

= Portland Monthly =

Portland Monthly ( also referred to as Portland Monthly Magazine ) is a monthly news and general interest magazine which covers events and culture in Portland , Oregon . The magazine was co -@-@ founded in 2003 by siblings Nicole and Scott Vogel . Nicole had previously worked for Cendant Corporation and Time Warner , and Scott had been a journalist at The New York Times . Though the magazine had some trouble with funding in its first year , it grew to a stable circulation of 56 @,@ 000 and by 2006 was the seventh @-@ largest city magazine in the United States .

The magazine 's editor in 2008 was Ted Katauskas . The Portland Monthly has received generally positive reception in other new publications , including a mixed review of the magazine 's first issue in The Columbian , and subsequent positive reviews in The Oregonian and The Seattle Times . Rachel Dresbeck wrote favorably of the magazine in her 2007 book Insiders ' Guide to Portland , Oregon .

= = History = =

= = = First year = = =

The magazine was co @-@ founded in 2003 by Nicole Vogel and her brother journalist Scott Vogel , and began as a glossy magazine with a focus on the lifestyle of Portland . Nicole Vogel had previously been a vice president at Cendant Corporation , and had worked at Time Warner for five years and was a vice president at CNN . Scott Vogel had previously worked as a journalist for The New York Times . The niche market focus of the magazine was for " 25- to 65 @-@ year @-@ olds with household incomes of at least \$ 100 @,@ 000 " . Nicole Vogel used Texas Monthly as one of her models for the magazine , which she had read growing up in Texas . Planning and research for the magazine included conducting 200 interviews with residents of Portland , in addition to raising US \$ 40 @,@ 000 from angel investors .

Nicole Vogel had previously sought out seed capital from investors at the Oregon Entrepreneurs Forum in February 2003 , and in total raised less than \$ 1 million from investors . One of the first investors in Portland Monthly was the " Women ? s Investors Network " , a Portland @-@ based group of women @-@ investors which is part of the Oregon Entrepreneurs ' Foundation . A formal gathering was held on September 27 , 2003 at the Portland Armory to celebrate the launch of the magazine , and the magazine debuted September 29 , 2003 . The first issue was 104 pages , and due to initial funding issues the magazine appeared bimonthly for the first year . 40 @,@ 000 copies were produced for the first issue . The first issue was dedicated to the theme : " Why We Love This Town " . The magazine was profitable in its first year and brought in \$ 1 million in revenue .

= = = 2004 to present = = =

Scott Vogel served as the magazine 's first editor @-@ in @-@ chief , and left Portland Monthly in late 2004 to join the The Washington Post . Russ Rymer served as the magazine 's editor after Scott Vogel left , but he left in February 2005 to become editor of Mother Jones . After Rymer the magazine went to " employment contracts " for editors . Journalist Louise Lague became the next editor @-@ in @-@ chief of the magazine on April 11 , 2005 . In 2005 the magazine maintained a staff of 22 in addition to hiring freelancers . In August 2005 the Portland Magazine purchased a local magazine related to weddings , the Portland Bride and Groom , which was founded in 2001 . Portland Monthly 's style editor Jill Spitznass became the editor of the Portland Bride and Groom . Ted Katauskas , who had formerly worked as managing editor of Portland Magazine , was promoted to the magazine 's editor @-@ in @-@ chief in August 2005 . Katauskas was the fifth employee of the company .

Circulation of the Portland Monthly in 2005 numbered 56 @,@ 000 , and in 2006 paid circulation was 56 @,@ 000 with an additional 18 @,@ 000 to 22 @,@ 000 sold on newsstands . In February

2006 the magazine was the seventh @-@ largest city magazine in the United States . The magazine has reported on the effects of methamphetamine abuse in Oregon , and Enron 's usage of the electric utility in Portland . The magazine maintains a website at [www.portlandmonthlymag.com](http://www.portlandmonthlymag.com) , and includes the first few paragraphs of selected articles on the site . Ted Katauskas was editor of the magazine in 2008 .

= = Reception = =

Writing for The Columbian , Angela Allen commented that the first issue of the magazine " shows attitude and literary writing , tosses off lots of names , does a terrific fall culture calendar and digs into a couple of issues , including the Trail Blazers " , but was also critical , noting : " Its design is crowded and the type is too small to read for most of us without wearing a pair of ' reader ' specs . " Tom Boyer of The Seattle Times described the magazine as " a smart mix of reader @-@ friendly features and award @-@ winning journalism " . Writing in The Oregonian , Steve Duin commented that he appreciated the lists published in the magazine : " Because I 'm addicted to lists -- and the bigger the better -- the best part of my month is the morning that copy of Portland Monthly lands like a wounded halibut on my desk . "

The magazine won three awards in the City and Regional Magazine Association 's 20th Annual National City and Regional Magazine Awards in 2005 , receiving recognition in Civic Journalism , Excellence in Writing and General Excellence . The magazine was one of three companies nominated by the Oregon Entrepreneurs Forum as a finalist for Working Capital Stage Company of the Year . In 2006 Portland Monthly was a finalist for " Best Overall Design " of a consumer magazine , in the Folio : Gold Ozzie Awards . In her 2007 book Insiders ' Guide to Portland , Oregon , author Rachel Dresbeck wrote that the magazine " maintains an excellent calendar " of events going on in the city . In July 2007 Nicole Vogel was a finalist among nominees for an individual entrepreneurship award from the Oregon Entrepreneurs Network .