



THE WINGED M

Media Kit



Multnomah Athletic Club



Club facts and history

The Multnomah Athletic Club truly is one of the premier athletic facilities in the United States.

Location

Multnomah Athletic Club
1849 SW Salmon Street
Portland OR 97205

To contact *The Winged M* office call
503-223-8749.

Operating hours

Monday through Thursday from 5 a.m.-midnight; Friday from 5 a.m. -1 a.m.; Saturday from 6 a.m.-1 a.m. and Sunday from 6 a.m. -10 p.m.
The club is closed on Christmas day.

Membership

19,700 members

Current social facilities

- Four restaurants
- One snack bar
- Two kitchens
- One ballroom
- One activities classroom
- Nine private dining rooms
- One card room
- One reading lounge

Current athletic facilities

- Three gymnasium areas for basketball, volleyball, badminton, gymnastics, soccer
- One running track with 12 laps equaling one mile
- Three swimming pools: 50-meter competitive pool; 25-yard activity pool; 25-meter, eight-lane pool with adjustable depth
- Two doubles squash courts, six international squash courts
- Ten handball/racquetball courts
- Seven indoor tennis courts
- One outdoor singles tennis court
- One outdoor doubles tennis court
- Three weight-conditioning rooms
- One fitness room for aerobics, dance, karate
- One multi-purpose room for low-intensity fitness, karate, yoga, aerobics
- One whirlpool (co-ed)
- Two saunas
- Two steam baths
- Two hot rooms
- Batting cage
- 18,000-square-foot conditioning facility
- Gymnastics arena
- Lockers for men and women

Other amenities

- Concierge services
- Snack bar
- Child care facilities
- Massage and shoe shine services
- Full-service style salon
- Retail clothing store
- Parking facility

MAC fact:

Founded in 1891, the Multnomah Athletic Club is a family-oriented facility that offers a variety of activities to its 19,700 members.

Located at 1849 S.W. Salmon Street in Portland, Oregon, the club occupies two buildings totaling 550,000 square feet. *The Winged M* has been published continually since 1911.



Readers you want to reach

The Winged M delivers, including some of the area's most impressive incomes and savviest shoppers.

Outstanding Incomes

Winged M readers have a median household income of more than \$100,000 — more than twice the Portland-area's average of \$40,146.

- 13% earn \$ 50,000 to \$ 74,000
- 28% earn \$75,000 to \$149,000
- 35% earn \$150,000 or more

The People Behind The Purchases

Winged M readers are more than just movers and shakers. They are doers. Leaders. Buyers.

- 17% are presidents or company owners
- 10% are managers
- 6% are partners or vice presidents
- 11% are self employed

Winged M readers are also civic-minded. In fact, 60% volunteer for some type of charitable organization. And 36% are members of a board of directors for a corporation or local group.

Look Who's Reading

Winged M readers are split fairly evenly, with 48% female to 52% male. The median age of our readers is 56.

- Ages 17 to 347%
- Ages 35 to 4415%
- Ages 45 to 5420%
- Ages 55 to 6422%
- Ages 65+28%

The One That Gets Read

Winged M readers read. Faithfully. An above average time is spent reading each issue, and each has a tremendous shelf life.

- 10 to 30 minutes per issue61%
- 31 to 60 minutes per issue18%
- 26% of readers keep *The Winged M* for two to three weeks
- 40% of readers keep *The Winged M* for more than four weeks.

Educated Readers

Winged M readers are smart and educated. More than 1/3 have advanced degrees.

- Undergraduate degree52%
- Masters degree21%
- Doctorate13%

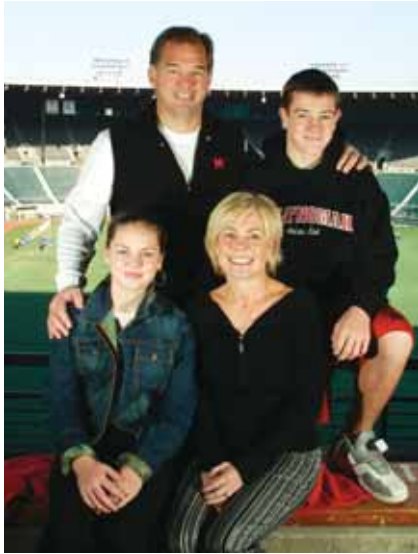
Internet Access

90% of *Winged M* readers have e-mail at work and more than 77% have e-mail at home. 87% of *Winged M* readers have Internet access.

MAC fact:

The eight-level main clubhouse overlooks the 30,000-seat PGE Park and is within walking distance of downtown Portland.

Covered parking for more than 600 autos is provided across the street in the club's garage. Since the club opened, MAC has undergone eight major relocation and expansion projects. The last was in 1999 and included a 55,000 square-foot addition called the Loprinzi Wing, and 45,000 square feet of renovated space.



Purchasing power and real buyers

If you're looking for an audience that loves to shop, you've come to the right place.

Big Ticket Items

Winged M readers are big on big-ticket purchases. Cars. Dining room sets. Refrigerators. Even grand new digs.

Within the past 12 months:

- 43% purchased jewelry
- 40% purchased furniture
- 33% purchased a major appliance
- 32% purchased a DVD player
- 30% purchased a new car
- 30% purchased a computer
- 25% purchased a digital camera
- 20% purchased antiques/collectables

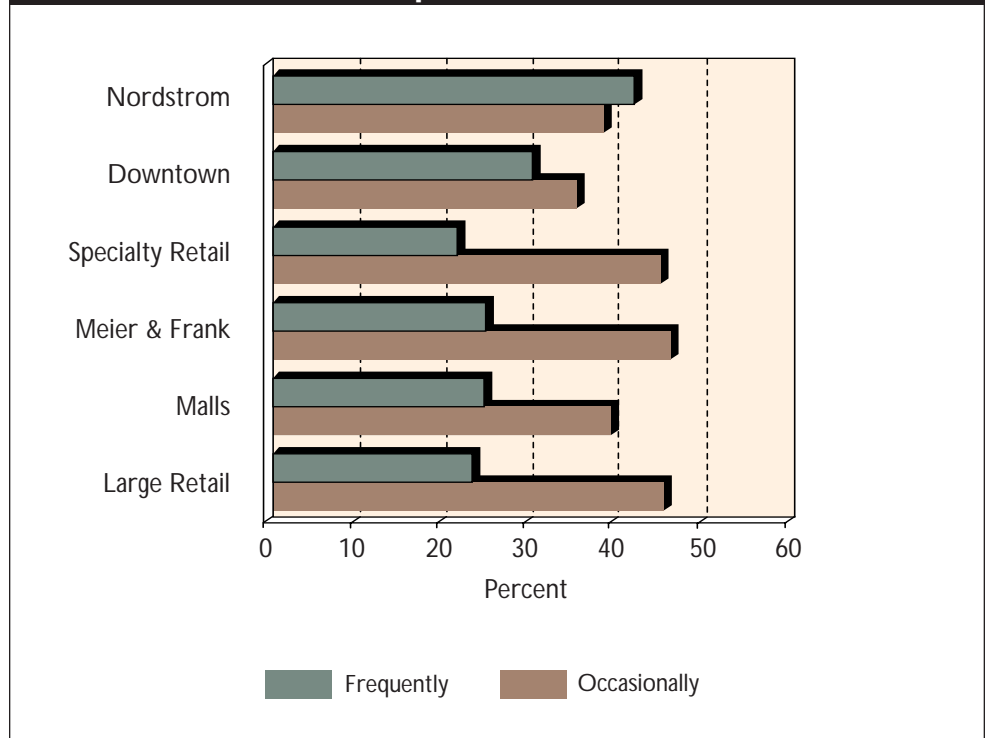
One For The Kids

Winged M readers also love to shop for their children and grandchildren. Take children's clothing, for example. Last year, 32% of all *Winged M* readers purchased children's clothing. Along with that comes a playroom of toys, books, games and baby supplies.

MAC fact:

MAC's membership includes national and world champions. More than 40 MAC athletes and coaches have participated in Olympic Games, winning a total 28 medals through the years. Honors include Dan Kelly's world records in the 100-yard dash and the 220-yard dash; Louise Keuhn's first United States Olympic diving gold medal; swimmer Nancy Merki's 27-second margin in her 1,500-meter freestyle record; and Jim Grelle's 21 sub-four-minute miles.

Favorite Shops and Retail Location





Travelers to local and global destinations

On every trip *Winged M* readers spend dollars on lodging, food, entertainment, souvenirs and more.

Pack Your Bags And Go

Winged M readers are packed, ticketed and ready to roll.

Our average, readers take between three and four vacations per year.

On The Road Again

Winging it to the City of Angels, shuffling off to Chicago, packing it up for Pittsburgh, no matter where they're headed, *Winged M* readers are looking for transportation, food, and other services that make life on the road run smoother.

Nearly every reader (86%) who took a trip, traveled by plane. *Winged M* readers are busy business travelers.

Readers took an average of five business trips per person.

Destination: Our Own Backyard

Winged M readers like what they see close to home. That means vacations to the coast, the mountains, Seattle and Central Oregon. Spending money before they go and as they travel... on goods and services like yours.

Getting There Is Half The Fun

Winged M readers take to the skies, highways and byways in substantial numbers. During the past 12 months:

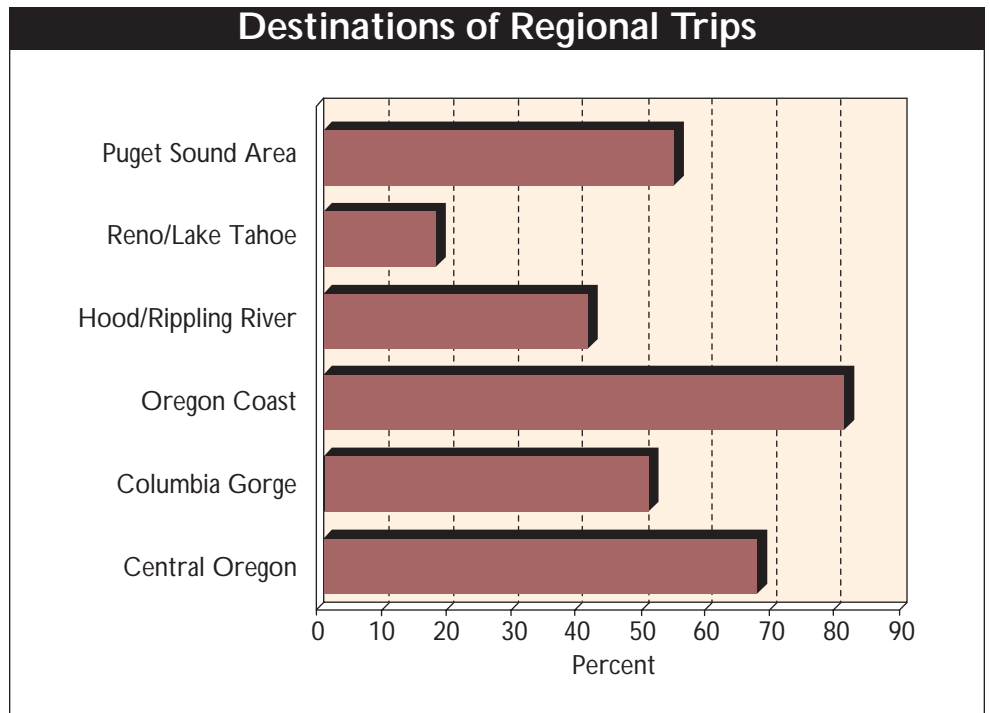
86% took a scheduled flight to their destination

74% drove via automobile to their destination

13% took a boat or cruise ship

MAC fact:

The club's first members were football players who sought to expand their athletic horizons. MAC brought the first track meet to the Pacific Northwest, hosted the first state tennis championships, organized the Pacific Northwest Association for the AAU, and introduced hockey to Portland.





Living life to the fullest

Leisure time is an important aspect of our readers daily lives. Why not give them a great place to start — like your store.

Let The Good Times Roll

Winged M readers like to cut loose from day-to-day demands. Hitting the slopes. Hitting the fairway. On bikes, in boats and on foot. Time is of the essence to our readers, but somehow they find the time for a good time — and to spend money on new golf clubs, tennis rackets, sporting apparel, skis, fishing gear and more.

The Gift Of Time

Winged M readers know that time is money. So volunteering is an important part of their business life. Nearly 60% volunteer their time to one or more non-profit organizations on a regular basis. What's more, 36% serve on the board of directors for corporations and local groups.

Cultured

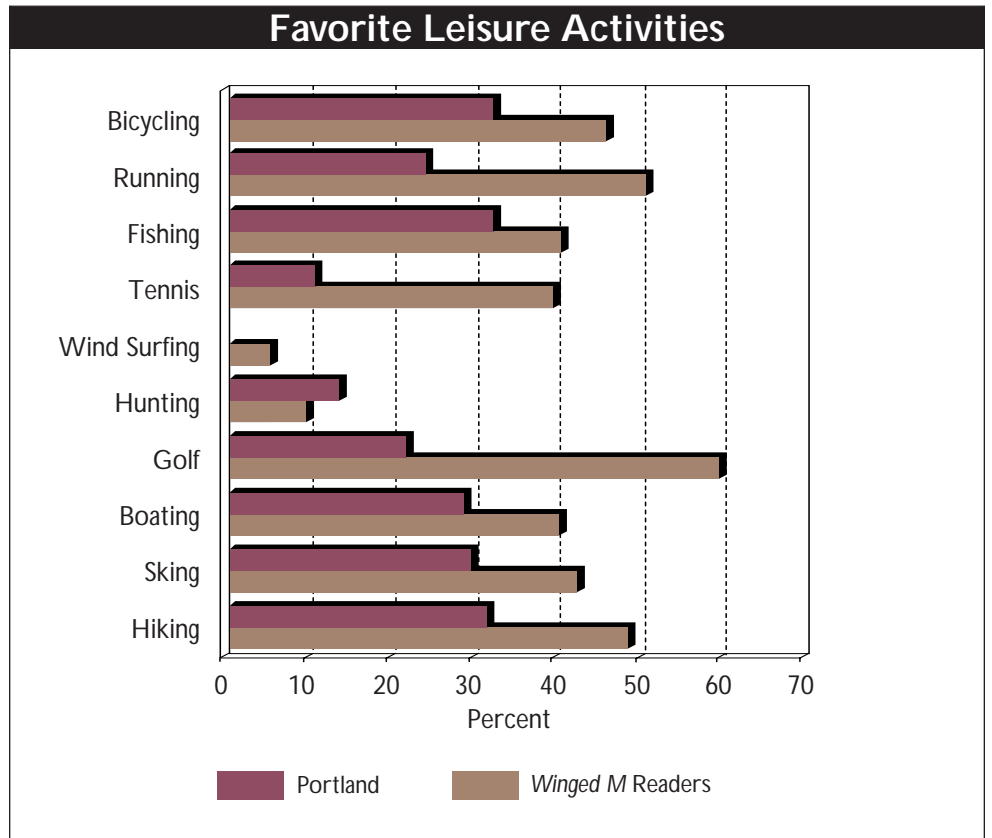
Winged M readers are patrons of plays and musicals. Opera buffs. Symphony lovers. In fact, 23% frequent the performing arts and 15% provide financial support besides tickets.

Food, Glorious Food

Winged M readers have an appetite for dining out, from fine dining to dinner on the run. On average, our readers eat out more than eight times a month for a casual dinner. As an interesting sidenote, fast food lunch and dinner were more popular choices than formal lunch or dinner.

MAC fact:

On the social and entertainment side, members can select from language to art classes. The club offers catering facilities for all sizes of groups from a few to hundreds of guests. Complete dining and bar facilities provide breakfast, lunch and dinner. A retail sportswear store, hair styling, massage and other personal services are also available.





Investing in the future

Along with high finances comes a need for financial services. That's where you come in.

Money In The Bank

Winged M readers have financial needs you can take to the bank. Savings. Checking. IRAs, CDs, home and auto loans, too. The following is a look at the primary financial institutions for our readers:

U.S. Bank	.29%
Wells Fargo	.19%
Bank of America	.11%
Key Bank	.7%
Washington Mutual	.7%
Other (bank, credit union, S & L)	27%

The most popular locations for the second home is:

Portland area	.26%
The Coast	.33%
Central Oregon	.19%

Wise Investments

Winged M readers have a sharp eye on the future. More than 70% of them, for example, invest in money market funds.* Another 68% have a retirement plan. The chart below is an idea of the other places our readers like to invest their hard-earned dollars.

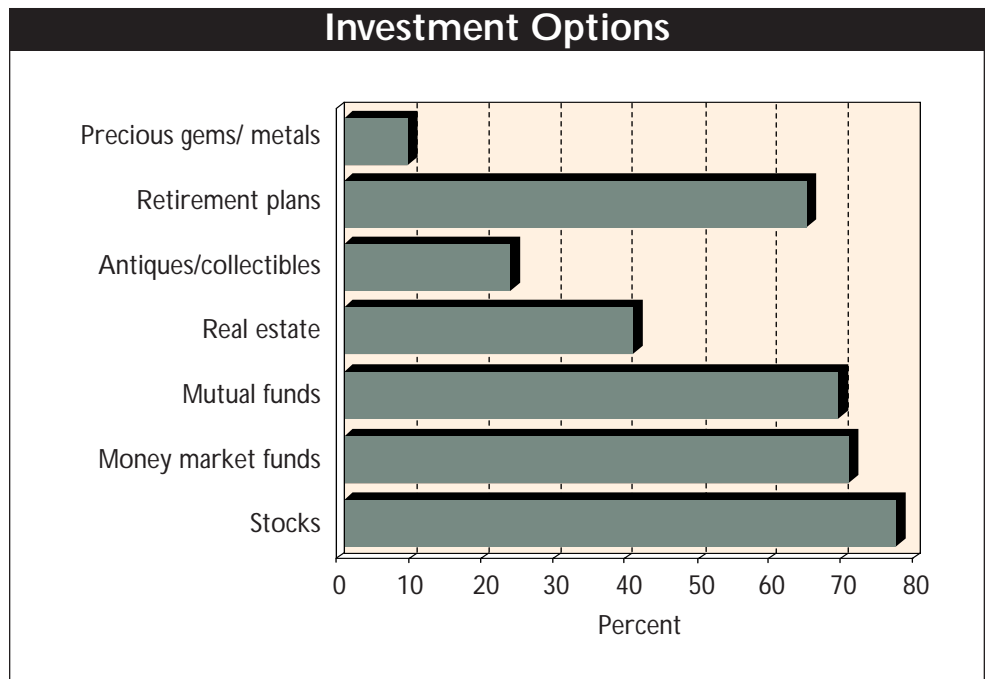
*62% use a professional in planning their investments.

Home Sweet Home

Winged M readers also count their homes as a sound investment. 43% of our readers own two homes or more. Of those who own a second home, 82% use it for recreational purposes.

MAC fact:

Activities are offered for all club members: young and adult, girls and boys, women and men. Short-term child care is available while parents use the club. Top-rated instruction and coaching is also available in 24 sports.





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