



THE
UNDERSTANDING
PUSHING PERSPECTIVES IN A POSITIVE DIRECTION

2024 MEDIA KIT





**PUSHING
PERSPECTIVES IN A
POSITIVE DIRECTION.**

**WE ARE A
PUBLICATION
BRINGING STORIES
TO LIFE THAT BREAK
STIGMAS, INSPIRING
OUR READERS TO
OVERCOME
BARRIERS AND LIVE
A LIFE OF
INTENTION.**

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UNDERSTANDING**
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OUR REACH

PRINT MAGAZINE

4 Issues Per Year
11,589 Annual Circulation

DIGITAL MAGAZINE

4 Issues Per Year
800+ Annual Impressions

Website

TheUnderstandingMagazine.com
133 Unique Visitors Per Month
340 Page Views Per Month

EMAIL

2,800 Recipients
37% Open Rate

INSTAGRAM

500 Followers

FACEBOOK

1,900 Followers



OUR AUDIENCE

LOCAL

Nearly 56% of our subscribers reside in Oregon.

Remaining 44% resides in neighboring states with strong ties to Oregon.

PHILANTHROPIC

Majority of our subscribers support non-profit organizations. They often volunteer, donate, and fundraise to support non-profit organizations.

ACCOMPLISHED

Majority of our subscribers are identified in the upper-middle or upper income class. Most have a secondary degree, run their own business, and are leaders in their industry.

DISABILITY ADVOCATES

All of our subscribers are strong community advocates for supporting people experiencing disabilities. Most experience a disability themselves, or have a loved one with a disability.

2024 MEDIA CALENDAR

	Q1 WINTER	Q2 SPRING	Q3 SUMMER	Q4 FALL
TIMEFRAME	January February March	April May June	July August September	October November December
THEME	Advocacy	Inclusivity	Travel and Accessibility	Diversity & Gala 20th Anniversary
HIGHLIGHTS	Disability Disclosure	INCIGHT Golf Event	INCIGHT Gala Travel Tips	Stories of Success

SPECIAL EVENTS

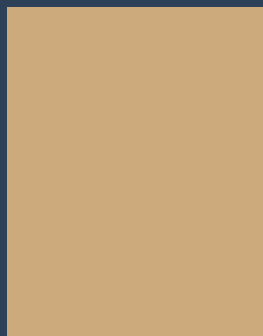
JUNE 2024 - INCIGHT GOLF EVENT

JULY 2024 - INCIGHT ANNIVERSARY

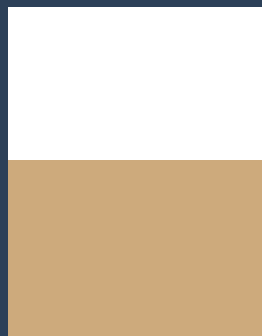
OCTOBER 2024 - INCIGHT GALA

PRINT ADVERTISING

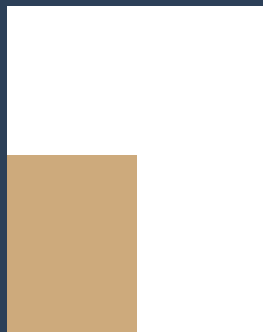
STRATEGICALLY PROMOTE WITHIN OUR PRINT MAGAZINE SPREAD



FULL PAGE
8.5" x 11"



HALF PAGE
4.25" x 5.5"



1/4 PAGE
2.125" x
2.75"

General Deadline:
Artwork must be
submitted 3 weeks
prior to our print
date, or 5 weeks
prior if artwork
creation is needed.

SINGLE ISSUE PLACEMENT RATES

Inside Front Cover	\$1,000
Inside Back Cover	\$650
Outside Back Cover	\$800
Full Page	\$500
Half Page	\$300
1/4 Page	\$100

CUSTOM PLACEMENT & ADD-ON RATES

Center Page	+\$100
Ad Artwork Creation	+\$100

FREQUENCY DISCOUNT

10% off 4-8 insertions (across multiple issues) 15%
off 8+ insertions (across multiple issues)

SPONSORED CONTENT

PROMOTE WITH STORYTELLING

BASE PACKAGE, \$1,000

Includes:

500-1,000 word highlight article
written by an Understanding writer

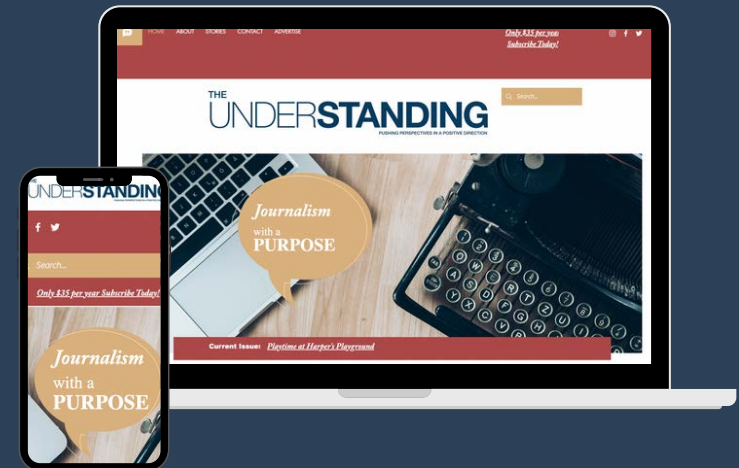
1 call out, promoted, and
mentioned social media post

1 mention in email to subscribers

Photography (local to Portland
Metro only)

Hosted on our site

Other customizations can be
considered



WE ARE A TEAM OF
CREATIVES WHO AIM
TO TELL STORIES THAT
HAS REAL IMPACT.

WE CAN HELP YOU
CONNECT WITH OUR
AUDIENCE BY
STORYTELLING,
DEVELOPING VIDEO
CONTENT, AND
SOCIAL CAMPAIGNS.

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Thank you

Visit Us:



Questions?

Email:

StephanieH@incight.org

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