



# WINGED M

## 2025 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 22,000-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.
- 9,200 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.
- More than 1,200 member guests have access to the magazine in the club, on average each month.

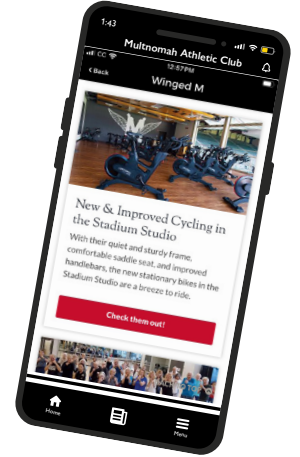


Members don't just read *The Winged M* — they live it. An integral part of the fabric of MAC's community, the magazine enjoys a dedicated following of Portland's best and brightest, including corporate decision-makers, business owners, managers/partners, and entrepreneurs.

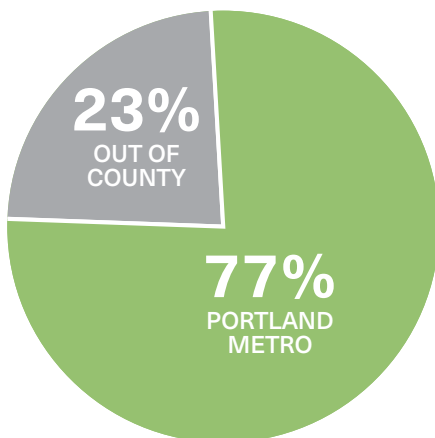
Readers are business leaders, civic-minded community volunteers, and the occasional celebrity.

### DIGITAL

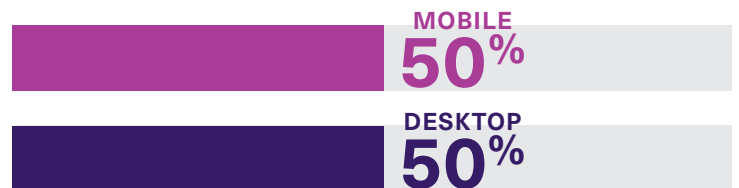
- Over 5,000 digital readers access ISSUU each month
- Live digital links hosted on ISSUU
- 68,000 total mobile app sessions per month.



### 22,000+ MEMBERS



### DIGITAL EDITION READERSHIP



# THE VOICE OF PORTLAND'S PREMIER CLUB

Get Your Brand the Prestigious Placement It Deserves



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 Life:** *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.





# AD ESSENTIALS

## 2025 NET RATES

Prices listed below are per insertion.  
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	\$1,012
One Third	\$1,654	\$1,242	\$1,075	\$913
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

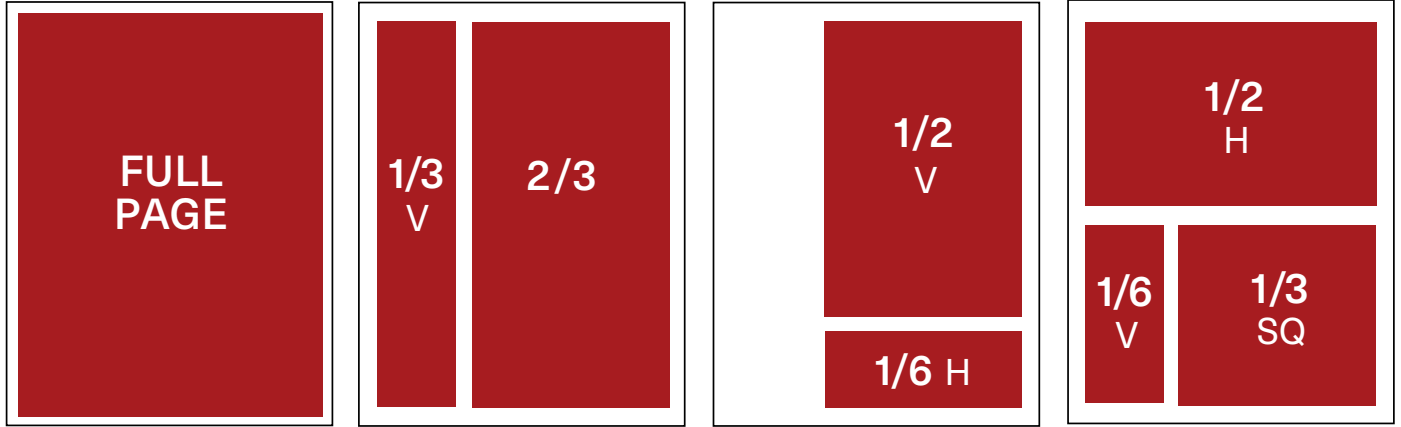
Preferred Placement +15% for any frequency

## 2025 DEADLINES

ISSUE	SPACE RESERVATION	AD MATERIALS
January	Nov. 1, 2024	Dec. 5, 2024
February	Dec. 6, 2024	Jan. 2
March	Jan. 3	Feb. 6
April	Feb. 7	March 6
May	March 7	April 3
June	April 4	May 1
July	May 2	June 5
August	June 6	July 3
September	July 3	Aug. 1
October	Aug. 1	Sept. 4
November	Sept. 5	Oct. 2
December	Oct. 3	Nov. 6

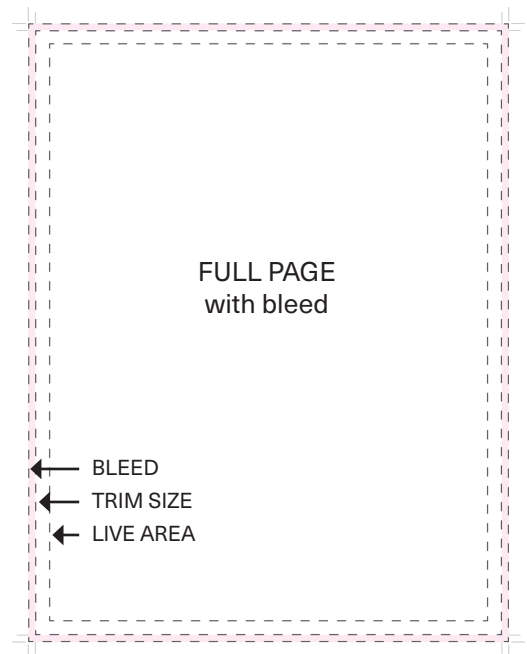


# AD CONFIGURATIONS



## 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](mailto: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.





---

## WINGED M

**Publisher:**  
Multnomah Athletic Club

**For Advertising information:**  
[advertising@themac.com](mailto:advertising@themac.com)