



HERE

BRAND GROWTH

5.1 million

Total Reach

+38% MoM

18.3 million

Total Impressions

+8.4% MoM

SOCIAL @HEREISOREGON

132,310

Total Followers

89%

Engagement Rate

+3.5% MoM

10.6%

Monthly Growth

EMAIL WEEKLY NEWSLETTER

25,616

Subscribers

31.6%

Open Rate

2.7%

Click Through Rate

Source: 1. Google Analytics, Dash Hudson, Sprout Social, & Meta Business Suite. September 2023; 2. Social media accounts as of October 6, 2023; 3. SailThru. September. 2023.

HERE IS OREGON STORIES

3.6 million

Content Reach

+71.1% MoM

9.5 million

Content Impressions

+25.6% MoM

People Places Experiences Explore Videos Community Why Oregon

EXPLORE THE GOOD

At Here is Oregon, we want you to experience all that our state has to offer. To help navigate your next adventure, whether it's on the road or on your phone, we created the regional sections you see below. Just click and start exploring.

- Central Oregon, Columbia Gorge, Eastern Oregon, Greater Portland, Oregon Coast, Southern Oregon, Willamette Valley, Oregon

HOW TO CLIMB SOUTH SISTER, OREGON'S THIRD TALLEST PEAK



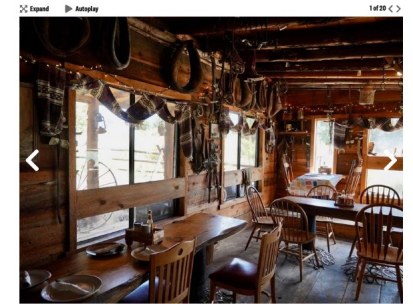
Everything you need know about summiting this 10,358-foot volcano in central Oregon. Hint: Bring lots of snacks.

Places

Southern Oregon, Oregon

Oregon's Cowboy Dinner Tree serves up 30-ounce steaks worth driving hours for

By Samantha Swindler | The Oregonian/OregonLive September 04, 2023 at 8:00 am PDT



Cowboy Dinner Tree The Cowboy Dinner Tree in Silver Lake, Oregon has become a popular destination for those looking for a unique Old West experience. (Samantha Swindler/The Oregonian)

Vote now for The Coolest Thing Made in Oregon

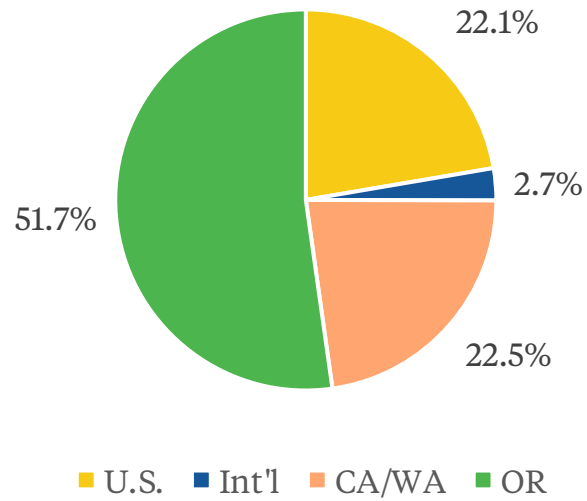
What product will you vote for?

By Larissa Gordon | Oregonian Media Group September 11, 2023 at 8:49 pm PDT

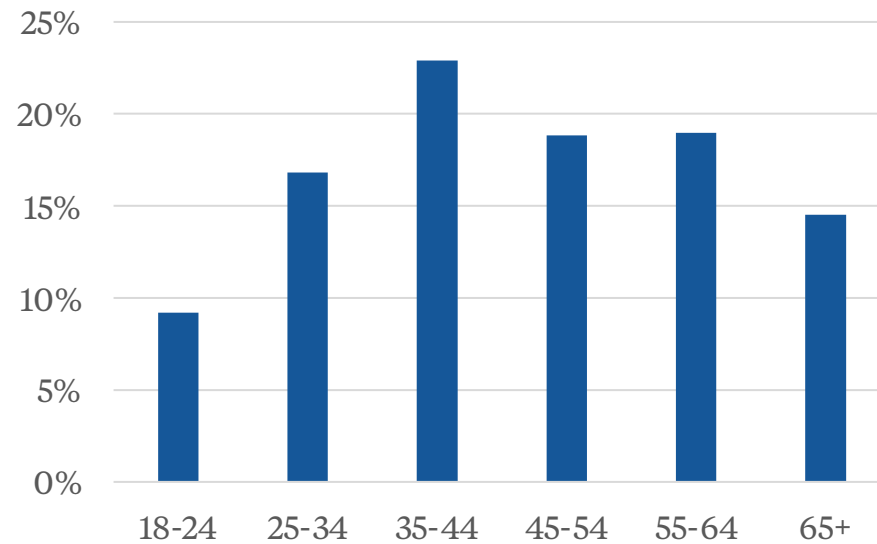


Oregon Business & Industry host the state's Coolest Thing Made in Oregon competition. (Larissa Gordon)

Total Sessions by Geography¹



Average Ages²



Genders²



139,658

Total Sessions

15% MoM increase

Top Affinities

1. Media & Entertainment/Movie Lovers
2. Media & Entertainment/Light TV Viewers
3. News & Politics/Avid News Readers/Entertainment News Readers
4. Media & Entertainment/TV Lovers
5. Travel/Travel Buffs
6. Food & Dining/Cooking Enthusiasts/Aspiring Chefs
7. Lifestyles & Hobbies/Outdoor Enthusiasts
8. Shoppers/Shopping Enthusiasts
9. Media & Entertainment/Music Lovers
10. Home & Garden/Home Décor Enthusiasts

1. Travel/Trips by Destination/Trip to North America
 2. Real Estate/Residential Properties
 3. Travel/Hotels & Accommodations
4. Apparel & Accessories/Women's apparel
 5. Home & Garden/Home Décor
 6. Real Estate/Residential Properties
7. Autos & Vehicles / Motor Vehicles (Used)
 8. Real Estate/Residential Properties
 9. Financial Services/Investment Services
 10. Autos & Vehicles

Top Segments