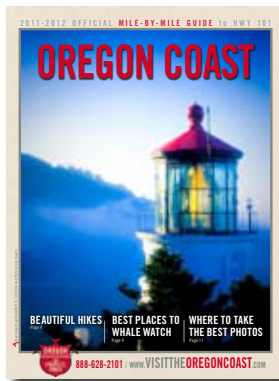
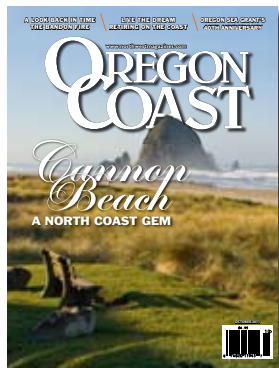


# OREGON COAST

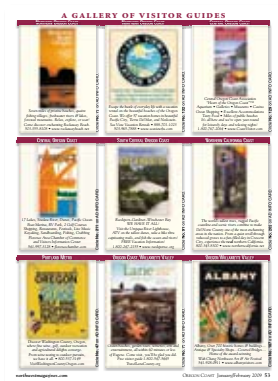
www.oregoncoastmagazine.com



## 2012 MEDIA PLANNER

### about us

- Our advertisers continue to place confidence in our service, markets, and especially, our ability to motivate leisure travelers.
- *Oregon Coast* brings readers the beauty and grandeur of America's Most Beautiful Coastline, from lighthouses and tide pools to intriguing feature articles on coastal history, personalities, outdoor destinations, and city profiles. The people are as important as the scenery; human interest is an important part of *Oregon coast*.



- [www.oregoncoastmagazine.com](http://www.oregoncoastmagazine.com) Our readers are enticed by the up-to-date calendar of events, engaging stories, web exclusives, and announcements and a constant path of user-interactive development. This provides added value online, with banners and links on every page directing traffic to our advertisers' own Web sites.
- The Gallery of Visitor Guides presents the front cover of your visitor brochure in an attractive format. This campaign always proves its value. People just love to send off for these visitor guides! This opportunity comes just once a year and is presented in *Oregon Coast*, and online.
- Visit our website ([www.OregonCoastMagazine.com](http://www.OregonCoastMagazine.com)) where we have a complete calendar of events and sample editorial. Ask your sales representative about our free promotion through banner ads and listings, included with your display ad purchase of 1/12th and larger.
- Travelers can interact with us on our Facebook ([facebook.com/OregonCoastMagazine](http://facebook.com/OregonCoastMagazine)) page and through Twitter ([OregonCoastMag](http://OregonCoastMag)) where we have more followers than anybody else on the Oregon Coast. A presence in these social media outlets helps build loyal readership and expands our reach.

An independently owned and operated publishing company with personal commitment to the promotion of travel and tourism on the Oregon Coast since 1982.

Release date: December 2011

# our readers



Oregon Coast attracts an educated, affluent audience with an average age of 58 and an average household income of approximately \$76,000. We speak to leisure travelers with general interest reading about life on the coast. Survey results are shown below.

## DEMOGRAPHICS

Average age:	58.1	Average household income:	\$76,442
Some College:	48%	Median household income:	\$59,375
College Degree:	20%	Homeowners:	93%
Graduate Work:	20%	Have visited the Northwest:	85.4%
Male/Female:	51/49%	Have used Oregon Coast to make travel plans:	100%
Single/Couple:	21/79%		
Children at home:	13%		

## HAVE VISITED

Washington	41%
Oregon	74%
British Columbia	12%
Idaho	17%
Montana	18%
California	30%
Overseas	16%

## PLANNING TRIP WITHIN NEXT YEAR TO:

Oregon Coast	78%
Willamette Valley	27%
Eastern Oregon	29%
Portland	28%
Southern Oregon	35%
Central Oregon	37%

## LODGING PLANS INCLUDE:

Campground	33%
Bed & Breakfast	22%
Full Resort	38%
Hotel/Motel	85%

## USE OREGON COAST FOR:

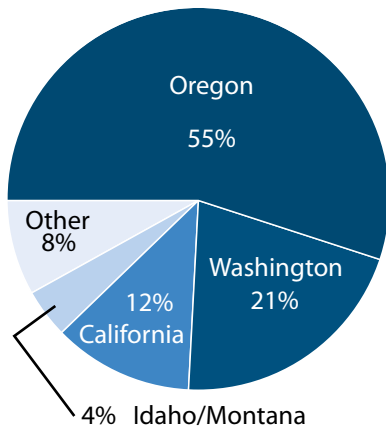
Quick getaway	45%
Five-day trip	40%
Ideas for recreation	55%
Find accommodations	43%
Learn about events/festivals	67%

## INTEREST DURING TRAVEL:

Wildlife viewing	61%	Shopping	72%
Eating out	91%	Taking cruises	23%
Hiking	41%	Snow sports	7%
Photography	44%	Water sports	17%
Storm watching	46%	Visit wineries	38%
Historic sites	76%	Theatre	26%
Golf	13%	Attend sport events	11%

# circulation & distribution

## Subscriber Distribution



**Oregon Coast** brings you the beauty and grandeur of "America's Most Beautiful Coastline."

- Our circulation of 40,000 is primarily based on paid subscriptions and newsstand sales. In addition, we place a certain number of copies with lodging properties whose guests fit our profile. Readers estimate that about 3.8 people on average read their copies of *Oregon Coast*, producing a readership of around 150,000. Copies of *Oregon Coast* are treated almost like heirlooms. Two thirds of readers keep their copies for at least a year, while 40% report that they never throw an issue away.
- The geographical distribution of *Oregon Coast's* readership is primarily in the three Pacific states of the continental United States. Oregon represents about 55%, Washington 21%, and California 12%. Idaho accounts for 4% and the remainder are spread across the country.

# editorial calendar

## OUR TOPICS INCLUDE A VARIETY OF GENERAL-INTEREST THEMES ABOUT LIFE ON THE COAST:

Oregon Coast publishes articles of interest to residents, visitors, and everyone who loves the coast.

- Coastal History
- Special happenings
- Coastal Cuisine
- Profiles of notable coastal residents, including artists and entrepreneurs
- Favorite camping and picnicking spots
- Hiking Trails
- Beachcombing adventures
- Backroads and byways
- Community profiles
- Weekend getaways
- Nature and marine science
- Business Profiles

### JANUARY/FEBRUARY 2012

- Oregon Coast history
- Hot Lips and Bouncing Berry Farms —cranberries in Bandon
  - Gallery of Visitor Guides

### MARCH/APRIL 2012

- Mile-by-Mile guide
- Sushi on the Coast
- Oregon Coast from the Air
- Halibut fishing
- Fishermen's memorials

### MAY/JUNE 2012

- Dog photos and stories
- Garibaldi train
- OCM 30th anniversary
- New golf courses
- Washed Ashore project
- Nye Beach profile

### JULY/AUGUST 2012

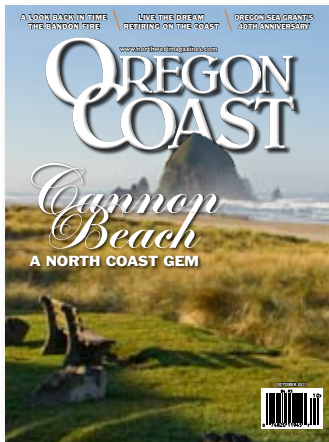
- Community colleges
- Readers choice: restaurant categories
- Classic Golf Courses
- Coast with Kids
- Profile: Manzanita, Wheeler, Nehalem

### SEPTEMBER/OCTOBER 2012

- Coastal wineries and tasting rooms
- Unique trees
- Hospital story
- Profile: Bandon

### NOVEMBER/DECEMBER 2012

- Maritime and Historical Museums
- Artist's co-ops
- Winter Lodging special advertising section



# OREGON COAST



# editorial submissions



Each issue of Oregon Coast is comprised of spectacular photographs and stories, as well as special listings of events along the coast.

## FREE EVENTS LISTING

Oregon Coast will promote your events for FREE in our calendar of events. All you have to do is simply submit your event information. You can also submit your events online to be listed on our web site [www.oregoncoastmagazine.com](http://www.oregoncoastmagazine.com). In addition, we will also help distribute your events with our free RSS feed. This feed is published on all major syndication sites so readers can quickly scan headlines and click on events of interest. Simply click on the *Oregon Coast* tab then click on "Calendar of Events" and then click on the "Submit your event" link. This link is also in the box titled "For our Advertisers." Plan to submit your events 3 months in advance of the magazine's publishing date.

**Note:** *We only print events that are open to the public and are of interest to travelers. You select the ones you want us to promote.*

## INFORMATION NEEDED FOR SUBMISSION

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- Name of event
- Date/s of event
- Location (Town & State)
- Contact phone number for information

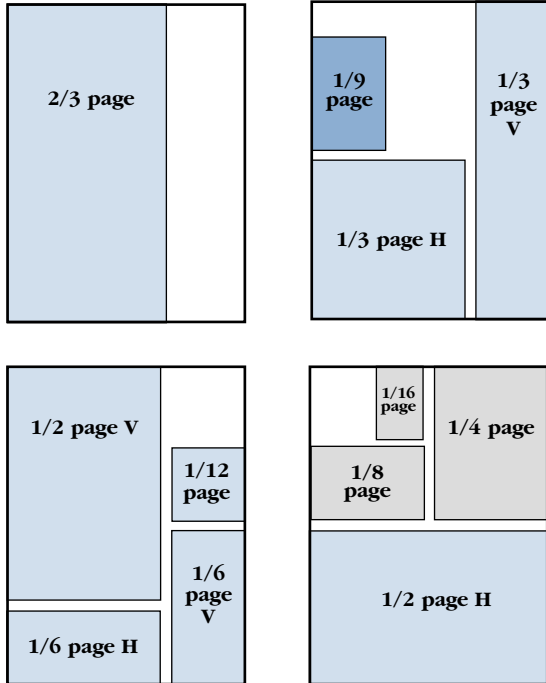
## PRESS RELEASE INFORMATION

Remember to submit your press releases! In each issue, our editors will select a few unique events and newsworthy items to profile in a small write up. We also accept high-quality photos at or near 300 dpi in either JPG or TIF format. You may send your press releases and related photos by email to [editorial@northwestmagazines.com](mailto:editorial@northwestmagazines.com). We do not consider press releases sent by fax or regular mail.

# edit deadlines

ISSUE	DATE DUE	ISSUE	DATE DUE
Jan/Feb	Oct 31	July/Aug	Apr 30
Mar/April	Dec 31	Sept/Oct	June 30
May/June	Feb 28	Nov/Dec	Aug 31

# ad sizes and rates



## AD SIZES (IN INCHES)

Full page (non-bleed trim size*)	8.125 W x 10.875 D
2 Page Spread (non-bleed)	16.25 W x 10.875 D
2/3 page	4.7 W x 9.75 D
1/2 page V	4.7 W x 7.125 D
1/2 page H	7.125 W x 4.75 D
1/3 page V	2.25 W x 9.75 D
1/3 page H	4.7 W x 4.75 D
1/6 page V	2.25 W x 4.75 D
1/6 page H	4.7 W x 2.25 D
1/9 page	2.25 W x 3.125 D
1/12 page	2.25 W x 2.25 D
1/24 page	2.25 W x 1 D

## TRAVEL PLANNER

1/4	3.47 W x 4 5/8 D
1/8	3.47 W x 2.25 D
1/16	1.625 W x 2.25 D

V=vertical ad; H=horizontal ad • W=width; D=depth  
\* copy should be 1/4 inch from trim.

Live copy in .25" from trim on top and bottom; .375" from left and right.

## AD RATES FOUR COLOR - RUN OF PRESS

SIZE	1X	3X	6X
Full page	\$2,827	2,581	2,335
Two page	5,371	4,904	4,437
2/3 page	2,088	1,903	1,719
1/2 page	1,719	1,534	1,349
1/3 page	1,349	1,226	1,103
1/6 page	678	616	554
1/9 page	499	445	399
1/12	413	370	293
Inside Cover	3,393	3,018	2,710
Back Cover	3,534	3,265	2,957
Card Insert	1,970	(Advertiser supplies card)	

An advertiser can combine insertions in Oregon Coast and the Mile-by-Mile guide to earn 3-, and 6-- time rates.

## TRAVEL PLANNER

SIZE	1X	3X	6X
1/4 page	\$795	733	610
1/8 page	462	400	363
1/16 page	290	240	216

## READER RESPONSE SERVICE

As an extra service to our advertisers, we offer an ad information number in conjunction with advertisements. This number, circled by interested readers, provides advertisers with names and addresses for sending more information on their product or services.

## PAYMENT POLICIES

- Standard discount to all recognized agencies (15/2).
- MasterCard, Visa and American Express accepted.
- Standard billing is net due in 30 days, 2% discount for payment within 10 days of billing date, 5% pre-payment discount.

# ad deadlines

ISSUE	DATE DUE	ISSUE	DATE DUE
Jan/Feb	Nov 10	July/Aug	May 10
Mar/April	Jan 10	Sept/Oct	July 10
May/June	Mar 10	Nov/Dec	Sept 10

# ad specifications



## Specifications for submitting ads electronically

Our publications are printed Computer-To-Plate (CTP). We accept computer-generated ads prepared for print reproduction. If we cannot open a file to check its accuracy, a re-submission will be requested. The preferred file format for ad submission is: Adobe Acrobat PDF/X Compliant Files.

We will also accept Photoshop (CMYK, 300dpi tiff files with LZW compression on or JPEG with Maximum Quality) or Adobe InDesign files. We reserve the right to substitute similar typefaces to resolve conflicts or incompatibility issues. All image files must be created as 300dpi/ppi tiff at 100% size. Save all color images and tints in "CMYK" mode and all black and white images in "grayscale" mode. Do not use resolutions lower than 300dpi. Everything used to assemble an advertisement (i.e. fonts, image files, etc.) must be submitted with the final ad file. If color matching is required, a high-resolution color-proof or Matchprint, pre-approved by the advertiser, must be provided to be used by press personnel. We will do what we can to match this proof but we cannot guarantee an exact color match.

Computer-generated ads can be e-mailed to: [ads@nwmags.com](mailto:ads@nwmags.com), for FTP access

please call 800-348-8401. The ad material can also be mailed to us. We accept CD or DVD discs.

We highly recommend supplying your ad in a computer-generated format. All ads supplied as film or camera-ready art will be copy-dot scanned by our printer. There is a \$15 per-plate charge for copy-dot scanning.

Files created for display on Web pages are unacceptable for print reproduction and will not be accepted along with ads created in Microsoft Word or Publisher.

## Production charges

Production charges are \$45 per hour plus material costs for advertisements created or revised by our staff, with a minimum charge of \$45. Production charges and the placement of ads created/revised by our staff are not agency-commissionable.

## Advertising deadlines

These deadlines are for space reservation and advertisements requiring production. Ads on disc are due on the 10th of the second month preceding publication. Cancellations are accepted only up to deadline date.

# contact us



4969 Hwy 101 #2  
Florence, OR 97439

1-800-348-8401 • 541-997-8401

Fax 541-997-1124

[www.oregoncoastmagazine.com](http://www.oregoncoastmagazine.com)