

Official Show Guide

Better Living Show

Home, Garden & Lifestyle

Green is gold. And increased traffic to your Better Living Show booth will result in more green for you! The Portland Tribune, in partnership with The Better Living Show (March 23-25), is producing a unique opportunity for green businesses and show exhibitors to showcase their products and services and invite customers to your business.

SUSTAINABLE LIFE GATEFOLD – March 14, 15 2012

Distribution: 120,000

This edition of Sustainable Life will feature a special front page wrap promoting the Better Living Show and show vendors and sponsors. It's your opportunity to affordably be featured on the front page of one of the most read sustainable publications in Oregon. Space is limited. Only seven advertising positions are available on this front page wrap. So commit today.

Sustainable Life is distributed in all 12 of our weekly newspapers, including the Portland Tribune. Any business who would like to be associated with the Better Living Show may advertise.

Reservation Deadline: Thursday, March 1, 2012

Sizes:

- 3-3/8 inches by 5 inches \$600 (one-spot available)
- 3-3/8 inches by 3.25 inches \$350 (six-spots available)

BETTER LIVING SHOW GUIDE

This special guide will be distributed at the show.
Quantity: 10,000

The Better Living show tabloid guide will be an 8-page section that will focus completely on the Better Living Show and will include show stories, exhibitor list, floor map, schedule of events and more. Only exhibitors are allowed to advertise in this special guide.

Reservation Deadline: Friday, March 9, 2012

Show Guide Rates:

- Full page (9.75" by 10.375") \$775
- Half page (9.75" by 5.125") \$450
- Quarter page (4.8" by 5.125") \$245
- Eighth page (4.8" by 2.5") \$175



AUDIENCE FACTS

391,300 Readers

- 157,100 participate in lawn & gardening activities
- 112,700 visited a hardware or building supplies store
- 148,400 are homeowners
- 132,000 own homes valued at \$300,000 or more
- 100,500 have annual household incomes of \$50,000 or more
- 75,000 plan to purchase new furniture in the next 12 months
- 29,000 plan to buy a new bed or mattress in the next 12 months

Above based on International Demographics Portland Media Audit

Reserve your space today! Call your sales representative at 503-684-0360 for more information.