



WINGED M

MULTNOMAH ATHLETIC CLUB

2026 Media Kit

Meet the MAC Community



MONTHLY REACH

The Winged M is the official magazine of Multnomah Athletic Club, proudly published since 1911. Just as the club thrives on the strength and spirit of its members, ***The Winged M* brings their stories to life.** With dynamic photography and compelling features, each issue connects members more deeply to their community, highlights upcoming club events, and celebrates the achievements and adventures of those who make MAC extraordinary.

Published in a 76-page, four-color, perfect-bound, glossy format, *The Winged M* reaches **9,200 member households** each month through direct mail and an additional **1,200+ member guests in-club.** The magazine's tremendous shelf life ensures lasting visibility — **66% of readers keep their issues for more than two weeks, and 40% for more than four.**

The digital edition attracts **5,000+ readers monthly** and features live, **clickable links** for increased engagement and advertiser value. Together, these print and digital touchpoints make *The Winged M* a trusted, enduring platform to connect with the MAC community.

22,000
MEMBERS



9,200+
MONTHLY
DISTRIBUTION



5,000+
DIGITAL USERS



\$250K
AVERAGE HHI



Content That Connects

INSIDE *THE WINGED M*

Each issue of *The Winged M* keeps members connected to club life — from athletics and wellness to dining, events, and community stories. Dynamic photography and engaging features celebrate the people, programs, and experiences that make MAC extraordinary.

- ▶ **Club Life:** Leadership updates, community involvement, and member stories that highlight the vibrant MAC experience.
- ▶ **Culinary:** Seasonal dishes, chef features, and special dining events — from five-course wine dinners to rooftop summer parties.
- ▶ **Events:** A comprehensive calendar of upcoming activities and vignettes showcasing new happenings around the club.
- ▶ **Fitness & Wellness:** Expert insight from MAC's in-house team on yoga, training, massage, and holistic well-being.
- ▶ **Athletics:** Coverage of recreational and competitive achievements — from youth programs to national and Olympic-level excellence.



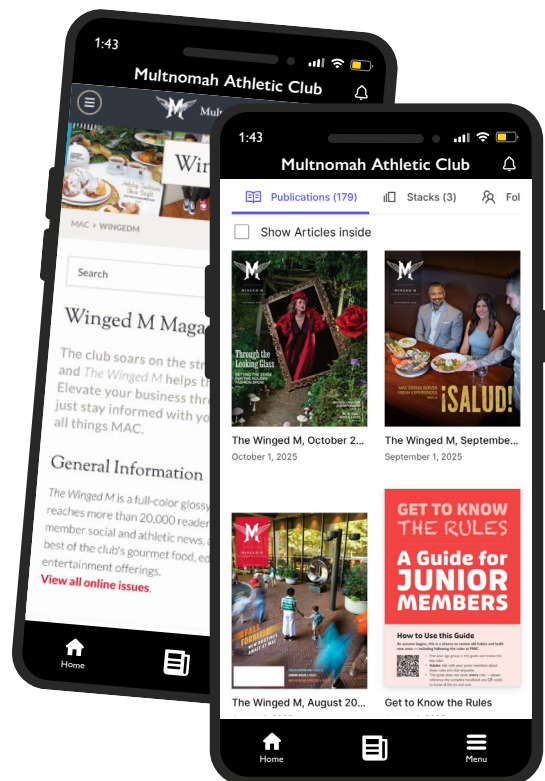
Connections That Click

BEYOND PRINT

Reach the MAC community wherever they are with *The Winged M's* growing digital presence. From interactive ads and banner placements in our digital magazine to clickable features in member newsletters, your message connects with over 5,000 active readers every month.

Extend your visibility beyond print with flexible, high-impact opportunities that keep your brand in front of our community year-round!

- ▶ Live, clickable links drive traffic directly to your website or landing page
- ▶ Featured alongside *The Winged M's* full digital content for a seamless reader experience
- ▶ Engage members, guests, and extended audiences through newsletters and digital editions



Opportunities That Deliver

2026 RATE CARD

Standard Placements

SIZE

Frequency	1x	3x	6x	12x
Full Page	\$2,812	\$2,106	\$1,828	\$1,407
Two Third	\$2,542	\$1,906	\$1,652	\$1,398
Half Page	\$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 Full Page Placements

Frequency	1x	3x	6x	12x
Back Cover	\$5,022	\$3,766	\$3,263	\$2,762
Inside Front Cover	\$3,810	\$2,857	\$2,485	\$2,106
Inside Back Cover	\$3,581	\$2,686	\$2,328	\$1,970
Page 4 – Presidents	\$3,262	\$2,447	\$2,122	\$1,793
Preferred Position	15%	15%	15%	15%



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2026 SCHEDULE

Issue	Reservation	Creative
January	Nov. 1, 2025	Dec. 12, 2025
February	Dec. 1, 2025	Jan. 12
March	Jan. 1	Feb. 12
April	Feb. 1	March 12
May	March 1	April 12
June	April 1	May 12
July	May 1	June 12
August	June 1	July 12
September	July 1	Aug. 12
October	Aug. 31	Sept. 12
November	Sept. 1	Oct. 12
December	Oct. 1	Nov. 12

If the above date falls on a weekend the deadline is moved to the previous Friday.

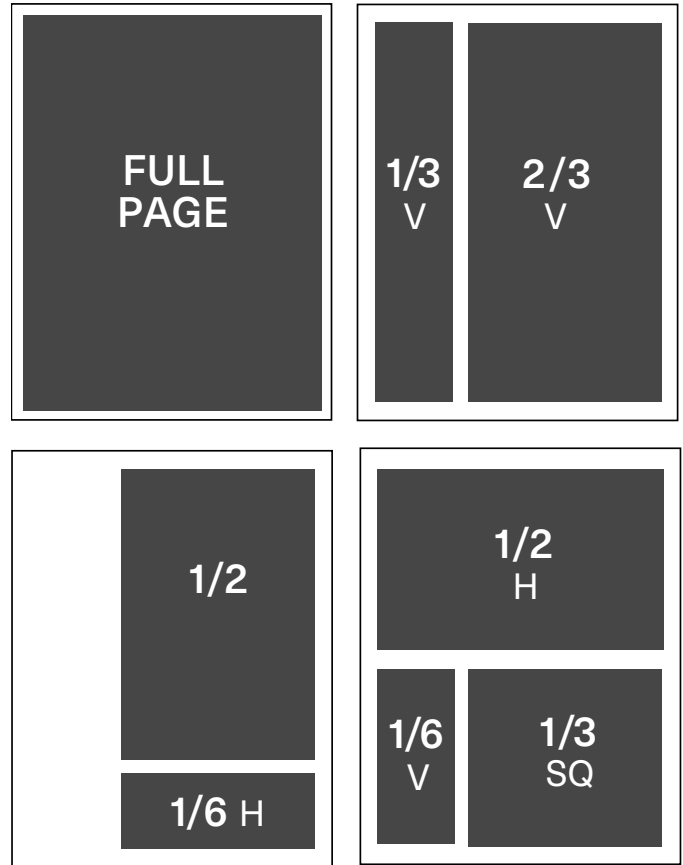
Creative Overview + Guidelines

AD DIMENSIONS

Sizes (Inches)	Width	Height
Full Page w/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 (Vertical)	4.75"	9.625"
1/2 (Horizontal)	7.5"	4.625"
1/2 (Vertical)	4.75"	7.125"
1/3 (Square)	4.75"	4.625"
1/3 (Vertical)	2.25"	9.625"
1/6 (Horizontal)	4.75"	2.125"
1/6 (Vertical)	2.25"	4.625"

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

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



Display Ad Requirements/ Print Specifications

Format: PDF or JPEG preferred

Resolution: 300 ppi at the correct ad dimensions

Color: CMYK (cyan, magenta, yellow, black)
Convert RGB and spot colors to print CMYK.

Submissions: email advertising@themac.com

You should receive a confirmation that your creative was received within 24 hours.

MAC does not currently offer creative services for advertising.

