



Portland's Magazine of Food + Drink

MIX
503.294.5047
MIXPDX.com



Cheers to one more way to reach Oregon wine enthusiasts **MIX** magazine.

Add MIX magazine to your *Guide to Oregon Wineries* advertising and reach over 40,000 additional households comprised of primarily young couples and singles who index highly for fine dining, ordering wine and shopping at gourmet stores. This is in addition to the 65% of Portland-area wine purchasers you will reach with the *Holiday Guide to Oregon Wineries*, published as part of *The Oregonian/This Week* combo with bonus OregonLive.com coverage for six months¹.

Enjoy a 15% discount on the MIX 4x Rate* when you also advertise in a corresponding issue of the *Spring* or *Holiday Guide to Oregon Wineries*. (Spring Guide/MIX May 17 issue, Holiday Guide/MIX November 15 issue)

Holiday Guide to Oregon Wineries Publishes: Tuesday, November 17, 2009
Reservation Deadline: Friday, October 30, 2009

MIX Publishes: Sunday, October 18, 2009
Reservation Deadline: Thursday, September 17, 2009

Interested in participating?

Contact your Oregonian Media Consultant or Bryan Palmer at 503.294.4131 or bryanp@sales.oregonian.com.

Savor even greater savings! (

Advertise in both the *Spring* and *Holiday Guides to Oregon Wineries* + corresponding MIX magazines and enjoy these great savings — a **15% discount on the MIX 4x Rate*** and a **25% discount on your ad** in the *Holiday Guides to Oregon Wineries!*



produced by
The Oregonian



¹BASE: Portland Four-County Area adults who bought wine in the past three months (525,900) SOURCE: Scarborough 2008R2 (9/07 - 8/08)

* is promotion applies to non-contract MIX advertisers only.