks at train stations in these cities:

- Bellingham
- Leavenworth
- Tacoma
- Lacey
- Spokane
- Portland
- Salem
- Eugene

Inside OnTrak

TRAVEL | OUTDOORS

ADVENTURER

Putting adventure in a new light, Adventurer brings together interesting themes for getting on and off the train in search of excitement and thrill.

WEEKENDER

Each issue features two Weekender pieces with itineraries built around couples, families, students, business and leisure travelers.

CULTURE

OnTrak is always on trend in our Culture section. From “Carmen” performed at Vancouver’s Queen Elizabeth Theatre, to upscale American cuisine at Seattle’s Mistral Kitchen, and the Native American art collection at Portland Art Museum and Oregon Duck football at Eugene’s Autzen Stadium, OnTrak speaks to the renaissance explorer.

CHEF SPOLIGHT

Highlights a creative professional in the culinary arts.

MUSICIANS

Brings the new sounds from both classic and emerging artists of the Pacific Northwest.

ON STAGE

Delivers the best in arts, theater, staged music performances and dance.

EVENTS CALENDAR

Brings together in one space all of the season’s events that our readers want to engage with in Oregon, Washington and Vancouver B.C.

BUSINESS

The business section is devoted to cutting-edge and sustainable companies and the people behind them who have made the Pacific Northwest the global leader in world-changing technology.

Q&A

Focuses on someone pursuing an interesting research topic in business or academia.

GREEN BIZ

Profiles a sustainable business from a city along the Amtrak Cascades line.

IN EVERY ISSUE

EXPLORE GUIDES

Where to eat, stay and play in venues along the line.

Photo contest • Games for kids • Train schedules • Connections • Route map | City maps • Rail history trivia • Calculate your carbon footprint

Feature Stories

INSPIRATION

This feature focuses on an interesting person from an Amtrak Cascades location city doing something amazing, inspiring, bigger than themselves.

EXPEDITION

This feature unifies different stops along the rail in a common theme: horses, football, museums, tech, barber shops.

GALLERY

Gorgeous photos from along the way with social interaction, engagement and giveaways.



2017 Ad Rates

Ad size	1x	4x	Multi-publication discount*
1/4 Page	\$1,100	\$950	\$750
1/2 Page	\$2,000	\$1,700	\$1,400
Full Page	\$3,400	\$3,000	\$2,400
Two-Page Spread	\$6,460	\$5,605	\$4,500
Inside Front & Back Covers	\$3,800	\$3,800	\$3,800
Back Cover	\$4,000	\$4,000	\$4,000

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

2017 Production Calendar

WINTER 2017 Theme Winter Travel Materials due 12/09/16 On board January - March 2017	SPRING 2017 Theme Entrepreneurs Materials due 02/27/17 On board April - June 2017	SUMMER 2017 Theme Outdoors Materials due 05/29/17 On board July - September 2017	AUTUMN 2017 Theme Pacific NW Bounty Materials due 08/28/17 On board Oct - Dec 2017
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Submissions



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

OnTrak

Print Ad Specifications

Ad size	Bleed type	Ad specs	Trim area	Live area
1/4 page	No bleed	4"w x 4.8125"h	--	4"w x 4.8125"h
1/2 page horizontal	No bleed	8.125"w x 4.8125"h	--	8.125"w x 4.8125"h
1/2 page vertical	No bleed	4"w x 9.75"h	--	4"w x 9.75"h
Full page	Full bleed	8.5"w x 10.25"h	8.375"w x 10"h	8.125"w x 9.5"h
	No bleed	8.125w" x 9.75"h	--	--

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 SIZE

