

**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**

**7.1 MILLION**

OregonLive Unique Monthly Visitors<sup>1</sup>

**1.8 MILLION**

Followers on Social Media<sup>2</sup>

**614 THOUSAND**

Readers of The Oregonian and its eNewspaper<sup>3</sup>



**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 Oregon<sup>2</sup>**

**OregonLive.com 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.<sup>3</sup>**

**Our audience is growing.** On OregonLive.com we average more than 7.1 million unique monthly visitors.<sup>1</sup> 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 DMA<sup>4</sup>**

## 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

## BEATS<sup>4</sup>

XFINITY      KATU  
PINTEREST    KPTV  
eBAY          KGW  
ZILLOW        KOIN

## INDEXES HIGHER<sup>4</sup>

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. Jul.-Sep. 2022; 2. ComScore. Local Market Report. Jun. 2022; 3. ComScore. News/Info.[Undup]; results = Advance Local; Jun.. 2022; 4. Scarborough 2022 R1; Base: Portland DMA; Target: A18+; Index = A25-54.



# OREGONLIVE

**7.1 MILLION**

Unique Monthly Visitors<sup>1</sup>

**31.8 MILLION**

Monthly Pageviews<sup>1</sup>

**2.8 MILLION**

Video Views<sup>2</sup>

**1.52**

Pages per Session<sup>1</sup>

**3:49**

Average Time per Page<sup>1</sup>



# 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



**492,603**

Followers on Twitter



**670,832**

Followers on Facebook



**382,391**

Followers on YouTube



**231,311**

Followers on Instagram



**22,311**

Followers on TikTok

\*Data is inclusive of all Oregonian-owned social media accounts  
Source: Social Media Accounts as of Oct. 7, 2022 (totals may include duplicates).

