

DEMOGRAPHICS

WHY ADVERTISE WITH BRAINSTORMNW?

OUR HIGH INCOME, HIGHLY EDUCATED DEMOGRAPHICS
MEAN **SALES** FOR **YOUR** PRODUCTS AND SERVICES.

The people you want to reach are reading *BrainstormNW* magazine. In fact, over 80,000 readers turn to *BrainstormNW* magazine each month for beautifully designed features, current events, emerging business issues, entertainment news, as well as regional food, destination, book and movie reviews. Our readers are well-educated and well-compensated—nearly one-third of our readers earn over \$100,000 per year.

BrainstormNW magazine is a 48–80 page, full-color monthly magazine distributed throughout Oregon and Southwest Washington. With 7,500 subscribers across the state and over 400 distribution sites in metro Portland, *BrainstormNW* magazine reaches the people you need to reach.

READERSHIP STATISTICS

Over **80,000** readers throughout Oregon and Southwest Washington
25,000 magazines printed monthly
7,500 subscribers

AMONG OUR READERS

All of the top 150 highest paid executives in Oregon
All of the top 150 private companies in Oregon
All of the top 50 publicly held companies in Oregon
All of the top 50 hi-tech companies in Oregon

READER PROFILE

(60%* of readers are decision makers at the executive level)

24%* — CEOs/CFOs
21%* — senior executives
12%* — owners/partners
2% — non-profit, public officials
2% — managers

ANNUAL HOUSEHOLD INCOME

29% — greater than \$100,000
42% — between \$51,000–100,000
27% — between \$31,000–50,000
2% — less than \$30,000

AGE

56% — 56 or older
39% — between 40–55
4% — between 26–39
1% — between 18–25

GENDER

61% — male
39% — female

* Based on a random survey of 1,300 paid subscribers.