

The Oregonian OREGONLIVE COMBINED

#1

Top source for news in the Pacific Northwest

Reach more people in our region with The Oregonian and OregonLive.



OUR AUDIENCE IS UNPARALLELED

7.4 MILLION

OregonLive Unique Monthly Visitors¹

1.8 MILLION

Followers on Social Media²

636 THOUSAND

Readers of The Oregonian print & e-edition³



The Oregonian OREGONLIVE

We reach

62%

of people
in Oregon & SW
Washington

Maximize your full potential by utilizing our reach in print and digital channels.



OREGONLIVE

#1

**News Website
in Oregon²**

OregonLive is the most-read local news and information site for Oregonians across the state, especially in the Portland region. Readers learn about and engage with their community across our platforms.

#5

**News/Info (For Local News)
Website in the U.S.³**

Our audience is growing. On OregonLive.com we average more than 7.4 million unique monthly visitors.¹ Advertisers on our platforms are positioned to reach a high-value audience and align their brand next to our award-winning, local news, sports, politics, and entertainment coverage.

**combined with all Advance Local properties*

#5

**Website used in
the Portland DMA⁴**

Sections

HOME
POLITICS & ELECTIONS
NEWS
CORONAVIRUS
NATIONAL AND WORLD
SPORTS
WEATHER

EAT, DRINK, COOK
LIFE & CULTURE
OPINION
VIDEO
CONDE NAST
CLASSIFIEDS
REAL ESTATE
AUTOS
JOBS

BEATS⁴

XFINITY KATU
PINTEREST KPTV
eBAY KGW
ZILLOW KOIN

INDEXES HIGHER⁴

ABOVE FACEBOOK, GOOGLE,
KATU, KGW and WIKIPEDIA
FOR ADULTS 25-54.

*Data does not include streaming sites such as YouTube and Netflix or online retailers such as Amazon.

Source: 1. Google Analytics. Monthly Avg. Jan.-Jun. 2022; 2. ComScore. Local Market Report. Jun. 2022; 3.ComScore. News/Info.[Undup]; results = Advance Local; Jun., 2022; 4. Scarborough 2022 RI; Base: Portland DMA; Target: A18+; Index = A25-54.



OREGONLIVE

7.4 MILLION

Unique Monthly Visitors¹

32 MILLION

Monthly Pageviews¹

2.6 MILLION

Video Views²

1.53

Pages per Session¹

3:59

Average Time per Page¹



The Oregonian

Since 1850, we've been reporting on the news of the Pacific Northwest. Readers of The Oregonian turn to us to learn about their communities, their region and their world.

With more than 172 years of community involvement, The Oregonian's trust and market expertise translates to high engagement and credibility for advertisers.

299,054

Sunday Readership

277,717

Average Weekday Readership

#1

Newspaper in Oregon

8

Pulitzer Prizes for Journalistic Excellence

8

First-place awards in 2022 from the Oregon Newspaper Publishers Association



SOCIAL MEDIA @THEOREGONIAN

1.8 MILLION

Combined Social Media Audience



486,456

Followers on Twitter



670,792

Followers on Facebook



371,171

Followers on YouTube



228,203

Followers on Instagram



1,246

Followers on TikTok

