

Eat • Drink • Get Out • Get Together



PHOTO BY BRIAN LEE

MIX BY THE NUMBERS

44

Median age of readers**
(Primarily young professionals, both couples and singles)

\$109,930

Median household income**
(92% own their homes)

83%

Frequently purchase products or services from ads they see in MIX*

43,248

Circulation

105,000

Readership

1

A recipe for success.

Start with food, friends and entertaining. Add exciting chefs, trendy restaurants and up-and-coming neighborhoods. Toss in the latest about beer and wine, and throw in colorful photographs, stunning design and original recipes.

Stir it all together, and you'll get what 105,000 readers relish every month: the gorgeous, glossy magazine known as MIX, Portland's Magazine of Food + Drink.

MIX readers are just the kinds of customers you crave:

- Three-quarters of them live in households with incomes of \$75,000 or more
- More than half of them are college graduates

And in the next 12 months:

- Nearly all of them plan to dine out or go out for entertainment
- More than 80 percent of them plan to buy women's or men's clothing
- More than 60 percent of them plan to spend on lawn, gardening, travel, and exercise
- More than half of them plan to get TVs, electronics or home furnishings

So put MIX on your advertising menu. And watch your customers dig in.

SOURCE: Circulation Verification Council readership study, 2010** Claritas/Equifax household-level data, MIX distribution households, 2010 Q3; Base: Portland CBSA

Published by *The Oregonian*



PHOTO BY TAYLOR SCHEFFSTROM

JANUARY/FEBRUARY

Warming up winter

- Our Heroes: Profiles of 10 of the artisans who make Portland's food scene so vibrant.
- Where do Portlanders go when cold, wet and gray become unbearable? Hawaii. We'll uncover local, off-the-beaten-path places to eat on Oahu.
- Entertaining: A Warming Turkish dinner party with manti (dumplings)

Ad reservation deadline: Tuesday, Dec. 6, 2011
Publication date: Sunday, January 1, 2012

MARCH

The Comfort of Food

- Recipes for the things we love to eat the most
- Entertaining: A homesick chef's delightfully Midwestern menu
- The best places to eat when you're in Austin, TX (just in time for SXSW)

Ad reservation deadline: Tuesday, February 7
Publication date: Thursday, March 1

APRIL

The Restaurant issue

- War, peace and food: How two childhood friends from Iraq survived the war and found a way to open Portland's first Iraqi restaurant.
- A culinary family tree: We've mapped the connections between the city's hottest restaurants and chefs.
- Chefs in the shadows: Five of the most talented chefs you've never heard of.
- Entertaining: Spring Salmon-centric feast with a fundraising twist

Ad reservation deadline: Tuesday, March 6
Publication date: Sunday, April 1

MAY/JUNE

The Meat Issue

- The Whole Hog: A butchery class at Worden Hill Farm reveals the benefits of buying a whole or half share of a pig.
- Entertaining: How to grill like a German. Cooking on a schwenker (German BBQ) with the producers of Teutonic Wine Company.
- Getting out in Seattle's Ballard neighborhood
- Restaurants: 12 great Portland places for weekend brunch.

Ad reservation deadline: Tuesday, April 3
Publication date: Tuesday, May 1

JULY

Get Outdoors

- Portland after hours: where the chefs go when the customers have gone home
- Good for You: Training for a big race? Find out what the chefs eat to recover from their big rides and long runs.
- Pubcrawl: Hop heads take note: Portland is fast becoming a German beer mecca.

Ad reservation deadline: Tuesday, June 5
Publication date: Sunday, July 1

AUGUST

The Road Trip Issue

- Entertaining: Crabbing party at the coast with Bryan Steelman of Por Que No
- Pontoon camping party on Lake Billy Chinook
- Fly-fishing with chef Elias Cairo and friends

Ad reservation deadline: Monday, July 2
Publication date: Wednesday, August 1

SEPTEMBER

The Harvest Issue

- Entertaining: Pickling party with the founders of Yolo Colorhouse
- Photo Essay: Four seasons on Afton Field Farm

Ad reservation deadline: Tuesday, August 7
Publication date: Saturday, September 1

OCTOBER

The Wine and Spirits Issue

- Discover the people and stories behind our region's award-winning wine and spirits.

Ad reservation deadline: Tuesday, September 4
Publication date: Monday, October 1

NOVEMBER

Entertaining

- Thanksgiving with friends
- Hunting 101: From rifle to table.

Ad reservation deadline: Tuesday, October 2
Publication date: Thursday, November 1

DECEMBER

The Holiday Entertaining Issue

Ad reservation deadline: Tuesday, November 6
Publication date: Saturday, December 1

*Materials are always due **two days** after reservation deadline.

FROM THE EDITOR



PHOTO BY BETH NAKAMURA

There's always something amazing going on in Portland's food scene, and MIX is here to capture it all. Using the best, most tapped-in food writers and photographers, we document the steady stream

of new deliciousness invading the city at every turn. We've got restaurant openings, must-eat menu items, recipes to replicate and drinks to drive across town for -- plus the who, what, when, where and why behind it all.

In a city as food-obsessed as Portland, there's a wealth of stories to cover and readers hungry to eat them up. That's where MIX comes in. Within just four years, MIX Magazine has become the city's go-to guide for keeping track of all the buzz.

— Danielle Centoni



IN EVERY ISSUE:

- Get Together, where hosting a meal becomes a highly creative act
- Scene, our picks for what to eat where
- Radar, events, shows and places to go (and what to eat while you're at it)
- Eat Here, a taste of destinations throughout the Northwest — and beyond
- Good for You, ingredients and recipes to keep you living well
- Mixmasters and brewers, cheesemakers and shopkeepers, chefs and trendsetters — if they share the energy and excitement of the country's hottest spot for food and drink, you'll find them every month in **MIX**.



MIX is also on Facebook (Mix Magazine PDX) and Twitter (@mixpdx) every day, directing readers to the great

content — and your advertisement. The MIX online home is mixpdx.com, part of OregonLive.com, Portland's No. 1 local news and information website.*

* Scarborough Research 2009

AD SPECIFICATIONS AND RATES

ANNUAL FREQUENCY CONTRACT LEVELS

Premium Positions	1X	5X OR MORE*
Inside Front Cover	\$3150	\$2000
Inside Back Cover	\$3030	\$1975
Back Cover	\$3275	\$2300
Full Pages, Front of Book	\$3150	\$1900
Full Page Adjacencies		
Editor's Note	\$2940	\$1850
Table of Contents	\$2940	\$1850
Contributors	\$2940	\$1850
Masthead	\$2940	\$1850
Incremental Adjacencies		
1/2 page Masthead	\$1775	\$1150
Inside Pages		
Spread	\$5650	\$3450
Full Page	\$2800	\$1800
1/2 Page	\$1625	\$1025
1/4 Page	\$1000	\$625
1/8 Page	\$625	\$400
2x2	\$300	\$175

* To qualify for the 5x rate contract rate ads must run within 12 months.
* If a 5x contract advertiser runs fewer than 5 ads they will be re-rated to the 1x rate.

Marketplace Ads, please ask your Sales Representative.
All MIX print advertisers will automatically have a listing on MIXPDX.COM that includes a link to their Web site.

MIXPDX.COM ONLINE AD RATES

Leaderboard	
Leaderboard Rotation <i>Rotational share of inventory.</i>	\$250/mo.
Rectangle	
Rectangle Rotation <i>Rotational share of inventory.</i>	\$250/mo.
Video	
Video Rotation <i>Rotational share of inventory. Video runs in 300 x 250 rectangle.</i>	\$350/mo.



- Multiple advertisements allowed in a single issue (five ads in one issue earns 5x rate).
- If frequency contract level not earned, short-rate applies.
- Right of first refusal on a specific page(s) applies to all contract advertisers for future annual agreements.
- Publisher reserves the right to edit or reject advertising copy or cancel any advertisement. All advertising is accepted subject to approval of publisher and to the non-conflicting terms and conditions of The Oregonian's Retail rate card. No ads bearing coupons will be accepted.
- Publisher will be responsible for omissions or typographical or other errors only to the extent of a credit or corrected insertion of the portion of advertisement that is incorrect due to publisher's error, on first insertion only. Publisher shall have no further liability.
- Advertiser assumes full liability for advertising and agrees to indemnify and hold harmless the publisher from all claims, suits and related costs arising by reasons of any advertisement.
- Publisher reserves the right to revise advertising rates upon 30 days notice.
- Advertising rates are net.
- Rates are effective 1/1/11.

PRODUCTION SPECIFICATIONS

AD SIZES

FULL PAGE

Bleed: 10.25" x 12.25"

Trim: 10" x 12"

Live: 8.75" x 10.875"

HALF PAGE

Vertical: 4.25" x 10.875"

Horizontal: 8.75" x 5.3"

QUARTER PAGE

Vertical: 2" x 10.875"

Horizontal: 4.25" x 5.3"

ONE-EIGHTH PAGE

Vertical: 2" x 5.3"

Horizontal: 4.25" x 2.5"

TWO BY TWO

2" x 2"

FILE FORMAT

A PDF/x-1a file is preferred. Be certain your Acrobat distiller settings reflect SWOP specifications prior to file creation.

Alternate file format

(applies to MAC only)

InDesign or Illustrator versions CS, CS2, CS3 only. PC users must provide a PDF/x-1a.

IMAGE REQUIREMENTS

Image requirements: All images included in ad files must be color-corrected, CMYK, high-resolution (300dpi at print size), files. TIF or EPS file type recommended. High-res images should not be scaled more than 115% to maintain image quality.

All spot colors should be converted to CMYK. All files must contain only 4-color process images in CMYK.

Files should be prepared at a maximum ink density of 280%. (This is the sum of the percentage of all printing colors – C+M+Y+K.)



The Soil Tender
Doug Tunnell at Brick House Vineyards

Because he lives surrounded by his vines, Doug Tunnell has always favored organic soils because he grows grapes, his farm is certified Biodynamic. "I think the fact that we are growing on biobeds makes it even more important that we work with nature," he says. "It is just so simple. It does not seem so, but it is so important that we work with it. It needs microbial activity. It needs organic matter. We can't keep mixing fruit to nature in." Tunnell's Old World-style, hand-crafted wine uses grape vine and traditional farming and winemaking techniques. Brick House is one of only two Oregon wineries in the French national winegrowers group known as Terroir.



The Obsession
Michael F. Beau Fré

"Back when I farmed, I would spray Roundup and chemical weed-killers at Beau Fré. The spraying chemicals on a completely different farm has made me a religious convert. I spray across the road but never in the field. The ground under these trees of course using a 100% of them all the time for only 1 month. He says some of the fact that Beau Fré is one of the top wine makers in the world is to make the best wine. "I believe that he does that."



Other requirements

Do not send JPEG or GIF files. Do not send files in RGB.

Use only Postscript fonts.

All spread ads should be prepared in a single file, not separated into individual pages. (Spread dimensions are 20" x 12", plus 1/8 bleed four sides.)

All live matter should be kept 3/8" from the trim on all four sides.

If you are using a rich black, please set those percentages to: C60, M40, Y0, K100.

PROOF REQUIREMENTS

A SWOP-certified proof must be provided. SWOP-certified proofs must show standard GATF color bars/exposure scales and crop marks.

Proofs must be printed at 100% and must match the supplied file. If we do not receive a proof, we will pull a laser print from the submitted file, and will not be responsible for color or content discrepancies.

Proofs must include the following information: issue date, agency name, phone number, contact person.

PRODUCTION NOTES

All files should be suitable to print as-is. If files are not prepared correctly, specifications

are not met or an acceptable proof is not provided, MIX will not guarantee the reproduction of the ad.

Ads created in an unacceptable format will not be accepted and will need to be resubmitted or re-created.

If an acceptable proof is not supplied, we can provide a proof of your ad for an additional charge.

AD SUBMISSION

FTP upload is the preferred format. (CD/DVD is also acceptable.)

Send files via FTP to:

[ftp://adservice.oregonian.com](http://adservice.oregonian.com)

Username: ads

Password: ads4Sales

Send files via e-mail to:

ads@oregonian.com

Send CD/DVDs and proofs to:

MIX magazine

attn: Chuck Spittal

1320 SW Broadway, Portland, OR 97201

Be sure to include the following information on your materials: issue date, agency name, phone number, contact person.

QUESTIONS?

Please direct all queries to our Digital Media Desk at 503.294.4138 or Chuck Spittal at 503.294.4110 or chucks@sales.oregonian.com