



2020 CONTENT PLANNER

Spring: Colors of the Home

Decorating with bold color • Paint colors inspired by the Pacific NW • Trend alert: Paint your cabinets this color • Vintage shopping tips • Designers take on adding texture

Summer: Outdoor Living

Innovative yard design • Latest trends in outdoor living rooms • Native landscaping • Outdoor furniture and water features • Tips for styling outdoor spaces

Bonus Distribution: Street of Dreams

Fall: The Entertaining Issue + Structure & Style Awards

Structure & Style Awards • Entertaining at home • Breakfast nooks and islands • Wreath inspiration • Oregon-made design • The return of the formal dining room

Bonus Distribution: Structure & Style Awards

Winter: Retreat

Inviting indoor spaces • Tips to brighten up your interior • Design tips for a relaxing space • Sparkle and shine: metallics • Fireplace trends • Remodeling in the winter • The scented home

STATS



OUR READERS

use our magazine as a trusted source for design, furnishing and remodeling ideas.

60%

use Oregon Home to keep up on design trends

68%

of readers use our magazine to get ideas on remodeling

67%

enjoy articles on Oregon lifestyles

85%

of readers use our magazine to get ideas on design and furnishings

64%

use us as a source for products and services

75%

of readers save issues for reference

92%

of readers use magazines as a primary source for researching products and services for their homes

17+

years of editorial excellence

3 out of 4

readers keep past issues for future reference

85%

visit an advertiser's website or purchase a product recommended in Oregon Home

AUDIENCE DEMOGRAPHICS

53K

statewide readers

93%

own their own home

55%

plan to hire a professional

\$150K

average household annual income

\$481K

average home value

oregon home.