

CIRCULATION

READERSHIP & PRINT RUN

80,000 readers
25,000 magazines printed monthly

7,500 SUBSCRIBERS

37% — Portland Metro
19% — Central Oregon
19% — Southern Oregon
11% — Willamette Valley
11% — other in Oregon
3% — outside Oregon

CIRCULATION TOTALS

70% — Portland Metro area
9% — Central Oregon
9% — Southern Oregon
5% — Willamette Valley
5% — other Oregon areas
2% — outside Oregon

17,500 DISTRIBUTED FREE THROUGHOUT OREGON

93% — in Portland Metro area at more than 400 locations*
7% — other Oregon locations, including Bend, Klamath Falls, Eugene, Salem, Roseburg, Grants Pass, Coos Bay

* Free magazine distribution locations in the Portland Metro area include The Heathman, The Benson, The Fox Tower, Lincoln Tower, The Broadway Building, Powell's Books, Crowne Plaza, Lamb's Thriftway, Rich's Cigar Store, Columbia Square, Wild Oats Market, Borders Books, Tower Records, Starbucks and many more.