

The Oregonian

ers in the state exce

lent **media** contracto

vernments **kit** who ea

nto the program kit



Largest in the Northwest

We reach 68% of people
in Oregon & SW Washington¹

15% larger than the
nearest local news
competitor on digital alone²

1. The Oregonian, circulation, May 2024 and Google Analytics Q2 2024 monthly avg.; unique visitors = non-duplicated; Portland DMA (27 counties); Target: A18+; 2. comScore. (2024). All platforms total digital, Jan. - June 2024.



Local experts National resources

Oregonian Media Group is part of Advance Local, a leading digital media and marketing group operating in more than 20 cities across the U.S.

Combined, we reach 52+ million people each month across our award-winning publishing platforms. Our local digital marketing experts specialize in custom solutions for higher education, travel & tourism, healthcare, recruitment and more.

We are a Google Premiere Partner representing the top 3% of digital agencies in the U.S.

Our national partners also include Microsoft Solutions, Meta Business and Spotify Advertising, allowing access and expertise for local, regional and national digital marketing strategies.

ADVANCE
LOCAL

 ADVANCE EDUCATION

ADVANCE
TRAVEL & TOURISM
destination marketers

ADVANCE
HEALTHCARE
Digital Marketing Experts

PREMIER
Google
Partner

Microsoft
Partner


 Meta
Business Partner

 Spotify Advertising
Certified Partner



Target exactly who you need to reach

Digital solutions

We offer:

Video (production & distribution)

Social Media

Digital Display Advertising

Email Marketing

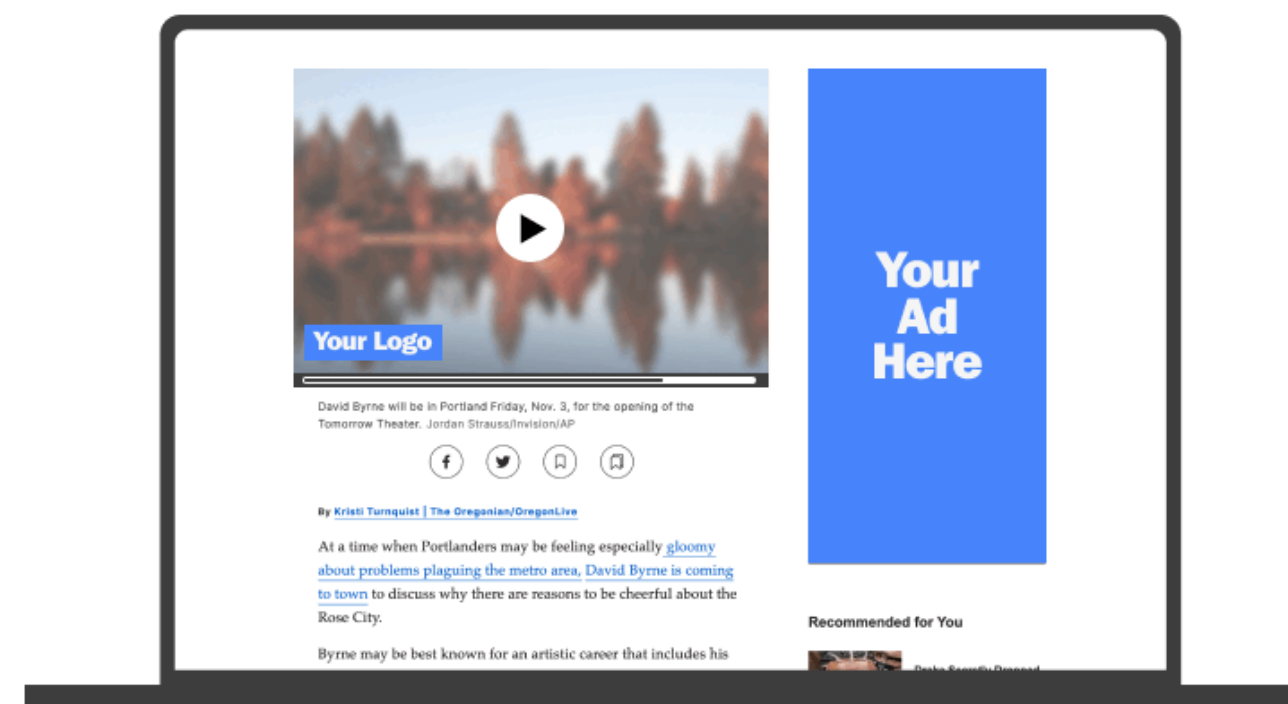
SEO & SEM

Digital Out of Home Advertising

Content & Creative Services

Audio Advertising

Event & Content Sponsorships

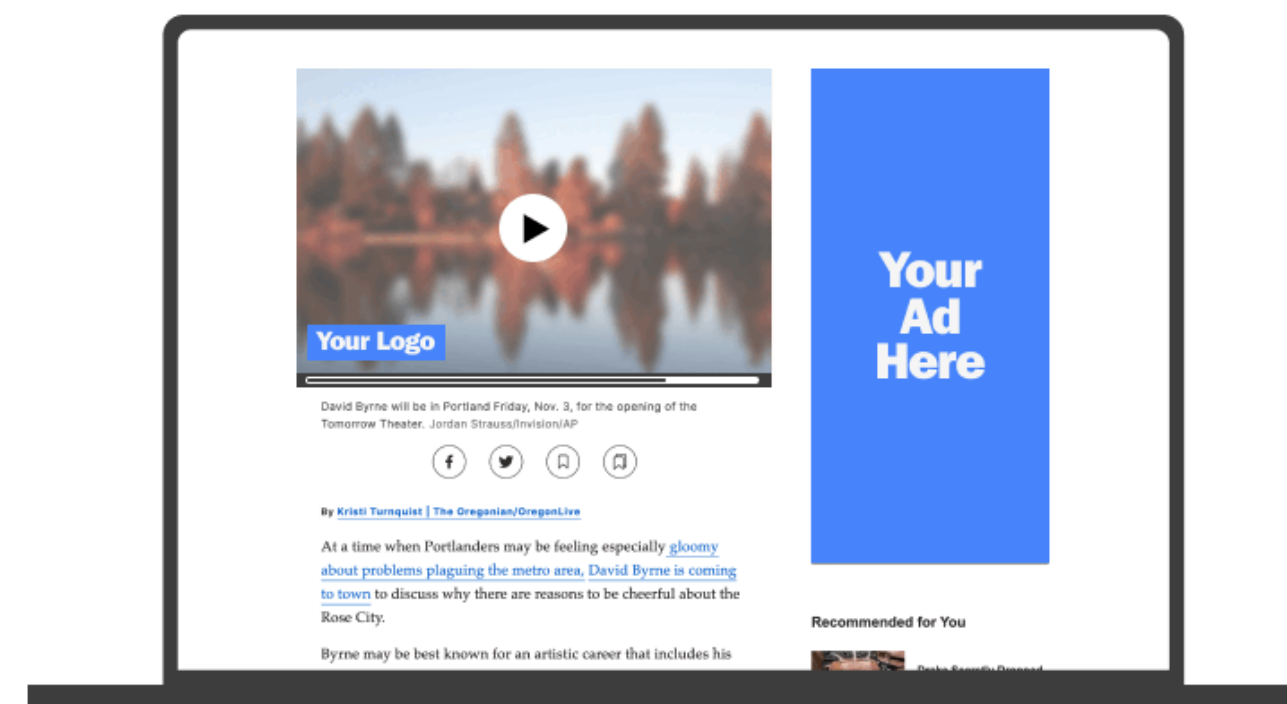




Customized marketing plans that get results

Reach your target audience with proven local solutions

We take the time to understand your goals and your target audience. Our local experts then develop a customized marketing plan to help you reach your goals on time, on budget and with measured results.





Digital

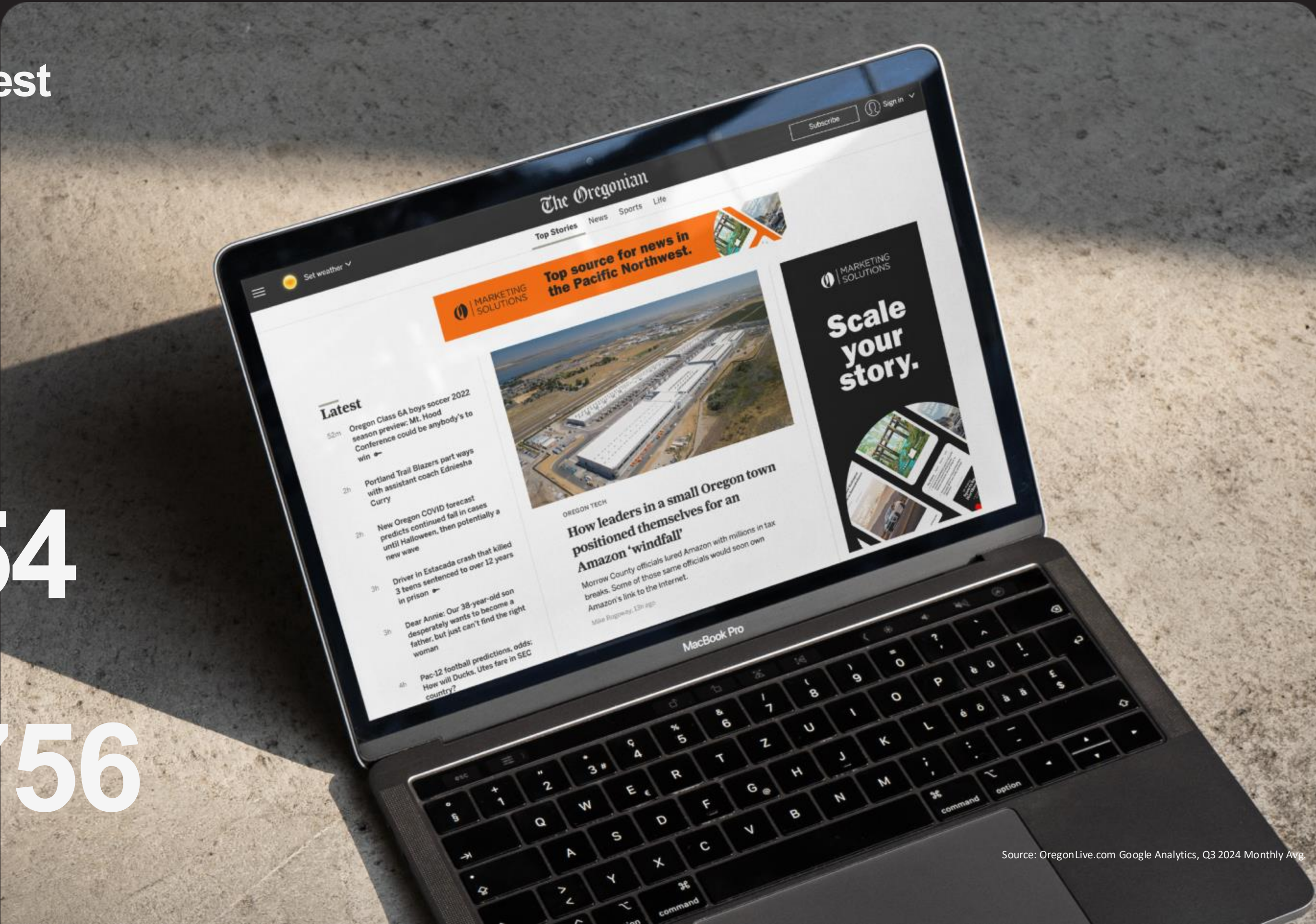
Largest in the Northwest

6,768,054

Average monthly users

28,989,756

Average monthly views





First in the Northwest¹



176,840²

1. The Oregonian is the oldest continuously published newspaper in the western United States, originally founded as the Weekly Oregonian on December 4, 1850.
2. Source: Advance Local, The Oregonian circulation summary for six months Oct. 2023 - March 2024, Portland, Oregon.



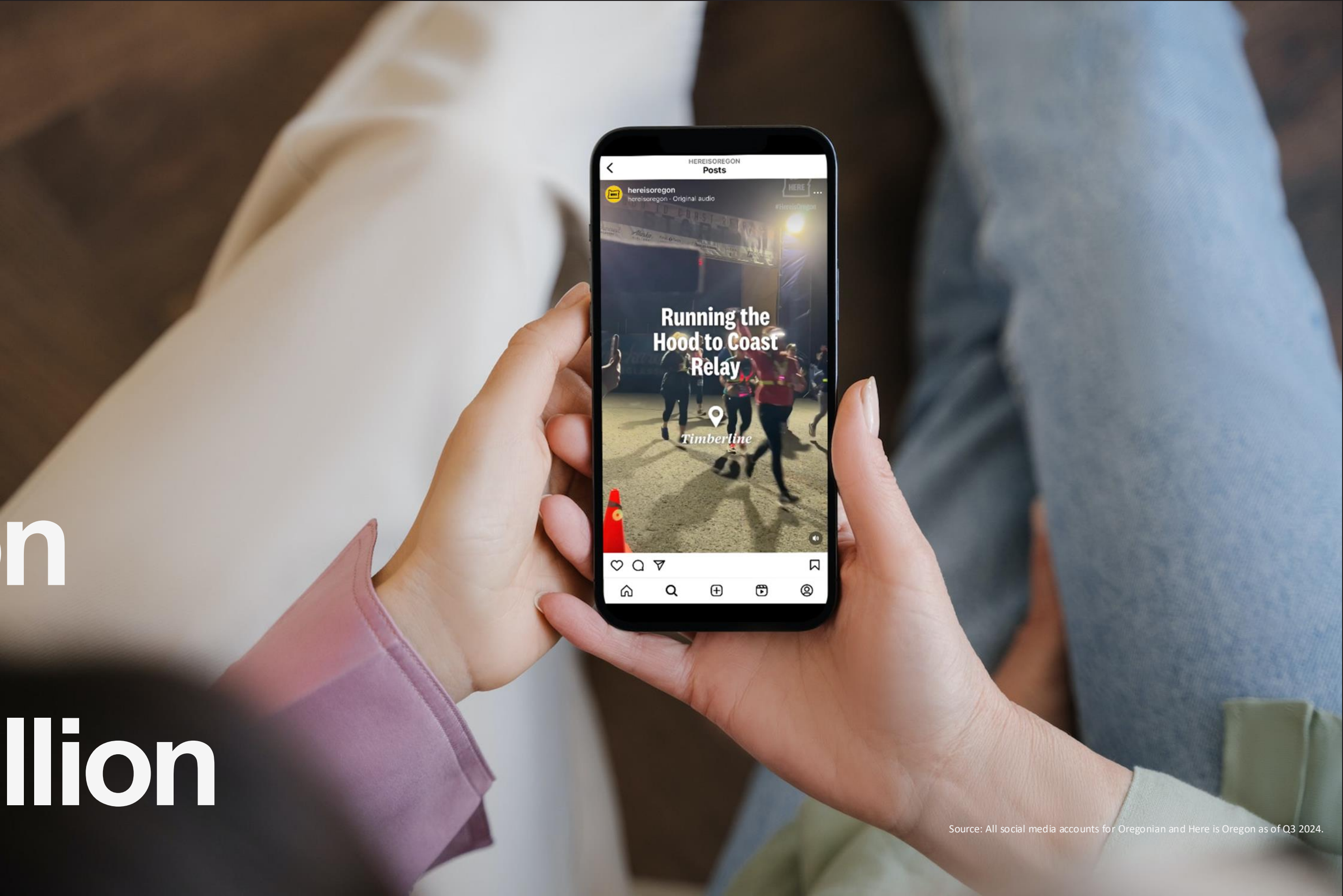
Social

2 million

Social media followers

3.24 million

Engagements per month



Source: All social media accounts for Oregonian and Here is Oregon as of Q3 2024.



Newsletters



238,507

Unique subscribers

39.29%

Unique open rate

Top 3 newsletters: Letter from the Editor, Oregonian Exclusives, Morning Briefing

Subscribe to Newsletters

Source: Sailthru. October 2024.



Podcasts

26,884

Peak Northwest

4,818

Soccer Made in Portland

7,433

Blazer Focused

18,864

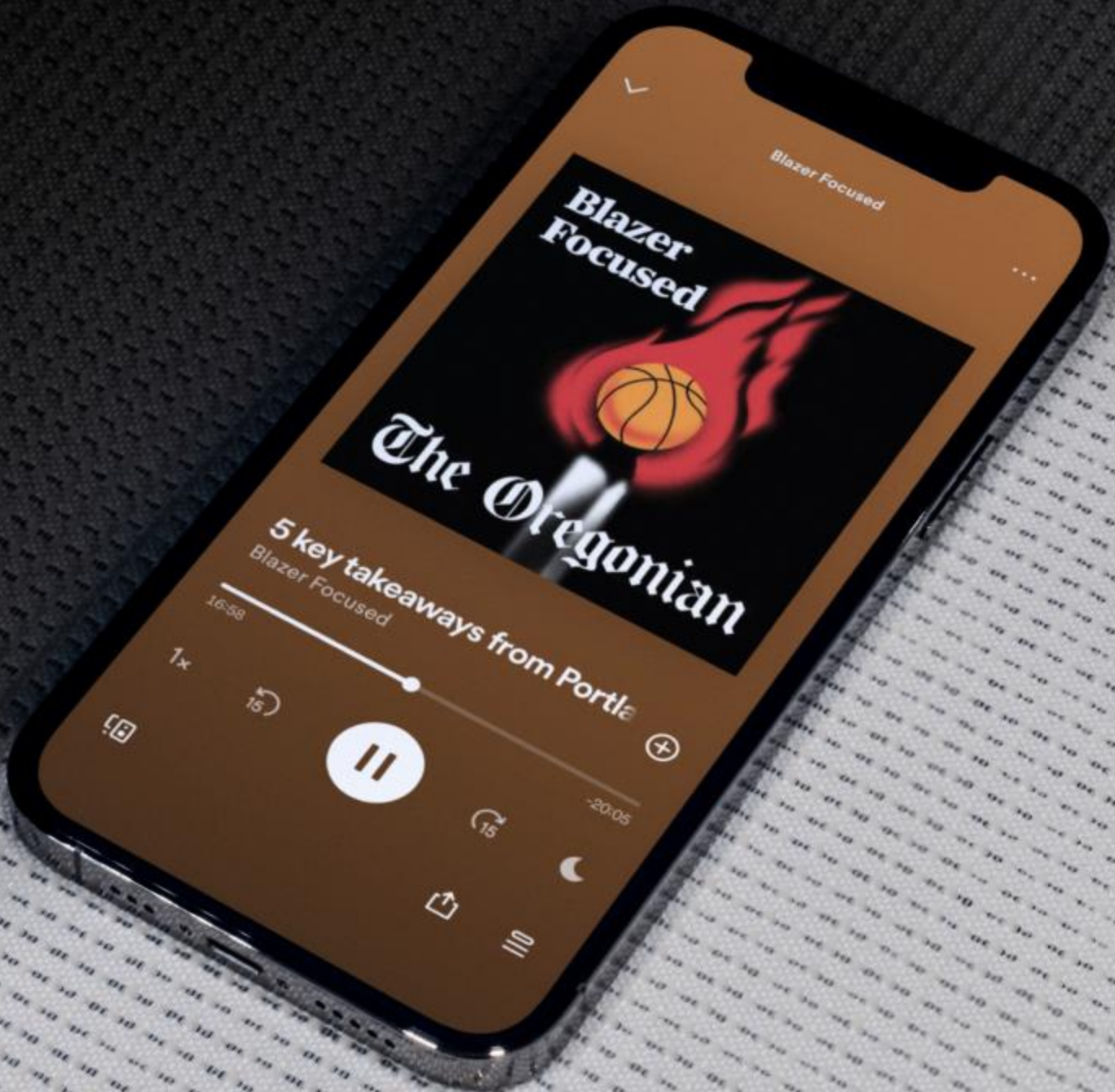
Beat Check

6,871

Oregonian Sports

3,040

Beaver Banter



Subscribe to Podcasts

Source: Megaphone. Downloads Q3 2024.



Let's lift & celebrate Oregon together

Explore the good with us on Here is Oregon.

Every day, our teams share videos, photos and stories that tell real stories about our innovators, natural wonders, good food, events, places to visit and more from the across the state.

We offer unique partner packages for organizations interested in joining us to lift and celebrate the best here in Oregon.

180,000+

Here is Oregon social media followers

2.35 million

Monthly Reach

12,200+

Newsletter Subscribers



Digital¹

6,768,054

Average monthly users

28,989,756

Average monthly views

Print²

176,840

Readership

Social³

2 million

Social media followers

3.24 million

Average monthly engagements

Newsletters⁵

238,507

Unique subscribers

39.29%

Unique open rate

Top 3 newsletters: Letter from the Editor, Oregonian Exclusives, Morning Briefing

Podcasts⁴

85,800
Total Quarterly Downloads

26,884

Peak Northwest

18,864

Beat Check

4,818

Soccer Made in
Portland

6,871

Oregonian Sports

7,433

Blazer Focused

3,040

Beaver Banter

Source: 1. Google Analytics. Q3 2024, monthly avg.; 2. Source: Advance Local, The Sunday Oregonian circulation summary for the six months ending March 30, 2024, Portland, Oregon; 3. Oregonian and Here is Oregon Social Media Accounts as of Q3 2024.; 4. Megaphone. Q3 2024; 5. SailThru. October 2024.

Geography

53%

PNW + CA

41%

Other U.S.

6%

International

Multigenerational

22%

18-34

21%

35-44

19%

45-54

37%

55+

Male/Female

52%

Male

48%

Female

Our Audience is significantly local and multigenerational



Our Audience Geography

6%

International

41%

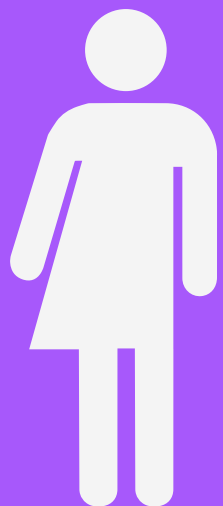
Other U.S.

53%

PNW + CA

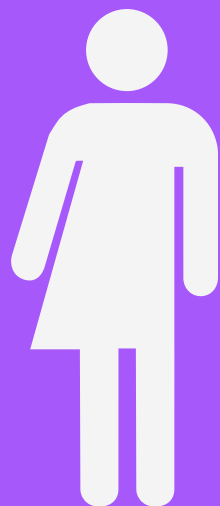


22%



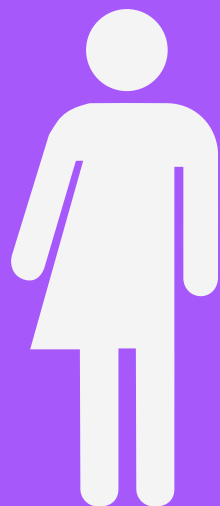
18 - 34

21%



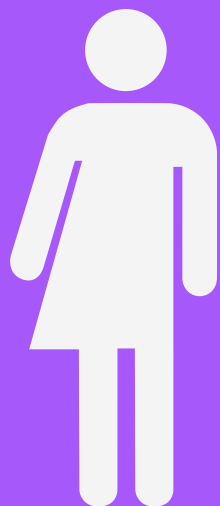
35 - 44

19%

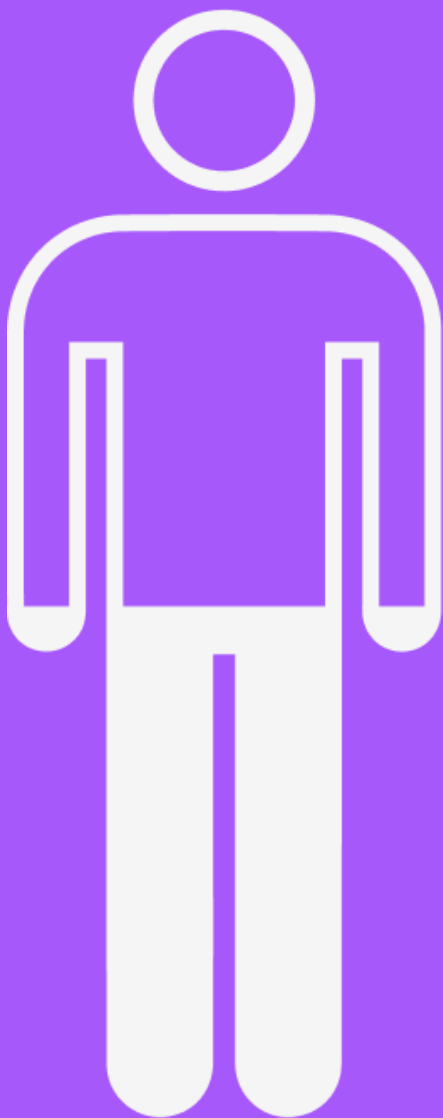


45 - 54

37%



55 +



52%

Male



48%

Female



Affinities:

- News & Entertainment Enthusiasts
- Movie Lovers
- Sports Fans
- Casual TV Viewers
- TV Enthusiasts
- Shopping Enthusiasts
- Cooking Enthusiasts
- Travel Enthusiasts
- Investors
- Music Lovers

\$87,000

Average household income

Interests:

- Apparel & Accessories
- Home & Garden Decor
- Holiday Items & Decorations
- Apparel & Accessories
- Gifts & Special Occasions
- Investment Services
- Real Estate Residential Properties For Sale
- Dating Services
- Real Estate Residential Properties



Standard Display

Ad Name	Ad Size	Max File Size	Animation	Formats Accepted
Leaderboard	728 x 90	60K	:15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Rectangle (Story)	300 x 250	60K	:15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Half Page	300 x 600	60K	:15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Skyscraper (Extended network only)	160 x 600	60K	:15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Desktop Adhesion Banner	970 x 90	60K	:15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Billboard	970 x 250	150K	:15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Mobile Banner	320 x 50	60K	:15 sec.	JPG, GIF, HTML5, 3rd Party Tags
Mobile Adhesion Banner	320 x 50	60K	:15 sec.	JPG, GIF, HTML5



Rich Media

Ad Name	Ad Size	Max File Size	Max Polite	Max Video Size	Max Video Length
Leaderboard	728 x 90	200K	100K	2.2MB	:30 sec.
Rectangle (Story)	300 x 250	200K	100K	2.2MB	:30 sec.
Half Page	300 x 600	200K	100K	2.2MB	:30 sec.
Tile (Mobile)	320 x 50	200K	100K	2.2MB	:30 sec.



Thank You



Questions? advertise@oregonian.com

Learn more: oregonianmediagroup.com