

WW WORKS

OUR READERS ARE...

- **Loyal:** In our most recent market survey*, 52% of respondents said they read WW at least four times per month.
- **Educated:** 79% of *Willamette Week* readers surveyed have advanced and/or college degrees.
- **The Key Demographic:** 63% of WW readers are 25-44 years old.
- **Have \$\$\$ to spend:** 57% of those surveyed have an annual household income over \$50,000, 20% over \$100,000.

Readers per Month **405,245**

Age

18-34	50%
18-44	73%
25-44	63%
25-54	76%

Household

- 46% are single
- 54% are partnered or married
- 77% do not have children

PORTLAND PRINT COMPARISONS

The Oregonian's A&E - In our survey, 24% never read *The Oregonian's A&E*.

Portland Monthly - 60% read *Portland Monthly* fewer than 3 times a year.

The Portland Mercury - 41% read *The Portland Mercury* once per month or not at all.

WEEK.COM

Includes daily updated content, listings and reviews.

Page Views per Month	542,000	Unique Visitors per Month	107,000
Average Page Views per Visit	2.43	Monthly Page Views per Unique Visitor	5.06
Visits per Month	223,000	Monthly Visits per Unique Visitor	2.09

GREAT JOURNALISM

Willamette Week delivers Portland's best reporting of news, politics and culture. Founded in 1974, *Willamette Week* has won many awards for journalism and design excellence. WW swept through the 2009 Society of Professional Journalists Awards with 16 First Places. In 2005 WW won American journalism's highest honor, the Pulitzer Prize for Investigative Journalism, the first ever for an alternative weekly.

Willamette Week strives to make Portland a better place to live, work and play. We support local non-profits with our annual Give!Guide (\$810,000 in 2008); produce MusicfestNW (200+ bands over four nights in September); inform newcomers with FINDER Magazine; actively cover politics and endorse candidates; and single out the Best of Portland every July.