

1859
Oregon's Magazine

2017

Live | Think | Explore | Oregon



Statehood[★]
MEDIA

MISSION

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.

Live | Think | Explore | Oregon



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

Trip
Planners

Lodging

Northwest
Destinations



AUDIENCE

PRINT

Total Annual Readership:

315,500



64% of readers say 1859 has better content, and
58% say better advertisers than our competitors *

Newsstand distribution throughout
Pacific Northwest region.



Oregon Washington California Idaho Wyoming Colorado Alaska

Available at these retailers + many more!



The 1859 Reader

Average Household Income **\$100K**

Median Age:

47

Female

64%

Male

36%

Homeowners

85%

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



69%

HIKE



CAMP

60%



BIKE

32%



ATTEND
FOOD + DRINK
EVENTS

66%



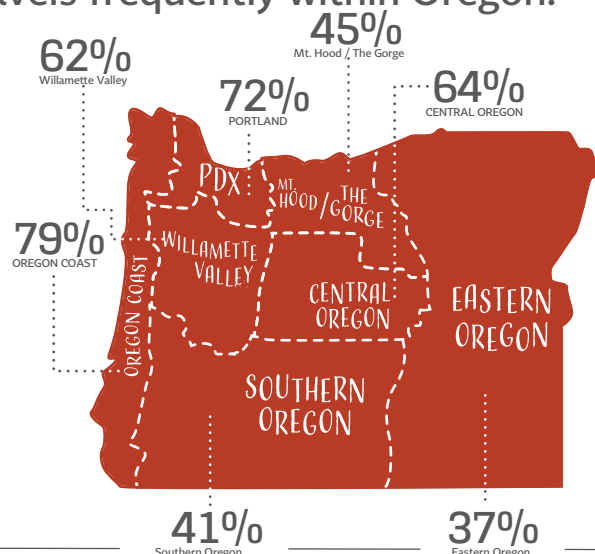
ATTEND ART
GALLERIES/
MUSEUMS

62%



ATTEND
CONCERTS

69%



*2014 DRC Research Subscriber Survey

AUDIENCE

DIGITAL

1859Magazine.com Web Statistics

Average Monthly Pageviews

 **+53k**

Average Session Duration

 **1:34**

Male

 **42%**

Female

 **58%**

Age 

25-34 19%


35-44 20%

45-54 19%


55-64 20%

Newsletter Statistics (sent biweekly)

Subscribers

 **+16,000**

Average Open Rate


 **33%** (industry average 18%)

Average Click Rate

 **6%** (industry average 4%)

*Source: 2016 MailChimp.com

Social Media

 **+79k likes**

 **+10k followers**

 **+7k followers**

*As of October 2016

Contest Statistics

Average Conversion Rate
(entries/unique webpage views)

73%

Average Contest Reach
(social media, newsletters, print)

+110,000

Average Contest Entries

+2,500

*Source: 2016 Google Analytics

*No guarantee of minimum contest entries.

*Source: 2016 Google Analytics



CALENDAR

We like to plan ahead so that you can, too. Here is a quick glance at some of the major themes in each issue. Contact your Statehood Media Account Executive for a more detailed list.

2017 EDITORIAL CALENDAR + DEADLINES

JANUARY/FEBRUARY

THE ROMANCE ISSUE

Ad Deadline: November 29, 2016

MARCH/APRIL

THE GREEN + ENTREPRENEUR ISSUE

Ad Deadline: January 20, 2017

MAY/JUNE

THE WINE GUIDE + BEST PLACES ISSUE

Ad Deadline: March 17, 2017

JULY/AUGUST

THE OUTDOORS + ROAD TRIPS ISSUE

Ad Deadline: May 19, 2017

SEPTEMBER/OCTOBER

THE BOUNTY + BEER ISSUE

Ad Deadline: July 21, 2017

NOVEMBER/DECEMBER

THE WINTER TRAVEL + GIFT GUIDE

Ad Deadline: September 15, 2017

*Editorial calendar subject to change



RATES

PRINT

ISSUE FREQUENCY

6X per year

4-COLOR	1X	3X	6X	*MULTI-PUB
Quarter Page	\$1,100	\$950	\$800	\$700
Half Page	\$2,050	\$1,800	\$1,550	\$1,300
Full Page	\$3,400	\$2,950	\$2,550	\$2,300
Two-Page Spread	\$6,460	\$5,605	\$4,845	\$4,400
Explore Guide (1/6 Page)	\$500	—	\$400	—

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

PREMIUM PLACEMENTS

(per issue)

Inside Front Cover	\$4,000
Inside Back Cover	\$3,800
Back Cover	\$5,000

**For more information, please contact your
Statehood Media Account Executive or
advertising@StatehoodMedia.com**

*Ad build available for additional fee.
Contact your Account Executive for details.

DIGITAL ADVERTISEMENTS

EXAMPLES

Premium Package Option:

PRICE: \$4,000.00

- Includes large banner with clickable link to business website
- Includes space for a high resolution video or a slideshow of high resolution photos
- Includes a Booking.com widget that links directly to related lodging
- Includes promotion via 1859 social media accounts (Instagram, Twitter & Facebook)
- All three components of the package will be displayed below the scroll-line on the website home page & above the scroll-line on the relevant region page
- Purchase on a per-month basis

LARGE BANNER

970 x 90 px



HIGH-RES VIDEO OR SLIDESHOW

1080p or 1024 x 768 px



SEARCH HOTELS AND MORE...

Destination
Your Business Name Here

Check-in date
15 MARCH 2017

Check-out date
16 MARCH 2017

☐ I don't have specific dates yet

Search

Booking.com

Contact your sales representative at statehoodmedia.com/about/

DIGITAL ADVERTISEMENTS

EXAMPLES

eat + stay + play Option:

- Includes one high resolution photo of featured business/location
- Photograph cannot contain a logo of any kind
- Photo will be located in "eat + stay + play" page & when clicked it will redirect viewer to new webpage hosted on our site
- Full webpage will include information of your choosing about own business (including, but not limited to photos, video and map showing location)
- Will also include Booking.com widget that links to lodging of or near location (if relevant)
- Purchase on a per-month basis

**HIGH
RESOLUTION
PHOTO**

900 x 900 px



(We provide business title over your provided feature photo)

PRICE:
\$250 one-time set up fee
- plus -
\$50 per month



Contact your sales representative at statehoodmedia.com/about/

DIGITAL ADVERTISEMENTS

EXAMPLES

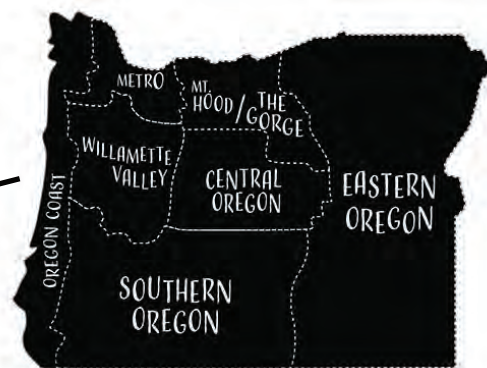
Regional Page Option: **PRICE: \$2,000.00**

- Located below the scroll line on the regional page
- Includes one high resolution photo & brief description located right next to photo with a hyperlink at end of summary that reads, "click here for more info" and will lead viewer directly to personal website
- Purchase on a per-month basis



**BRIEF
SUMMARY/DESCRIPTION**

(Widget on website that
navigates to specific
regions)



Custom Option:

- Contact your sales representative for more information
- Price of ad will vary upon requests

Contact your sales representative at statehoodmedia.com/about/

DIGITAL ADVERTISEMENTS

EXAMPLES

Small Banner Options:

- Each individual banner is an exclusive, non-rotating advertisement
- Each banner includes advertising on the mobile platform, but you **must** provide a **300x250px** version of the banner advertisement to be featured on mobile platform
- All banners must be **728x90px** in size
- Purchase on a per-month basis

Leader Banner: PRICE: \$750.00

- Located directly below website logo and above article on each content page

Banner #1: PRICE: \$650.00

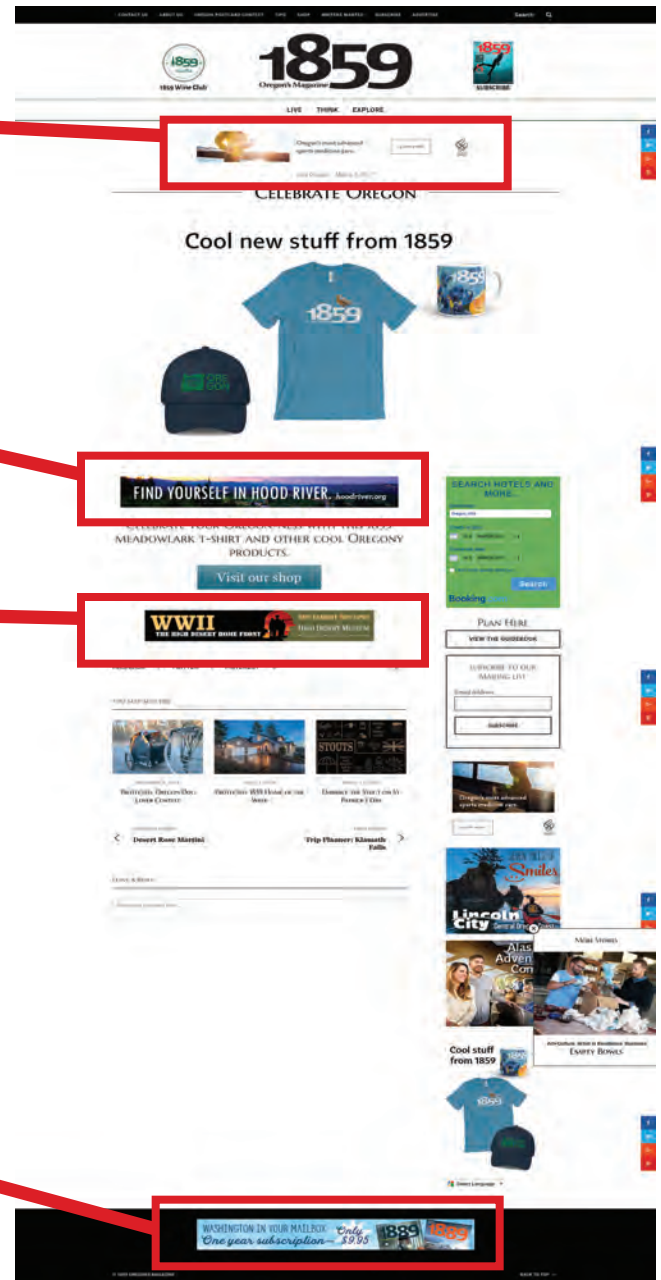
- Located just below the scroll-line on each content page

Banner #2: PRICE: \$550.00

- Located between content sections on the homepage and below each article on all other content pages

Footer: PRICE: \$500.00

- Located at bottom of each content page



Contact your sales representative at statehoodmedia.com/about/

DIGITAL ADVERTISEMENTS

EXAMPLES

Sidebar Option:

PRICE: \$250.00 each

- Located below the scroll line on right side of every content page
- There are three available advertising spots, with same amount of exposure
- All sidebars must be **300x250px** in size
- Purchase on a per-month basis

**SIDEBAR
OPTION**

**SIDEBAR
OPTION**

**SIDEBAR
OPTION**

Email Newsletter Option:

- Newsletters go out via email twice per month
- Each individual banner is an exclusive, non-rotating advertisement
- All banners must be **600x90px** in size
- Purchase on a per-newsletter basis

Top Banner: PRICE: \$300.00

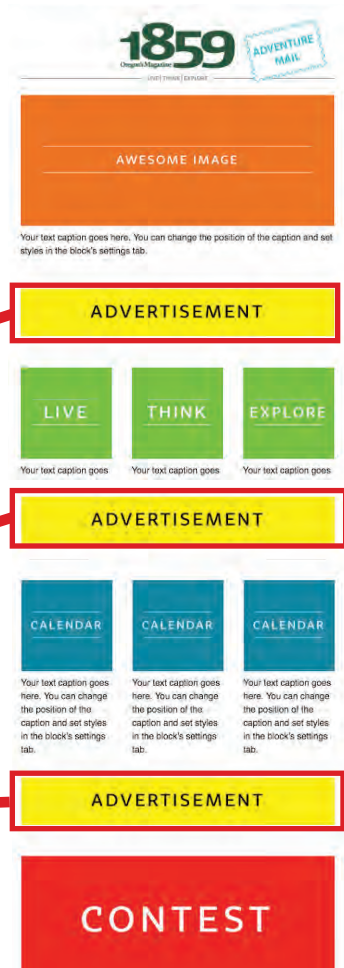
- Located directly below featured article

Middle Banner: PRICE: \$250.00

- Located just below second content section

Bottom Banner: PRICE: \$200.00

- Located just below third content section



Contact your sales representative at statehoodmedia.com/about/

RATES

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 CONSISTS OF:

WEB LANDING PAGE



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

CUSTOM NEWSLETTER



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

ADVENTURE MAIL BANNER AD



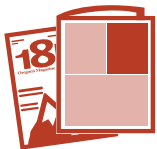
Newsletter banner ad (600x250 px) included in separate bi-weekly newsletter sent to entire newsletter subscriber list.

SOCIAL MEDIA



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

QUARTER PAGE IN PRINT



Announcement of contest on the 1859 online page in the print issue during the month the contest is running. Includes image(s), description and link to web landing page (*subject to print deadlines).

PACKAGE TOTAL

\$3,500

For more details about the digital contest package, please contact your Statehood Media Account Executive or advertising@StatehoodMedia.com



SPECS

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)



Mail:

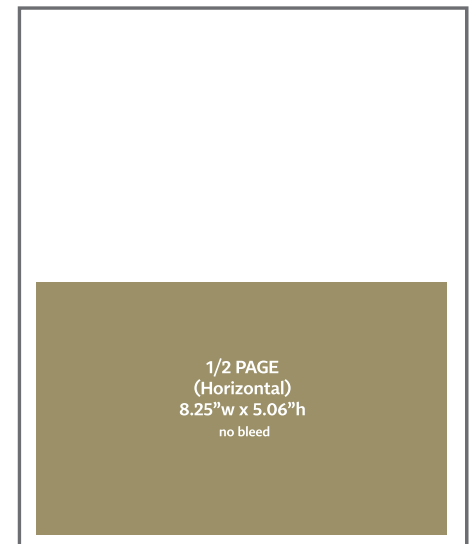
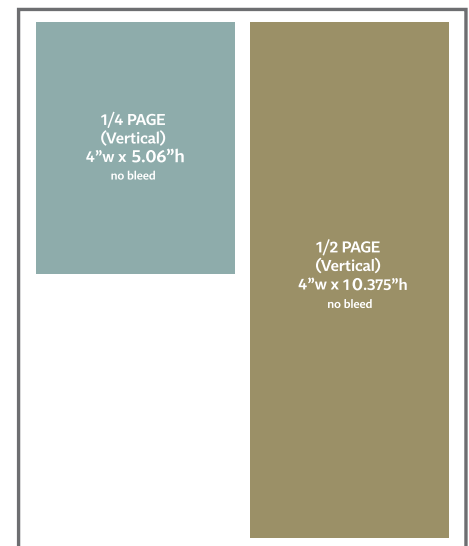
70 SW Century Drive
Suite 100-218
Bend, OR 97702

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	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 COVERS	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

Questions: Contact our Production Department at 541.728.2764

AD SIZE





CONTACT

We have Account Executives located throughout the Pacific Northwest and surrounding region:



Oregon



Washington



California



Idaho



Wyoming



Colorado



Alaska

For more advertising information, please contact your regional Statehood Media Account Executive or advertising@StatehoodMedia.com



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Suite 100-218
Bend, Oregon 97702
541.728.2764



facebook.com/1859Oregon



twitter.com/1859Oregon



instagram.com/1859oregon