

HOME GARDEN TRAVEL + LIFESTYLE MAGAZINE for the Pacific Northwest

Portrait Magazine takes you behind the scenes to meet local artisans, architects, designers and leading chefs (with their favorite recipes). *Portrait Magazine* is for and about the Northwest, topics range from stunning design, home décor trends, local food, wine, spirits, and Northwest travel destinations.

Locally owned and published!



portraitmagazine.com

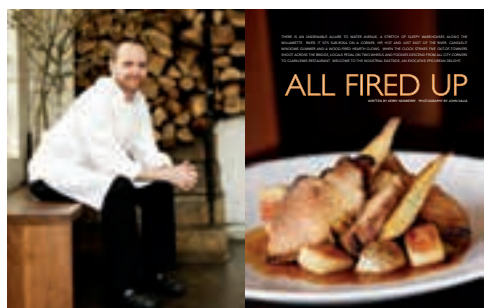
HOME GARDEN TRAVEL + LIFESTYLE MAGAZINE

PORTRAIT™

Celebrating 24 years of Successful Publishing



[in every issue]



AUTHORITATIVE CONTENT + VIBRANT DESIGN

Deliver your message to readers with a passion for fine living. Portrait Magazine is a glossy full-color publication that engages and informs with sophisticated design and content.

OUR DEPARTMENTS

DESIGN DOSSIER Spotlight on interior design projects.

EYE ON DESIGN The latest and notable design picks.

FOOD + WINE Leading culinary and winemaker allstars.

TRAVEL Regional luxury travel destinations.

COLOR Stories, products and inspiring ideas.

KITCHEN + BATH Design stories and product features.

ENTERTAINING IDEAS Stylish ideas for entertaining, floral design and tabletop.

STYLE BEAT Products, retail shops and local trends.

ON THE WALL Highlighting notable artists and galleries.

ARCHITECTURE Spotlight on iconic architectural projects.

FRESH Garden features and profiles of landscape designers and architects.

MADE Nationally recognized product design.

SHOPTALK Q&As with talented professionals, who's new in town and who's making news.

BOOKSHELF New coffee table tomes and excerpts.

RESOURCES Design resources are extensively sourced in the article and captions of each feature story, making it easy for readers to locate your product.

Editorial content subject to change at editor's discretion.



HOME BUYER SURVEY

Will you be changing any of the following?

Bank 33%
Dentist 29%
Physician 25%
Insurance Agent 18%
Tax Professional 18%
Attorney 7%

Do you plan on traveling this year?

Yes 68%

Do you plan on purchasing a car in the next 6 months?

Yes 29%

Do you plan on joining any of the following?

Health Club 28%
Golf Club 7%
Country Club 5%

Source: Homeowners Marketing Services, Inc. All rights reserved.

INTELLIGENT, AFFLUENT + ACTIVELY SPENDING

AFFLUENT HOMEOWNER DEMOGRAPHICS

Age	
25-54	81%
Median Age	48

Interest in Home Décor	85%
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Household Income	
\$100,000+	98%
\$150,000+	81%
\$250,000+	51%
Median HHI	\$213,237

Net Worth	
\$1 million +	92%
\$2 million +	49%
\$5 million +	26%

Home Value	
\$700,000 - 25 million	85%

Home Ownership	
Own Home	98%
Own 2+ Homes	25%



40% OF HOME BUYERS WILL REMODEL IN THE NEXT 12 MONTHS

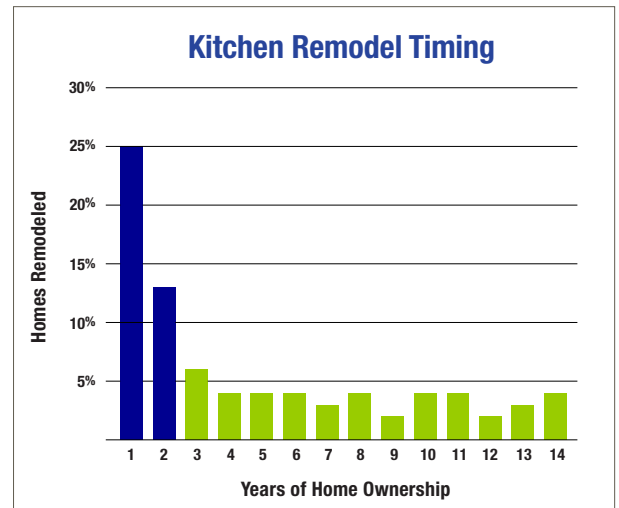
HOME BUYERS ARE BIG SPENDERS

Home Buyers are up to 11 times more likely to purchase major home related products and services during the first 12 months in their home.

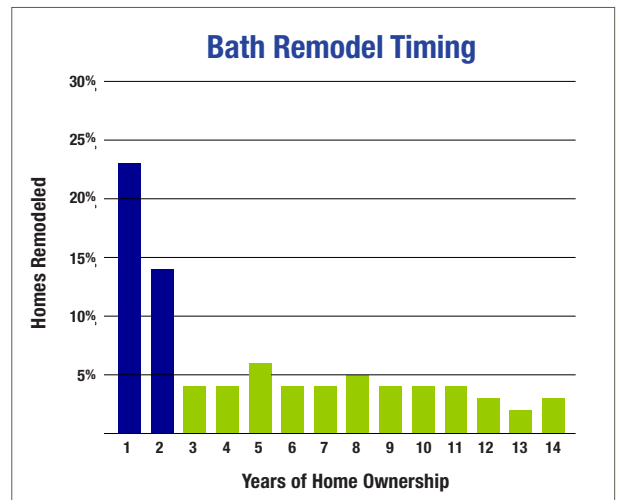
Portrait Magazine quickly reaches the Design Trade and Home Buyers. We track weekly home closings, delivering Portrait Magazine precisely when they are most likely to spend.

PURCHASED IN THE PAST 12 MONTHS	HOME BUYER INDEX	NON-MOVER INDEX
Kitchen and Bath		
Convection Oven	1,118	96
Self-Cleaning Oven	954	84
Garbage Disposal	854	89
Kitchen Sinks	842	101
Stove or Range (Electric)	739	87
Kitchen Counter Tops	686	109
Indoor Light Fixtures	667	102
Kitchen Cabinets	611	103
Wood Flooring	609	106
Bathroom Sink/Vanity	527	107
Kitchen Faucets	512	101
Stove or Range (Gas)	508	85
Ceramic Tiles	485	115
Bathroom Faucets	430	115
Refrigerator	464	84
Painting (Interior)	360	103

Source: Simmons Market Research Bureau



© Portrait Magazine 2012 Analysis of Residential Remodeling Permits versus Years of Home Ownership



© Portrait Magazine 2012 Analysis of Residential Remodeling Permits versus Years of Home Ownership



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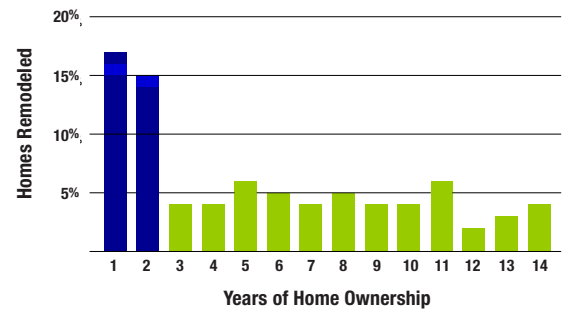
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PURCHASED IN THE PAST 12 MONTHS	HOME BUYER INDEX	NON-MOVER INDEX
Home Furnishings		
Light Fixtures, Indoor	667	102
Wall Paper/Wall Coverings	502	107
Carpet, Stain-Resistant	485	107
Rugs, Room Sized or Area	483	96
Window Shades/Blinds (Custom)	472	92
Dining Room Furniture	459	81
Carpet, Wall to Wall	387	112
Painting, Interior	360	103
Living Room Furniture	388	86
Draperies/Curtains (Custom)	363	97
Bed Frame and Headboard	306	90
Bedroom Furniture	306	82
Fireplace Insert	1,184	92
Skylights	922	100
Windows, Wood-Framed	783	113
Wood Flooring	609	106
Central Heating System	559	107
Central Air Conditioning	437	113
Doors	432	112
Door Knobs/Locks	405	102

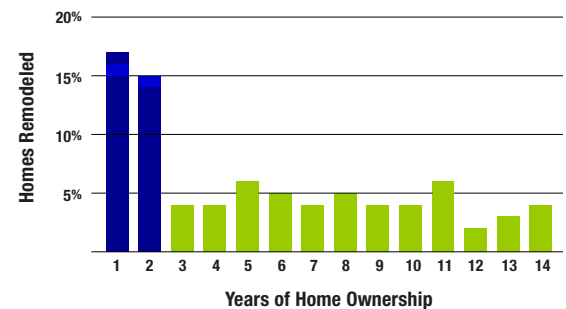
Source: Simmons Market Research Bureau

Bedroom Suite Remodel Timing



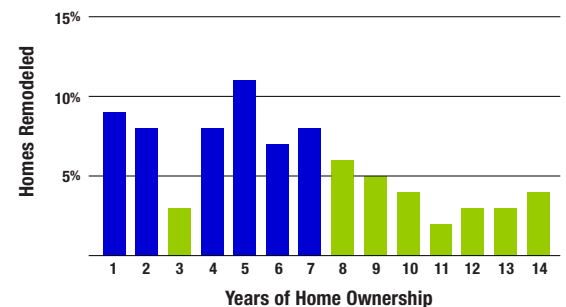
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Living/Family/Media Remodel Timing



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Home Office Remodel Timing



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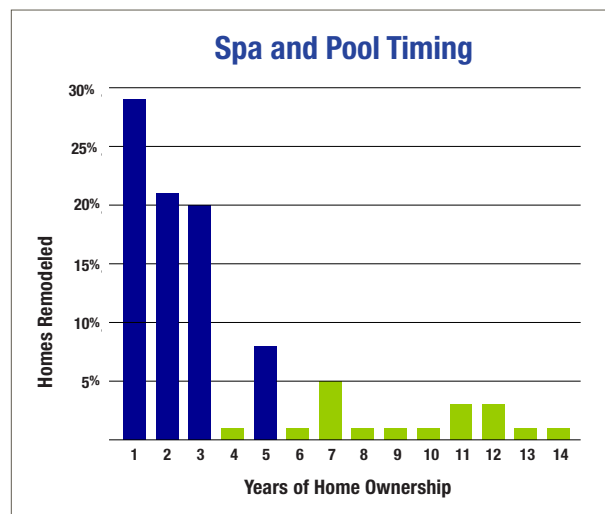
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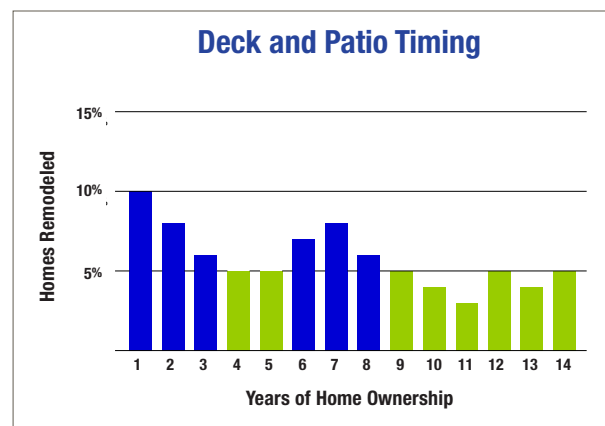
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PURCHASED IN THE PAST 12 MONTHS	HOME BUYER INDEX	NON-MOVER INDEX
Outdoor		
Wood-Framed Windows	783	113
Skylights	922	100
Garage Door Opener (Auto)	675	103
Exterior Siding (Outdoor)	646	103
Vinyl Window	546	116
Thermal Windows	483	113
Outdoor Light Fixtures	348	111
Doors	432	112
Weatherstripping	241	98

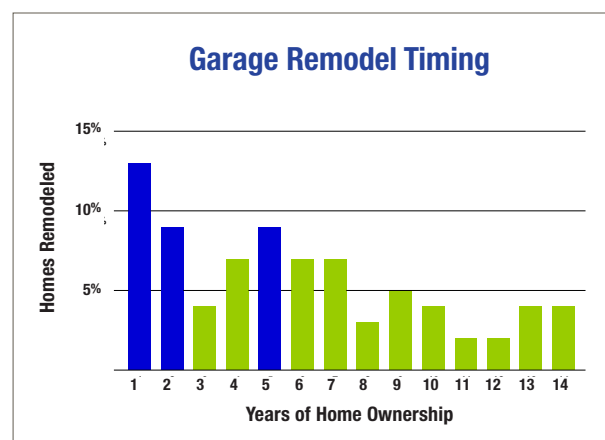
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PRODUCTION SPECIFICATIONS

AD DIMENSIONS AND SPECIFICATIONS

AD DIMENSIONS	WIDTH	HEIGHT
FULL PAGE (bleed)	9.25"	11.125"
FULL PAGE (no bleed)	8.00"	10.00"
1/2 HORIZONTAL (bleed)	9.25"	5.625"
1/2 HORIZONTAL (no bleed)	8.00"	5.06"
1/2 VERTICAL (bleed)	4.625"	11.125"
1/2 VERTICAL (no bleed)	3.875"	10.375"
1/4 PAGE (no bleed)	3.875"	5.06"
2-PAGE-SPREAD (bleed)	18.25"	11.125"
2-PAGE-SPREAD (non-bleed)	16.00"	10.00"

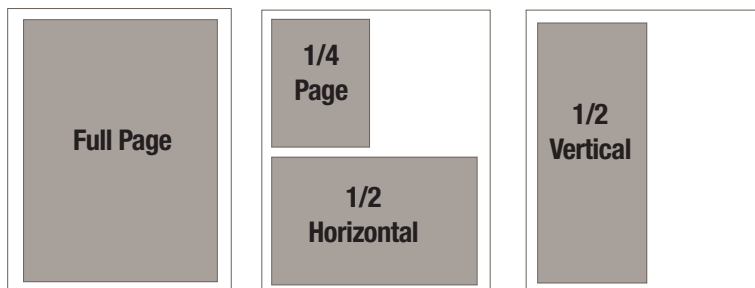
GENERAL PUBLICATION SPECS:

Publication trim size is 9.00" X 10.875"

Live matter for bleed ads should be .5" inside trim.

Minimum bleed allowance is .125"

Press - Web Binding - Perfect Prepress-CTP



FILE REQUIREMENTS

COLOR PROOFS

SWOP certified color proof with color bars are required for all color ads (preferred proofs are Kodak Approval, Epson, Polaroid or Fuji). If no color proof can be provided, please send a black-and-white print to verify type. (Note: If an accurate color proof is not provided, Portrait™ Publications can't be responsible for color reproduction).

MEDIA

PDF's may be submitted via email or CD-ROM. Portrait Publications is not responsible for PDF files submitted with spot color graphics or compressed file formats embedded. These files may yield unsatisfactory results when printed. Ads submitted electronically also require a contract quality proof.

Email files to: production@PortraitMagazine.com

ACCEPTED FILE FORMATS

Portrait Publications requires that all ad files be submitted as single page, high-resolution PDFx4a file. Advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction.

Exported PDF: Use PDFx4a settings when exporting from layout programs. Outline all fonts and strokes.

Distilled PDF: Create postscript file from a page layout program. Use ad trim size for document paper size, then distill through Acrobat Distiller v.4 or later using PDFx4a settings, all layers flattened and all fonts embedded and/or outlined. When saving ps files out of Quark, set trapping preferences to absolute. No native files, film is not accepted.

GRAPHICS, COLOR, FONTS

All graphics must be at least 300 dpi at 100% in the document. Only CMYK process colors are to be used. RGB files are not accepted. Compressed images such as JPEG or LZW are not accepted. PDF files with spot color graphics or compressed files embedded may have unsatisfactory results when printed. Only Mac postscript fonts are acceptable; both printer and screen fonts must be included.