

# Advertising Options

## Plug In to Oregon Business – Integrated Media Package

A public relations, social media and branding program to engage Oregon’s business and public policy executives

**PRINT**

### The Magazine

We are Oregon’s only statewide magazine for business and public-policy executives. Your full-page ad appears in both the print and digital online version.

**ONLINE**

### OregonBusiness.com

The only state-wide online resource for Oregon C-level executives and public policy makers. 101,000 web event impressions per month and growing. Your brand is shown site-wide in a variety of different forms.

**SOCIAL**

### E-News/Social Media

With 2K weekly e-news subscribers, 5.5K Facebook followers, and 26.4K Twitter followers, we reach executives many times daily. The result is over 280,000 e-news and social outreach impressions per month.

**BONUS: PARTICIPANTS GET UNLIMITED PRESS RELEASE EXPOSURE ON OREGONBUSINESS.COM**

Rates:

		Week	Month	4 Months
HIGH IMPACT DIGITAL	Super Billboard	\$2,200		
HIGH IMPACT DIGITAL	In-Story		\$1,800	
EXCLUSIVE DIGITAL	Ticker		\$2,200	
EXCLUSIVE DIGITAL	Sticky		\$2,200	
PLUG-IN TO ALL MONTHLY DIGITAL	Plug In Program		\$1,800	\$4,500
OUR “MOST POPULAR” ISSUES	Print Edition Full Page			\$4,500
OUR “MOST POPULAR” ISSUES	Print Edition Half Page			\$2,500
YOUR STORY EVERYWHERE PRINT & WEB	Two Page Brand Story			\$5,900

## Brand Story

- Interview by our writing staff with resulting article
- Professional photo shoot
- Article published in print and across all digital platforms including OregonBusiness.com, weekly e-newsletter and our social media channels

SEE NEXT PAGE FOR MORE INFO



\$5,900 for two-page article – \$2,000 for each additional page

## Special Collaborative Sections

### Topic specific content in your words

Explain, educate and expand on the work your company is doing in your industry. Capture the attention of customers, leaders, policymakers and other businesses with your company’s story.

\$2,995 for full page advertorial + full page display ad  
LIMITED TO ONE PACKAGE PER ISSUE



**STATS**

Each month, *Oregon Business* delivers these total digital outreach impressions to Oregon's business decision makers:

**WEB EVENT IMPRESSIONS: 101,000**

**E-NEWSLETTERS: 8,376**

**X (TWITTER): 228,800**

**FACEBOOK: 23,621**

**INSTAGRAM: 12,749**

**LINKEDIN: 6,864**

**44**

years of editorial excellence

**850k**

channel-wide impressions per quarter

**41%**

of readers save issues for reference

**Over 70%**

have read at least three of the last four issues

**31**

minutes spent with each issue

# Oregon Business

*Oregon Business* is a nationally recognized, award-winning magazine, website and e-newsletter reaching business, political, non-profit and civic leaders statewide. It also conducts the widely regarded 100 Best Companies to Work For in Oregon workplace research project and popular 100 Best green and nonprofit workplace projects. Through its magazine, research, website, e-newsletters and events, *Oregon Business* delivers business intelligence to readers and decision makers to advertisers.

## Honored repeatedly with national and regional awards

- 17 ASBPE gold and silver awards for reporting, design and photography, 2009-2024
- First-place for general excellence by the Society of Professional Journalists, 2012
- Gold ASBPE award in 2011 for best research project (The 100 Best Companies)
- 16 top SPJ awards in 2011 and 2012 for excellence in reporting and design
- 24 SPJ awards, including 9 first-place honors for reporting and design, 2009-2024

More than

**86%**

are Owners, Partners, Principals, Presidents, Vice Presidents or Managers of their companies.

**94%**

influence, share or have primary responsibility for decision making

## Audience Demographics

**54**

average reader age

**\$165,000**

average household income

**\$1.3m**

average net worth

**72**

average years in operation

**82%**

of readers have a college degree

**37%**

hold a master's or doctoral degree

**61%**

of readers are male

**39%**

of readers are female

Data based on *Oregon Business* reader survey conducted in 2015 by CFM Strategic Communications

# Get involved with OBM

There are many ways to participate in the Oregon Business community. Here are some suggestions. Please contact us for more information.

## Editorial Submission

Our editors want to hear from you. Please let us know when you have news to share and maybe they'll use it in the magazine. Send press releases and news tips to [tips@oregonbusiness.com](mailto:tips@oregonbusiness.com)

## 100 Best Event Sponsorships

Increase your "grass roots" event exposure with a sponsorship of one of our popular "100 Best" awards where Oregon's best companies and non-profits celebrate. Options vary so please contact us for more information.



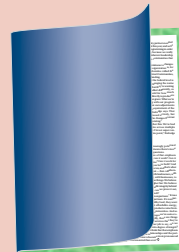
## Custom Events

Boost your event attendance and create new, fresh customer leads by partnering with us on your own custom event.



## High Impact Advertising

Demand attention, increase "share-of-mind" and create leads with high impact advertising. Great for new product, service and locations launches, or any time you have big news to share. Options include Belly Bands, Business Reply Cards, Inserts/Outserts, Cover Wraps, and Super Billboard Web Banners.



## "100 Best" Survey Participation

Participating in one of our popular "100 Best" surveys will give you valuable insight into the opinions and priorities of your employees. And you'll find out where you stand with regards to Oregon's best organizations to work for. Winners get year-round mileage from their "100 Best" status which helps recruiting and retention.

