



WINGED M

2024 MEDIA KIT

A PORTLAND INSTITUTION

Mission statement: Enrich lives, foster friendships, and build upon traditions of excellence in athletics, educational, and social programs.

Multnomah Athletic Club in Portland, Oregon, is the largest private athletic and social club in the United States, with a membership that is 20,000-plus strong. The club's desirability is built upon unparalleled recreational and competitive sports programs, first-class athletics facilities, and exceptional social and dining experiences. Founded in 1891, it has influenced the social and athletic history of the city, and its members continue to write the club's history with every achievement.

With a campus that totals more than 600,000 square feet within walking distance of downtown, the club supports more than 30 competitive and recreational sports. Three swimming pools; a versatile climbing gym; handball, pickleball, racquetball, squash, and tennis courts; a gymnastics arena; multiple gyms; and an expansive fitness facility are just the beginning. Pilates, yoga, dance, group exercise, karate, massage, and physical therapy are all at the fingertips of members and their guests.

Beyond athletics, the club is home to four restaurants plus private meeting and event spaces, complete with catering services. Members also can take advantage of on-site child care, concierge, salon services, and a 300-seat terrace overlooking Providence Park.



THE WINGED M: THE OFFICIAL SOURCE FOR ALL THINGS MAC

The Winged M is the magazine of record for Multnomah Athletic Club. It has been published since 1911.

The club soars on the strength of its members, and *The Winged M* helps their stories take flight. It marries action-packed photography with features that deepen their community connections, inform them about upcoming club happenings, and share their fellow members' accomplishments and adventures.

DISTRIBUTION

Total Monthly Reach

PRINT

- 76-page, four-color, perfect-bound, glossy magazine.
- 9,000 monthly circulation; distributed via direct mail to member households.
- Print issues have a tremendous shelf life — 66% of readers keep their issues for more than two weeks, while 40% keep them for more than four weeks.
- 2,773 member guests have access to the magazine in the club, on average each month.



DIGITAL

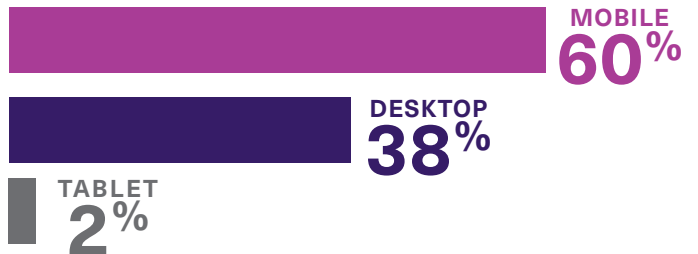
- Over 2,400 unique visits to ISSUU per month
- Live digital links hosted on ISSUU
- 240,426 total website sessions per month



Members don't just read *The Winged M* — they live it. An integral part of the fabric of MAC's community, the magazine enjoys a dedicated following of Portland's best and brightest, including corporate decision-makers, business owners, managers/partners, and entrepreneurs.

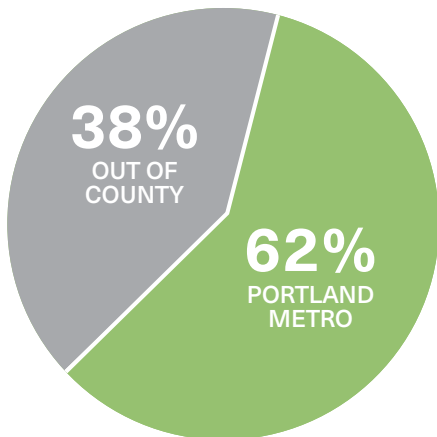
Readers are business leaders, civic-minded community volunteers, and the occasional celebrity.

DIGITAL EDITION READERSHIP



20,000+ MEMBERS

The club has an average of 11,553 unique visitors per month.



MOBILE APP

- 8,656 unique members log into the mobile app each month on average.
- 61,761 total mobile app sessions per month.



THE VOICE OF PORTLAND'S PREMIER CLUB

Get Your Brand the Prestigious Placement It Deserves



TRAIN SMARTER WITH STRENGTH & CONDITIONING

PROGRAM HELPS ATHLETES FIND FOCUS, MAKE THE MOST OF THEIR TIME

By John Van Pelt
Photos by Brandon Davis

When it comes to training, there is one rule: the more athletes do, the more they learn. But when it comes to strength and conditioning, the rule is different. In competitive swimming, it's all about the program that helps athletes find focus and make the most of their time. This is the program that helped John Van Pelt, a former Olympian and current coach at the University of Oregon, help his athletes reach their goals. Van Pelt's program is based on the principles of strength and conditioning, and it has helped many athletes reach their goals. "I have gained more muscle in the last few months than I have in the last year," says Van Pelt. "I appreciate how the program has been so effective and how it has helped me stay motivated and focused. I love that they are able to tell me when they are injured and help me prevent it from happening again."

John Van Pelt is a former Olympian and current coach at the University of Oregon. He has helped many athletes reach their goals. "I have gained more muscle in the last few months than I have in the last year," says Van Pelt. "I appreciate how the program has been so effective and how it has helped me stay motivated and focused. I love that they are able to tell me when they are injured and help me prevent it from happening again."

52 | The Winged M | SEPTEMBER 2023

SEPTEMBER 2023 | The Winged M | 53

Each issue keeps members up to date with athletic and social events, wellness tips, club updates, and key member accomplishments. Creative features dive deep into MAC's rich history and its continued evolution, reflecting diverse perspectives from inside and outside of the club.

There are five key sections:

Club News: *The Winged M* keeps members in the know about the latest developments of club life, from leadership messages to stories of community involvement, member accomplishments, and more.

Culinary: MAC's team of culinary experts creates dishes and special events to suite every palate, from elegant five-course wine dinners to outdoor summer parties on the rooftop Sunset Bistro. *The Winged M* keeps members up to date about all of it.

Events: A comprehensive calendar of upcoming events keeps the community engaged, and vignettes shine additional light on new and exciting happenings around the club.

Fitness & Wellness: From yoga to physical therapy to personal training and massage, MAC's in-house Fitness & Wellness team delivers expertise and inspiration to help members find balance in their body and mind.

Athletics: Competitive and recreational athletes alike seek excellence at MAC. Look no further than the Olympic athletes and national champions who have emerged from the club's programming. *The Winged M* keeps up with it all, covering their accomplishments on courts and climbing walls, in swimming pools, and beyond.

EVENTS

The More, the Merrier at This Year's Holiday Fashion Show

By the Culture & Style Committee

In previous years, members may purchase a number of tickets each member is allowed to purchase. This year, attendees can socialize and enjoy special cocktails and champagne in the Reading Lounge. Also, pop-up shopping is open before and after each show, allowing members and guests to view and purchase the fabulous looks made possible by our wonderful vendors.

Tickets for the midday and evening shows are offered in two tiers. Tier One tickets include a glass of wine or champagne, and a full-service lunch or dinner and along the perimeter of the stage. Tier Two tickets include pre-show hair, a complimentary wine or champagne, and a complimentary lunch or dinner service. Both tiers allow members and their guests to experience the facility of this high-impact annual MAC event.

	Tier One tickets*	Tier Two tickets
Day One Midday show	\$600 for an eight-person table and \$400 for an eight-person table. On sale 10 a.m. Monday, Oct. 16	\$65 per member OR \$75 per nonmember guest. On sale 10:30 a.m. Monday, Oct. 16
Day One Evening show	\$800 for an eight-person table and \$500 for a six-person table. On sale 10 a.m. Tuesday, Oct. 17	\$80 per member and \$90 per nonmember guest. On sale 10:30 a.m. Tuesday, Oct. 17
Day Two Midday show	\$600 for an eight-person table and \$400 for a six-person table. On sale 10 a.m. Wednesday, Oct. 18	\$65 per member OR \$75 per nonmember guest. On sale 10:30 a.m. Wednesday, Oct. 18
Day Two Evening show	\$800 for an eight-person table and \$600 for a six-person table. On sale 10 a.m. Thursday, Oct. 19	\$80 per member and \$90 per nonmember guest. On sale 10:30 a.m. Thursday, Oct. 19

*Table reservations are the responsibility of a single member account.

32 | The Winged M | SEPTEMBER 2023

AD ESSENTIALS

2024 NET RATES

Rates subject to change without notice.

SIZE	FREQUENCY			
	OPEN	3X	6X	12X
Full	\$2,812	\$2,106	\$1,828	\$1,407
Two Third	\$2,542	\$1,906	\$1,652	\$1,398
Half	\$1,836	\$1,377	\$1,193	\$918
One Third	\$1,654	\$1,242	\$1,075	\$932
One Sixth	\$1,247	\$936	\$811	\$685

PREMIUM POSITIONS

SIZE	FREQUENCY			
	OPEN	3X	6X	12X
Back	\$5,022	\$3,766	\$3,263	\$2,762
Inside Front	\$3,810	\$2,857	\$2,485	\$2,106
Inside Back	\$3,581	\$2,686	\$2,328	\$1,970
Presidents	\$3,262	\$2,447	\$2,122	\$1,793

Preferred Placement +15% for any frequency

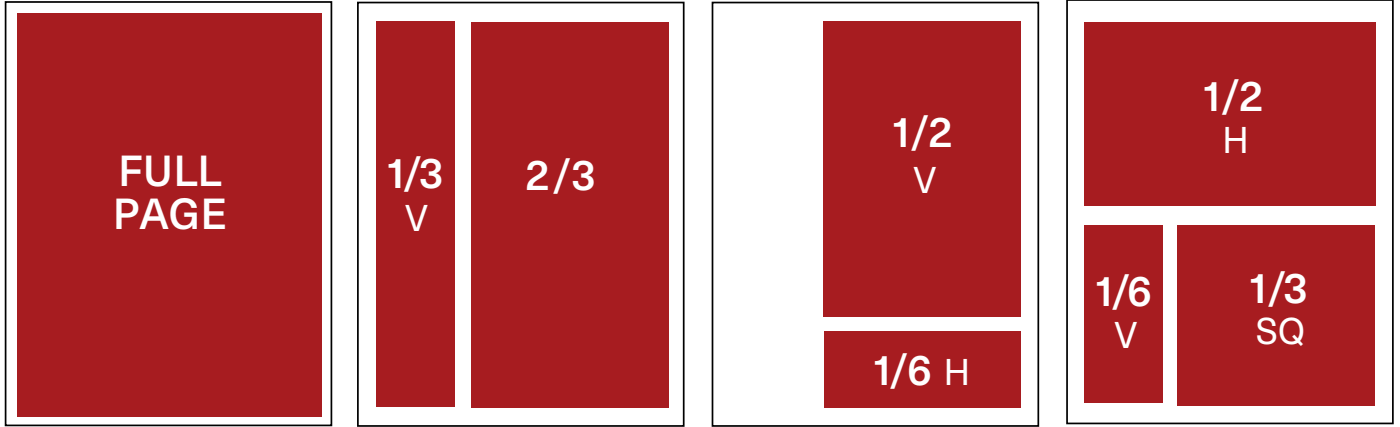
2024 DEADLINES

ISSUE	THEME	SPACE RESERVATION	AD MATERIALS
January	The Future of Fitness	Nov. 3, 2023	Dec. 7, 2023
February	A Legacy of Athletic Excellence	Dec. 1, 2023	January 4
March	Leadership	January 5	February 1
April	Wellness	February 2	March 7
May	Family	March 1	April 4
June	Culinary	April 5	May 2
July	Diverse Perspectives/Arts & Culture	May 3	June 6
August	Entrepreneurs & Innovators	June 7	July 3
September	Spirit of Competition	July 5	August 1
October	Social Connections	August 2	September 5
November	Holiday/Winter Sports	September 6	October 3
December	Multnomah Athletic Foundation	October 4	November 7

Themes are subject to change

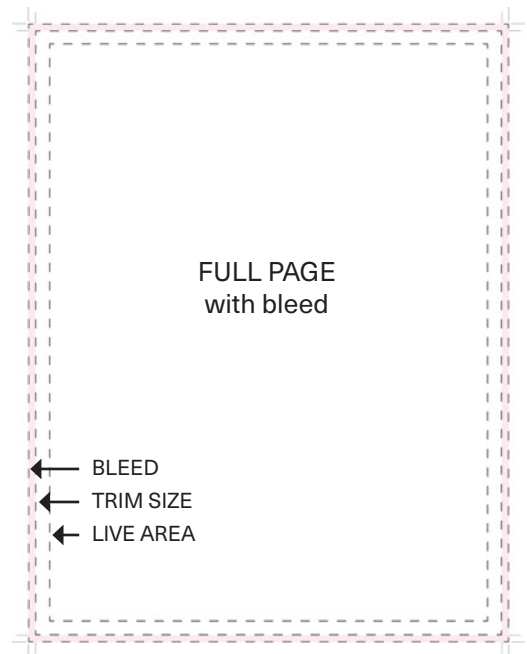


AD CONFIGURATIONS



DISPLAY AD DIMENSIONS

SIZES IN INCHES	WIDTH	HEIGHT
Full Page with bleed	8.625	11.125
Trim size*	8.375	10.875
Live area**	7.875	10.375
Full Page non bleed	7.875	10.375
2/3	4.75	9.625
1/2 H – horizontal	7.5	4.625
1/2 V – vertical	4.75	7.125
1/3 SQ – square	4.75	4.625
1/3 V – vertical	2.25	9.625
1/6 H – horizontal	4.75	2.125
1/6 V – vertical	2.25	4.625



DISPLAY AD REQUIREMENTS/ PRINT SPECIFICATIONS

Format: PDF or JPEG preferred

Resolution: 300 ppi at the correct dimensions

Color: process CMYK (cyan, magenta, yellow, black)

Submissions: email advertising@themac.com

Ads sent as native Illustrator or InDesign files must include all supporting files, linked graphics, and fonts. If the fonts are not included, they must be outlined.

Ads are not guaranteed for color quality unless accompanied by a press-quality proof.

MAC does not currently offer creative services for advertising.

*Include crop marks at the trim size on bleed ads.

**Position text inside the live area on bleed ads.



W I N G E D M

Publisher:
Multnomah Athletic Club

For Advertising information:
503-517-7229
advertising@themac.com