

The Oregonian

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YES WE CAN REACH MORE READERS!

The Oregonian Baracks Readers with Special Inauguration Issues and Collectibles!

PORTLAND, Ore. ~ When Barack Obama is inaugurated as the 44th President of the United States on Tuesday, Jan. 20, The Oregonian's collectible coverage will make history, too. Readers can take home two days' worth of keepsake coverage and Obama collectibles, while advertisers take advantage of dramatically increased distribution.

On Tuesday, Jan. 20, readers can pick up a copy of The Oregonian's special extra street-sale edition, available at noon — just hours after Obama is sworn in! We'll print more than 75,000 extra copies of the paper for those eager to preserve a piece of history. Then, on Wednesday, Jan. 21, the Pulitzer Prize-winning Oregonian offers the region's most extensive coverage of this historic day in a very special inauguration edition with dramatically increased distribution.

On Election Day 2008, The Oregonian increased its single copy distribution by 50 percent and still sold out immediately due to excitement over Barrack Obama's historic win. Now, to meet expectations for high reader demand on inauguration day, the newspaper will boost circulation with 100,000 extra copies of the Wednesday paper. The Oregonian will publish 372,000 keepsake copies — 40,000 more papers than The Sunday Oregonian. "Inside, Oregonian readers eager for Obama news will enjoy special inauguration coverage, photos, text from Obama's address, a reprint of the Nov. 5 Election Day front page, an historic 44 presidents poster page and more," said Peter Bhatia, executive editor. "People are eager to be a part of history, and we will harness the work of the entire newsroom to provide the most comprehensive inauguration coverage in the Pacific Northwest."

In the recent presidential election, 62% of voters in the Portland area voted for Obama; 77% voted for him in Multnomah County. Obama merchandise has been in high demand in Portland and nationwide since the Presidential Election (including newspapers with special Obama coverage). To meet that demand, The Oregonian will offer special Obama merchandise, including historic front page posters and T-shirts, coffee mugs, Jack Ohman political cartoons, original press plates, Oregonian photography and more.

The Oregonian has served Portland-area residents with news about their hometown, their region and the world for more than 150 years. The Oregonian strives to be the best

regional newspaper in the United States, now reaching more than 1,426,700 readers in print and more online at OregonLive.com and through our Lifestyle Media magazines. Our daily mandate is to be essential, authoritative and engaging, and to adhere to the highest national journalistic standards of reporting, writing, photography and graphic presentation. Our news team has won 5 Pulitzer Prizes in the last eight years - more than any other newspaper our size. Even as our online audience and magazine subscription numbers continue to grow, The Oregonian remains our market's top newspaper.

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