

# Willamette Week Media Kit



## ABOUT US

# Willamette Week

We cover Portland like no one else. Everyday on wweek.com and in our weekly paper our team of journalists is telling stories that make a difference. Breaking news, performing a watchdog role, having an impact—that's the driving force behind our news coverage.

We are cultural influencers. We spot trends, showcase the best in Portland's food, drink, music and cover the arts scene with a passion. We publish three annual glossy magazines on regional travel and home lifestyle in Portland, reaching new transplants.

And we connect with our community, beyond the written word. Each year, we produce events that celebrate the best that this region has to offer: emerging comedians in Funniest Five, Best New Band, The Oregon Beer Awards and Candidates Gone Wild.

We also operate a charitable effort that has raised more than \$48 million for local nonprofits since 2004, and we are the only weekly newspaper ever to have won the Pulitzer Prize for Investigative Reporting.



## Advantage

# Why Advertise with WW?

- **Large, Concentrated Audience** - We have the largest print presence in Portland, and have a great reach across our social channels and wweek.com reaching hyper-engaged Oregonians: 2 million each month.
- **Trusted voice** - Our audience is loyal and engaged. They understand our brand, our kind of journalism and our more than four-decade passion for the NW.
- **Hyper Local** - Advertising with WW demonstrates credibility. It's a great way to build consistent, reliable relationship with your neighborhood audience that is much more authentic than working with national digital channels.
- **Strategic partner** - Our sales team works as a partner with our clients to develop platform strategies, content concepts, and creative ideas that work to grow their business.
- **Comprehensive** - We have a wide tool box for reaching your desired audience in the most effective way. Podcasts, newsletters, print, audio and video projects, special events, branded content, giveaways. Across all platforms, our award-winning content is independent, immersive, and entertaining.

## Our Products

# Platforms & Reach

**1.9 Million**

Readers each month on wweek.com

**25,000**

Print papers distributed every Wednesday.

**106,000**

Newsletter subscribers

**431,000**

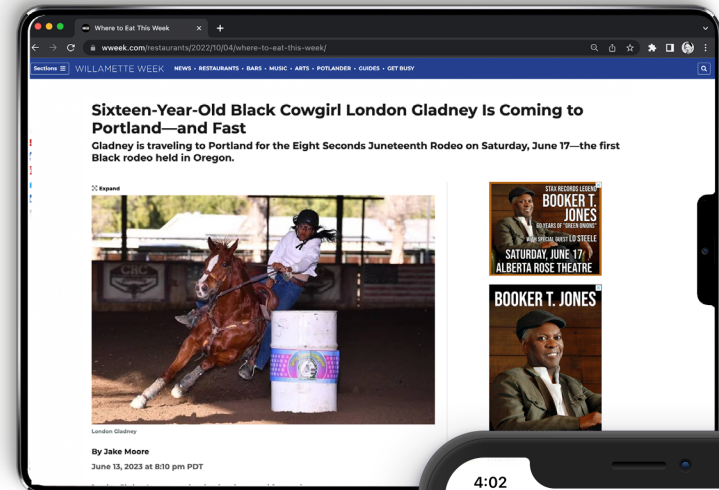
Followers across Instagram, Facebook, and Twitter

**22,000**

Magazines, distributed quarterly

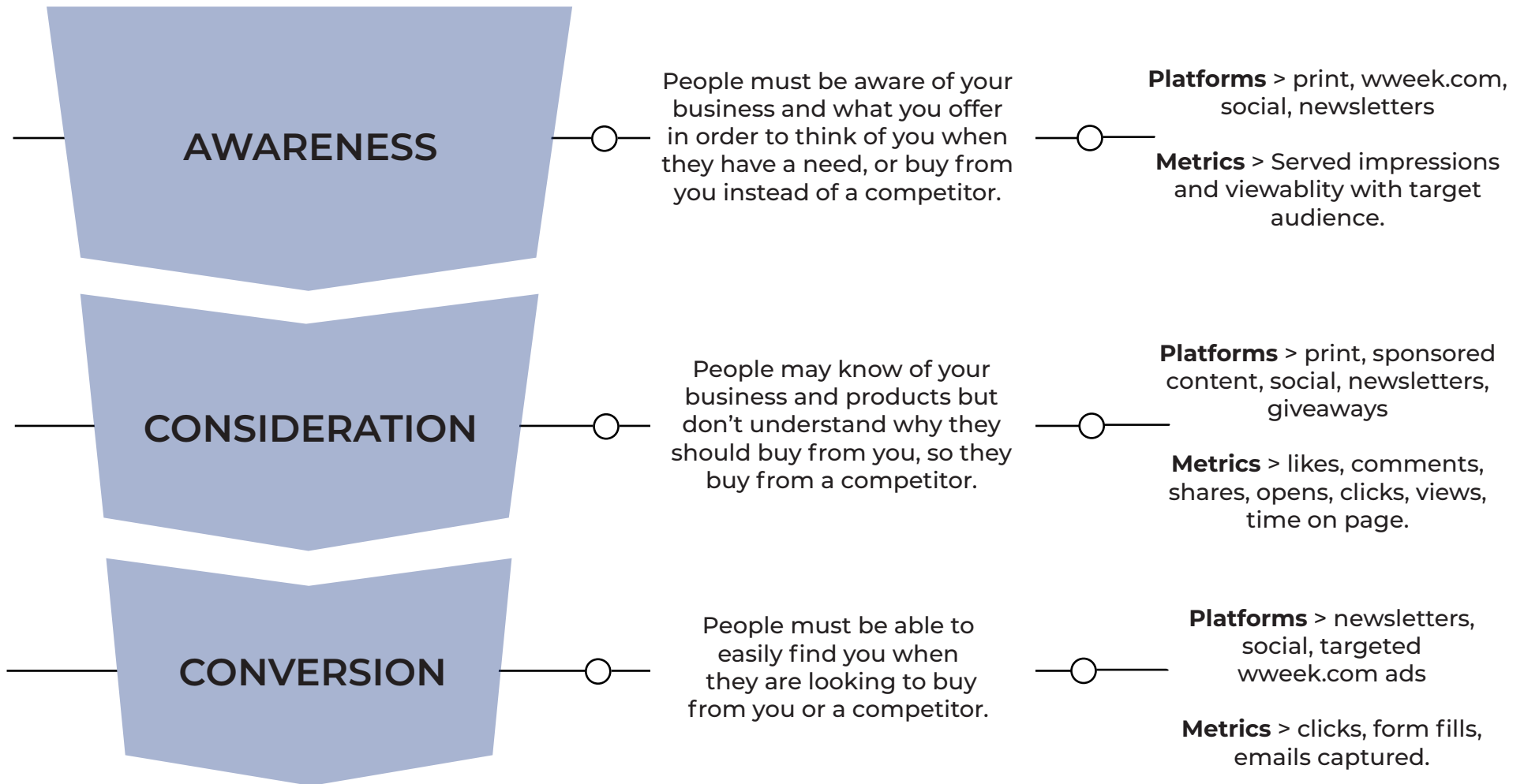
**4,500**

Monthly podcast downloads



Efficient & Effective

# Customer Journey with WW



## Audience

# The WW Reader

### SPANS ALL AGES

25% are between 25-35

21% are 35-44

17% are 45 - 54

### PHILANTHROPIC

Last year, our annual giving campaign, Give!Guide, **raised 8.3 Million** for local nonprofits.

### LOYAL

They're fans of our work. They vote with our endorsements in hand. They know our writers names. They plan their nights & weekends based on our listings.

### LOVES TO TRAVEL & GET OUTSIDE

2.4x more likely than the average user to consider themselves travel buffs.

2.8x more likely to identify as outdoor enthusiasts.

### HYPER LOCAL

92.4% pick up rate on print papers distributed in Portland. 50% of our web traffic comes from within the Portland Metro Area.

### EDUCATED

Nearly 70% of our readers have been to college, 21% have a graduate degree.

### LOVE TO EAT & DRINK

1.6x more likely to visit food and drink websites

### INTERESTED IN....

Google Analytics shows our audience's main areas of interests are: News/Politics, Shopping, Entertainment/Movies, Food/Dining/Cooking, Banking & Finance and Lifestyle Hobbies.

# 2024 Media Calendar

## Arts & Culture Issues

*We print every Wednesday. On indicated dates, this content will drive our print edition (cover story) & content on wweek.com. Dates in between will be news-driven stories.*

JAN 3 • Roastery Guide

JAN 24 • Funniest Five

FEB 14 • Reasons to Love  
Portland

FEB 28 • Spring Arts Preview

MAR 13 • Pets Issue

MAR 27 • Best New Band

APR 3 • Beer Issue

APR 17 • The New Portlander's  
Guide to Old Portland

MAY 1 • Endorsements

MAY 8 • Garden Issue

MAY 29 • Neighborhoods Issue

JUN 12 • Museum Guide

JUL 3 • Pride

JUL 24 • Best of Portland

AUG 7 • Thrifting in Portland

AUG 28 • Good Citizens Guide

SEPT 4 • Waterhogs

SEPT 11 • Fall Arts Preview

OCT 9 • Endorsements

OCT 30 • Give Guide

NOV 13 • WW Turns 50

DEC 4 • Portland After Hours

DEC 18 • Year in Review

## Weekly Columns

*Recurring columns published weekly on-line and in print. We offer monthly sponsorship opportunities for each column, for targeted attention.*

**Potlander**, Cannabis News

**Street**, Photo Essay

**Dr Know**

**Get Busy**, What to do this week

**Shows of the Week**

**Escape from Portland**

Every day we're breaking news and covering what's happening right now in our city and state.

This calendar shows the special issues, magazines, advertorials, and events that are not news-driven. Plan your advertising around content that reaches your target audience.



# 2024 Media Calendar

## Magazines

22,000 copies of magazines are distributed at over 650 locations in Portland for free during the months indicated.

APR • **Taster Magazine**

SEPT 2024 • **Nester, Home Magazine**

NOV • **Oregon Winter Guide**

JUN 2024 • **Oregon Summer Guide**

## Events

We're reaching thousands of Portlanders IRL at events throughout the year. Ask about sponsorships and activations.

APR 2023 • **Oregon Beer Awards**

JUN 2023 • **Best New Band Showcase**

JAN • **Funniest Five**

## Advertorials

Advertiser driven content, developed to come from the WW voice (often written and designed by our team) that take place in print and on all WW digital platforms.

JAN • **Volunteer Guide**

FEB • **Valentine's Shopper**

MAR - JUL • **Best of Portland**

APR • **420 Guide**

APR • **Summer Camp Guide**

APR • **Mother's Day Shopper**

JUN • **Father's Day Shopper**

JUN • **Patio Pages**

NOV/DEC • **Holiday Shoppers**





# Ready to get started?

Reach out to [advertising@wweek.com](mailto:advertising@wweek.com)  
for rates or a custom proposal  
based on your goals.

