

Connecting WHERE IT Counts



Demographics

AUDIENCE PROFILE

GENDER

Male	62%
Female	38%

AGE

35-49	29%
50-64	39%
65+	32%

EDUCATION

College graduate	63%
Advanced degree	26%

EXECUTIVE PROFILE

C-level (CEO, CFO, etc.)	30%
Directors/managers	23%
Business owners/partners	20%

HOUSEHOLD INCOME

\$50,000 to \$99,999	38%
\$100,000 to \$249,999	34%
\$250,000+	29%

HOMEOWNERSHIP

Yes, homeowner	96%
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LEISURE ACTIVITIES

Engage in physical fitness activities	55%
Travel internationally	38%
Enjoy reading	64%
Enjoy dining out	84%
Travel domestically	60%
> Enjoy traveling to the Oregon Coast	85%
> Enjoy traveling to Central Oregon	55%

BrainstormNW offers advertisers the most attractive readership of any Oregon-based magazine. Our research shows that our readers are more affluent and successful than ever before.

Circulation

DISTRIBUTION NUMBERS

Monthly print run	25,000
Subscribers	10,000
Free pick up locations	400

“ Our readers are decision makers at all levels – business owners, CEOs, politicians, voters, and informed citizens. They rely on *BrainstormNW* for smart, provocative, entertaining reading. ”

Jim Pasero
Publisher