



## What is Portland Picks for Men?

Portland Picks for Men (PPFM) is a locally focused, highly targeted online publication read by savvy, discerning men. Our readers want more than cheap thrills from a magazine. We have a motivated and knowledgeable readership base of more than 8,000 loyal subscribers who appreciate the high-brow *and* the low-brow elements of city living.

PPFM employs in-the-know local writers, and twice a month we bring news of the latest openings and offerings in the city of Portland (often scooping larger publications).

The PPFM subscriber is an informed consumer of modern luxuries and simple pleasures, contemporary culture and good living. He wants edited information about every aspect of modern life—from buying clothes or a new home to deciding where to go to dinner or which hotel to book. We give our readers carefully edited, useful information while entertaining at the same time. Each issue of PPFM is crafted with these elements in mind.

## Who Reads PortlandPicksforMen.com?

20-24 .....	11%
<b>25-34 .....</b>	<b>34%</b>
<b>35-44 .....</b>	<b>32%</b>
45-54 .....	18%
55-64 .....	5%

The vast majority of our readers are college-educated homeowners who earn an above-average income. This group has sought us out, and elected to sign up for our mailing list, inviting us into their inbox and, by extension, their lives.



## Why advertise with PPFM?

Our content always highlights our recommendations in our uniquely “Portland” voice. We write about your product or service with the same care and attention to detail that we employ for our editorial content. Our readers have demonstrated with their discretionary income time and again their enthusiasm for our recommendations.

## Advertising in Portland Picks for Men = Results!

### Ad Rates

We have six types of ads to choose from:

- **Hip Happenings, \$150.** 50 words, 1 JPG image\*, end of page placement  
(Good for event notices, sales, grand openings, etc.) These include a max 50-word intro, 1 JPG image and a what/when/where/phone #/URL address in the listing.
- **Mandatory Gear, \$200.** 75 words, 1 JPG image, mid-page placement  
(Good for promoting individual products, services, websites, online shopping, etc.)
- **Item/Event/Cocktail of the Week, \$275.** 75 words, 1 large JPG image at 360 pixels wide by 260 pixels deep.
- **Picks, \$375.** 175 words, 2 JPG images, top of page placement  
(These are designed to showcase local brick-and-mortar businesses.)
- **Side-Column Homepage ad, \$600.** 40 words, 1 JPG image, Wide Skyscraper format: 160 pixels wide by 600 pixels long.  
(This is a long banner ad, posted on every page of our site, limited to one advertiser per month with a 30-day run cycle.)
- **Dedicated Emails, \$1000.** Max 200 words + up to 4 JPG images  
(These are sent out separately from the PPFM issues to our entire mailing list. Good for showcasing a big event or news about your business.)



### **Ad and Image Requirements:**

- \*JPG or GIF images, 150 x 150 pixels at 72 dpi (2 images for a Pick; 1 image for Mandatory Gear & Hip Happenings)
- If you would like to use a JPG or GIF artwork as your Hip Happening ad (no text, just the image), it should be 360 pixels wide by 300 pixels deep
- Please include the pertinent details about your business that you would like us to include
- Please include your business' contact information, including the name, address with ZIP, phone, email, and Web address
- Lead Time: 2 weeks preferred

### **Added Value:**

- Your ad will be stored in our Website's archived issues. These get picked up by the search engines, helping others to find your store, service or product.
- We may have opportunities throughout the year for advertisers to be in swag bags at exclusive Portland Picks for Men-sponsored events.
- If you run multiple, pre-paid insertions, we can offer you a package deal with discounts or complimentary Hip Happening(s) listing for your event(s).

Contact [Andrew@PortlandPicksforMen.com](mailto:Andrew@PortlandPicksforMen.com) for more information, or to place your ad with us.

## **Who Advertises with Portland Picks for Men?**

Mountain Hardwear

Montrail

Widmer Bros Brewing

Sunriver Resort

West Coast Shaving Co.

Cupcake Jones

Kimpton Hotels

Icebreaker

Mario's

Portland Trail Blazers

Pendleton Mills

clarklewis

Portland Timbers

Lizard Lounge/NAU

Kiehls

1800 Tequila

Black & Decker

Traeger Grills

Sorel

Stanley Tools

Hood River Distillers

Lifestyles Condoms

Moonstruck Chocolates

Fulcrum Fitness

...and many, many more! **Please contact Managing Editor Andrew Lutz at [Andrew@portlandpicksformen.com](mailto:Andrew@portlandpicksformen.com) for more information.**

