



WINGED M

2025 MEDIA KIT

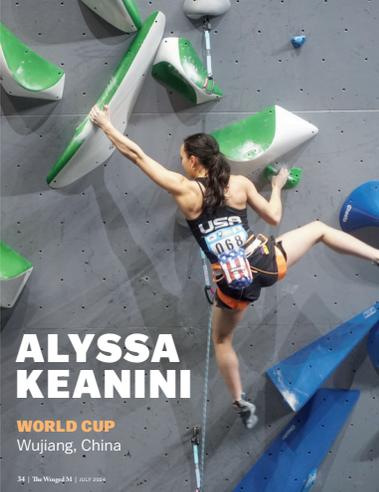
A PORTLAND INSTITUTION

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.



ALYSSA KEANINI
WUJIANG, CHINA

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ATHLETICS

JOURNEY TO THE EAST
MAC Climber Travels to China for World Cup Competition

By John Van Pelt

American who goes up to Everest? That might be a stretch, but if you're a climber, you know that it's not just about the mountain. It's about the journey. The climb is a test of physical and mental strength, and it's a challenge that only a few people in the world can undertake. Alyssa Keanini is one of those people. She's a professional climber, and she's been climbing for over a decade. She's been to some of the most famous climbing spots in the world, and she's been climbing for over a decade. She's been to some of the most famous climbing spots in the world, and she's been climbing for over a decade. She's been to some of the most famous climbing spots in the world, and she's been climbing for over a decade.

CLUB SCRAPBOOK



1. Volleyball team celebrating a win.
2. Basketball game in progress.
3. Group photo of the volleyball team.
4. Basketball players on the court.
5. Group photo of the basketball team.
6. Volleyball players in action.
7. Basketball players on the court.
8. Group photo of the basketball team.
9. Volleyball players in action.
10. Basketball players on the court.
11. Group photo of the basketball team.
12. Volleyball players in action.
13. Basketball players on the court.
14. Group photo of the basketball team.
15. Volleyball players in action.
16. Basketball players on the court.
17. Group photo of the basketball team.
18. Volleyball players in action.
19. Basketball players on the court.
20. Group photo of the basketball team.
21. Volleyball players in action.
22. Basketball players on the court.

MAC 12/14U Spring Invitational
The annual Spring Invitational was held on April 20-21 at the club. The event featured 12 teams from across the region. The MAC team finished in 1st place, with a record of 11 wins and 1 loss. The event was a great success and a highlight of the season.

MAC Long Course Invitational
The Mac Long Course Invitational was held in Oregon in April for over 100 swimmers. The event was a great success and a highlight of the season. The MAC team finished in 1st place, with a record of 11 wins and 1 loss.

International Day of Plants & Barre Party
On May 4th, the club hosted an International Day of Plants & Barre Party. The event was a great success and a highlight of the season. The MAC team finished in 1st place, with a record of 11 wins and 1 loss.

Spring Spring Toast
During the annual Spring event, members will be able to enjoy a toast to the season. The event will be held on May 4th, and it will be a great opportunity for members to enjoy the outdoors and the company of their friends.

FITNESS & WELLNESS



Rethinking Weight Loss: The Critical Role of Resistance Training & the Science Behind It

When it comes to improving body composition, the common strategy of increasing physical activity and reducing caloric intake is effective for weight loss. However, dieting is not the only way to lose weight. Resistance training, alongside diet and cardio, is essential in this regard.

Why Muscle Matters
Muscle is metabolically active and burns calories even at rest, aiding in maintaining a higher basal metabolic rate and facilitating leaner body composition. Muscle mass is essential for strength, mobility, and overall health.

Balancing Resistance Training, Cardio & Diet
An effective approach to improving body composition includes a well-managed mix of resistance training, cardiovascular exercise, and a balanced diet. Resistance training should be the right diet. Resistance training helps burn calories, preserve muscle mass, and improve heart health. A diet providing sufficient protein and nutrients is vital for muscle repair and growth.

Several studies demonstrate the effectiveness of resistance training in body composition change. One systematic review and meta-analysis found that resistance training reduces body fat percentage and whole-body fat mass in overweight and obese individuals. Another study indicated that resistance training significantly reduced body fat percentage, fat mass, and visceral fat in healthy adults. Additionally, resistance training, combined with cardiovascular exercise, showed a positive impact on body composition and muscle strength in older adults. Resistance training is also an effective way to support a healthier body fat-to-muscle ratio.

Achieving a healthier body composition goes beyond just losing weight. It involves building muscle, maintaining or building muscle, and preserving or building muscle. Resistance training, combined with cardio, is a proven way to achieve this goal. Resistance training offers a comprehensive and effective approach to achieving the goal of a healthier body composition.

— MAC Fitness Coach Joshua Sargent, MS, CSCS & PhD student

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

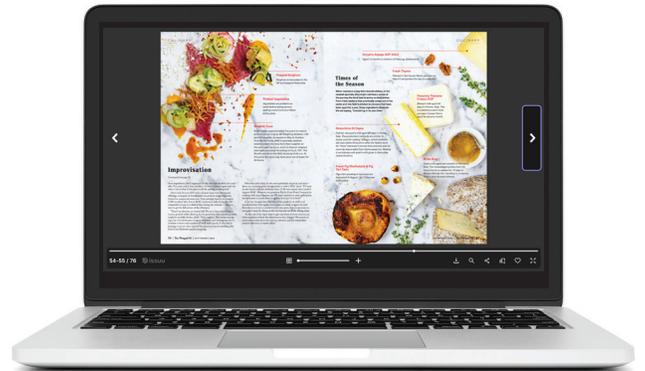
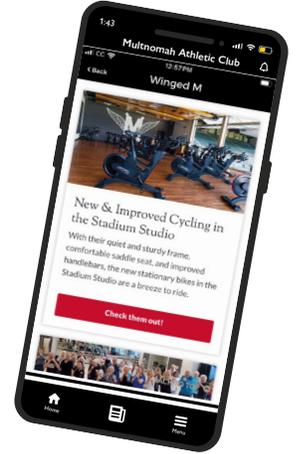
PRINT

- 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.



DIGITAL

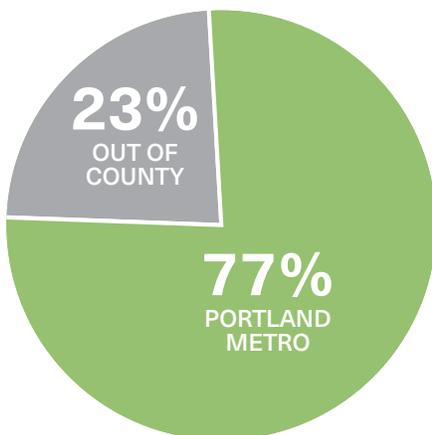
- Over 5,000 digital readers access ISSUU each month
- Live digital links hosted on ISSUU
- 68,000 total mobile app sessions per month.



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.

22,000+ MEMBERS



DIGITAL EDITION READERSHIP



THE VOICE OF PORTLAND'S PREMIER CLUB

Get Your Brand the Prestigious Placement It Deserves

CULINARY



1

GRILLED CHINOOK SALMON
halibut, tomato, eggplant, basil, creamy olive dressing



2

CHILLED BUCKWHEAT SOBA NOODLES
halibut, salmon, chive, cucumber, baby fish, shoyu dressing



3

TIGER PRAWNS & ANDOUILLE SAUSAGE
chicken gyo



4

ROASTED RED PEPPER HUMMUS
by hot months, chickpeas & olive, baby, grilled sweet potato, falafel



HARISSA LAMB BROCHETTE
halibut, carrot, gyo, hot pepper sauce

CULINARY



5

SAVOR SUMMER EVENINGS AT SUNSET BISTRO

Photos by Brandon Davis

Our night supper menu is made sure to add these five dishes by offering a delicious meal, drink, or both with fresh and locally sourced outdoor seating. This can be easily incorporated into the conversation, where each dish is cooked with care and served with a side of spectacular summer views.

The seasonal, seasonal Chef Peter, David and his team have designed the dinner menu with an emphasis on new fresh and simple ingredients. The menu items are full of flavor and special and are right out of your home. We continue to explore the lineage of operators, local sources, and seasons, the culinary team leveraged the beauty of beautiful local produce that bring summer smiles right now.

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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.

EVENTS



Double the Fun at Mother & Son LEGO Party!

It's time for an unforgettable evening of fun, creativity, and bonding at the annual Mother & Son Party happening from 5-8 p.m. Friday, Sept. 13 and Saturday, Sept. 14, at this year's theme in MAC (My Awesome Childhood with Mom). The LEGO-themed extravaganza is designed for moms and sons of all ages to enjoy together and promises even more engaging activities and prizes than last year.

Two Days of LEGO Fun

For the first time, the Mother & Son party spans two days, doubling the fun and allowing more families to participate. Whether attending one day or both, members are guaranteed a great time filled with creativity and camaraderie. Enjoy LEGO stations, interactive workshops, prizes, games, a raffle, and a delicious buffet cooked up by MAC's chefs, plus a no-host bar for parents.

Registration Details

Registration opens on at noon Monday, July 15, and opens up expected to fill up quickly. Be sure to register early to secure a place for this fantastic opportunity to spend quality time while indulging in the joy of LEGO building. Register for Friday night by visiting the Events page at thetmac.com and using code SFE0913. Register for Saturday night with SFE0914.

Friday, Sept. 13 & Saturday, Sept. 14

Mother & Son Party
5-8 p.m.
Grand Ballroom & 28 Founders

Registration opens at noon Monday, July 15. Visit the Events page at thetmac.com and use codes SFE0913 or SFE0914.

Display a Creation

This year's event gives participants the opportunity to exhibit their LEGO creations for display during the event. Whether it's an intricate castle, a futuristic vehicle, or an imaginative landscape, all creations are welcome and celebrated. Register to submit a creation starting on noon Monday, July 15, at thetmac.com via code SFE0912.



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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

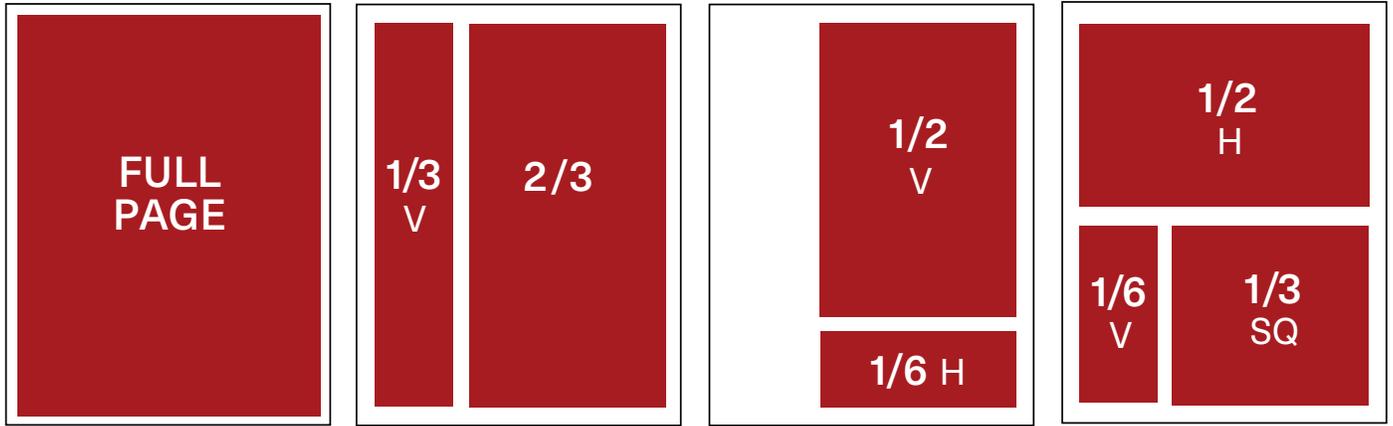
Preferred Placement +15% for any frequency

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

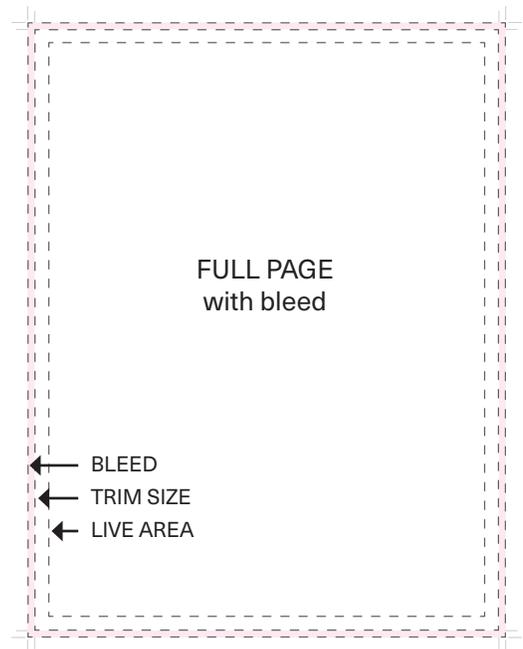


AD CONFIGURATIONS



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

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