

Oregon

Q U A R T E R L Y

The Magazine of the University of Oregon

Affluence. Influence. Readers for life.

The oldest and largest Northwest-focused general interest magazine in Oregon.

EDITORIAL STANCE: THE NORTHWEST PERSPECTIVE.

OQ explores pop culture, politics, economic issues, history, social trends, and other topics of interest to our intelligent and engaged readers. The magazine always includes University of Oregon news and alumni features, events, and memories. Just as the UO is a state and regional center for learning, teaching, research and service, *Oregon Quarterly* is a state and regional magazine showcasing good writing and important ideas.

READERSHIP: 100% college-educated influentials with 30% having post-graduate degrees. They are high earners, loyal and influential consumers who not only make their own buying decisions but also influence the purchases of others. They consistently rank magazines as their key source of news and information and find magazine advertising valuable. No other Northwest magazine's demographics come close to our numbers. Our average reader is 49 years old (51% women and 49% men) and makes an average of \$75,000 per year. Most retain strong ties to the UO, even decades after graduation.

NORTHWEST DISTRIBUTION:

90,000 reached by direct mail and through regional outlets

This includes over **35,000** in the Portland area, UO trustees, board members, and state legislators.

UO ALUMNI IN OREGON:

Statewide: **77,036**

By county: Lane-**23,364**, Multnomah-**21,689**,

Washington-**6,660**, Clackamas-**6,743**, Marion-**4,120**

Quarterly nationwide mailing/rate base: **100,000**

For more numbers or information, contact:

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