

MEDIA KIT

# Oregon Family MAGAZINE™

**Sent Home in  
School Backpacks!**

Reaching **80,000+**  
Families Every Month

Serving Greater  
Lane County





# Sent Home in School Backpacks Since 1994!



## Eugene Schools

Adams Elementary  
 ATA Middle School  
 Awbrey Park Elementary  
 Bertha Holt Elementary  
 Buena Vista Immersion School  
 Cal Young Middle  
 Camas Ridge Elementary  
 Cesar-Chavez Elementary  
 Corridor School  
 Edgewood Elementary  
 Edison Elementary  
 Family School  
 Gilham Elementary

Howard Elementary  
 Kelly Middle  
 Kennedy Middle  
 Madison Middle  
 McCornack Elementary  
 River Road Elementary  
 Roosevelt Middle  
 Spencer Butte Middle  
 Spring Creek Elementary  
 Twin Oaks Elementary  
 Willagillespie Elementary  
 Yujin Gakuen Elementary

## Springfield Schools

Centennial Elementary  
 Douglas Gardens Elementary  
 Guy Lee Elementary  
 Maple Elementary  
 Mt Vernon Elementary  
 Page Elementary  
 Ridgeview Elementary  
 Riverbend Elementary  
 Thurston Elementary  
 Twin Rivers/  
 Dos Rios Elementary  
 Walterville Elementary  
 Yolanda Elementary

## Private/Charter Schools

Eugene Christian School  
 Emerald Christian Academy  
 Oak Hill School  
 O'Hara Catholic School  
 St. Paul Parish School  
 Village School  
 Whitaker and Brattain Head Start  
 Willamette Christian School  
 Ridgeline Montessori

## Outlying Area Schools

Cascade Middle  
 Creslane Elementary  
 Elmira Elementary  
 Junction City Elementary  
 Latham Elementary  
 Laurel Elementary  
 Lundy Elementary  
 Territorial Elementary  
 Veneta Elementary  
 Pleasant Hill Middle  
 Fern Ridge Middle

I've been an advertiser since 2008, and what keeps me coming back to *Oregon Family* is manyfold: the owner/publisher Sandy Kauten is fabulous to work with and very accommodating, their art director Jesse is very helpful, their rates are fantastic, and best of all—the paper is in every school and location I want to reach. If your business involves kids and families, this is the place to advertise!

**Rees Maxwell**  
 Founder and Executive Director, Whole Earth Nature School

*Oregon Family* is one of my "go to" solutions for area businesses and organizations looking to put themselves in front of parents. It's also a very good way to reach women 25-45. As busy as they are, most take time to look through the materials coming home from school. There's a high level of trust assigned to *Oregon Family*, too. The coverage is timely and independent, and the calendar is heavily used. If your market is local families, it's the most targeted tool available.

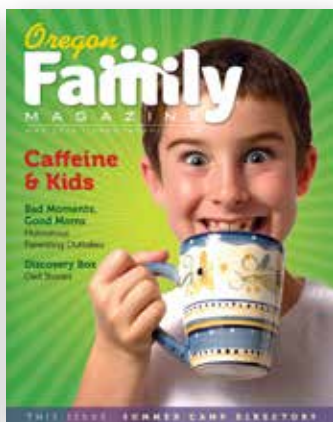
**Cathy Hamilton**  
 President, Verb Marketing + PR

We have been thrilled with the results from advertising our family Overnight Safari Camps with *Oregon Family*. We believe it is because of their niche target marketing to school-aged kids and their families. They are extremely flexible and easy to work with too!

**Tammi Ellison**  
 Marketing Director, Wildlife Safari




# Reaching 80,000+ Readers



## Reader Profile

 86% Adult female

 50.3% Age 30-42

 77.7% Married

 42.3% Work full-time

 25.6% Hold higher education degrees

 39.9% Have two children 18 & under

 \$74,251 Average household income

SOURCE: PULSE RESEARCH, PORTLAND OR 2004

- 20,000 copies every month\*
- 375+ high traffic commercial locations
- Multi-channel reach

- Magazine
- Unique Site Visits
- Social Media
- Mobile
- Business Directory
- Education Guide
- Camp Directory
- Local Event Calendar



\* commercial locations only July/August

Our program has been advertising summer camp and school year class information in *Oregon Family* for over 10 years. The service has been excellent! Our families look to *Oregon Family* for current information and quality articles. This is a very effective for us to stay connected to the community.

### Contact

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UO Youth Enrichment/TAG