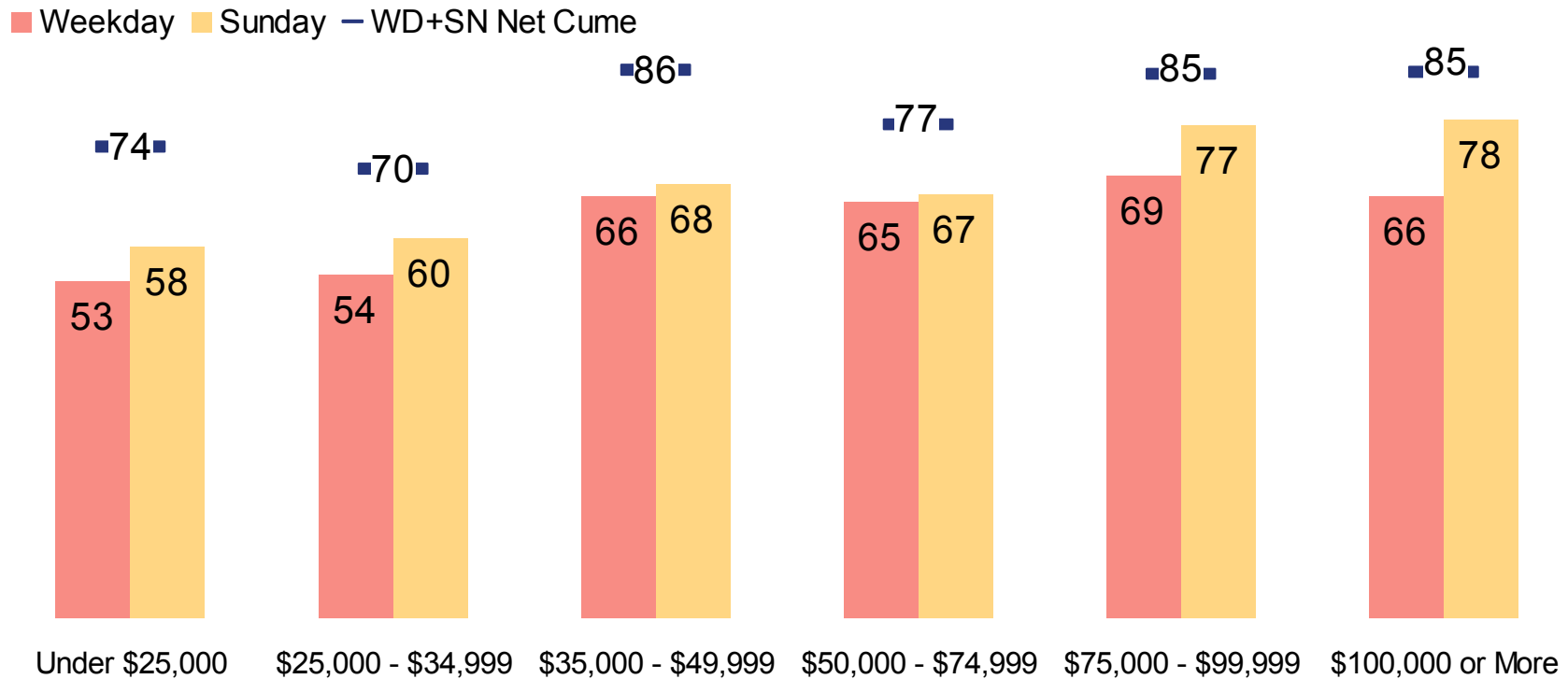




The Oregonian

We're Popular with Upscale Adults


Percent of adults reached by Weekday and Sunday Oregonian, by household income



BASE: Portland Four-County Area adults (1,301,500)

SOURCE: Scarborough 2008R2 (9/07-8/08)

Weekday = 5 daily issues net cume; Sunday = 4 Sunday issues net cume

The Oregonian +  OregonLive.com