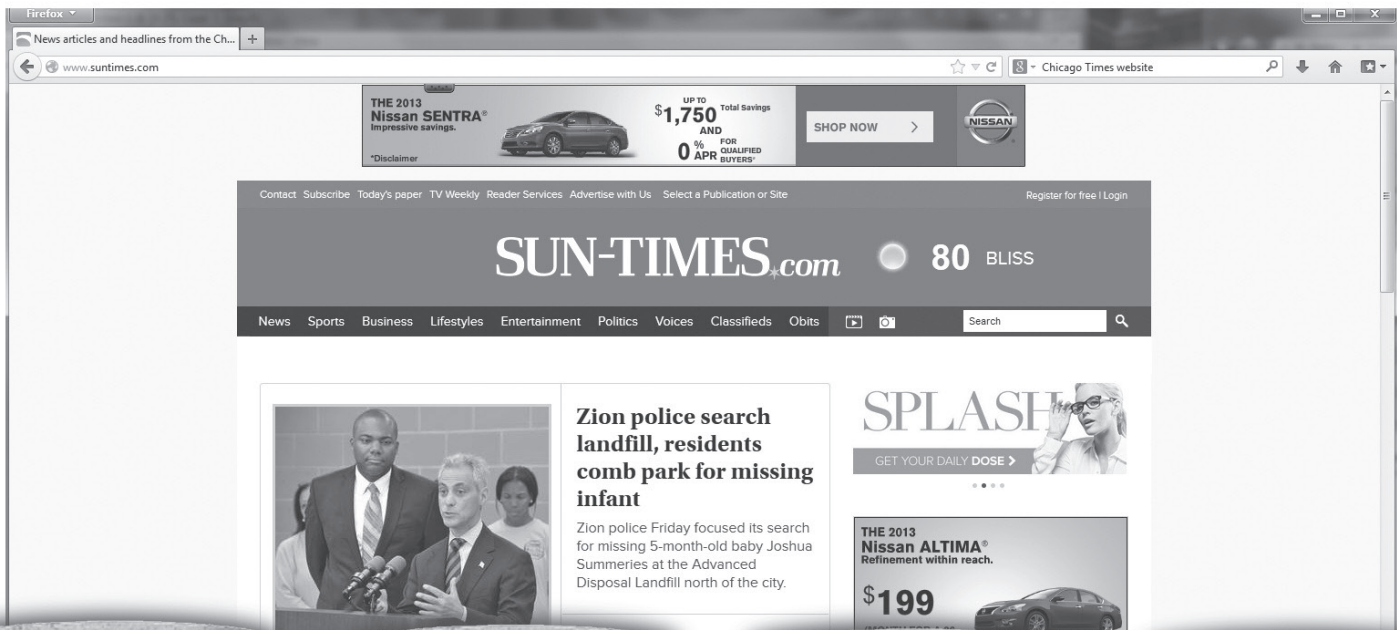


Oregon

Everybody now: “1.296 million barrels of beer on the wall. 1.296 million barrels of beer....”

Yes, that’s how much beer Oregon breweries brewed in 2011 – nearly 1.3 million barrels. That’s impressive! But it’s only half of the number of Oregonians who read a daily or weekly newspaper each week. That’s right, **2.5 million** of our state’s adults say they read a **newspaper** in print or online in the past seven days. That’s nearly two kegs for every reader. Now there’s an idea that’ll keep readership growing – two kegs for every reader!



If you’re already a reader of **Oregon newspapers**, beers to you! And if you’re an **Oregon advertiser**, remember that nothing fills up your bottom line quite like advertising in the local newspaper.

Your logo here

