

Why advertise in Oregon newspapers?

Because your customers are reading them.

According to a recent study*, **80% of all Oregon adults read** a daily newspaper at least once during an average week, and **that figure is higher (87%) for the 18-to-39 group.**

Printed newspapers are by far the primary source for news and advertising in Oregon, and also for local sales and shopping information for **groceries, appliances, home improvement supplies, and local entertainment.**



GOT EYEBALLS?

*Research conducted September, 2010 by American Opinion Research (AOR), Princeton NJ.