



## 2023 CONTENT PLANNER

### **Spring: The Color Issue**

Trending paint colors • Bold wallpapers • Statement furniture •  
Interiors inspired by travel • Showstopper rugs

### **Summer: Sustainability and Outdoor Living**

Designs for wellness • Backyard living spaces • Spotlight on ADUs •  
Native gardens • Outdoor furniture

### **Fall: Entertaining at Home**

Seasonal tablescapes • Guest-friendly home solutions • Family room designs •  
Front door inspiration • Products for a party

### **Winter: Cozy Retreats**

Historic home renovations • Nature-inspired interiors • Multi-purpose spaces  
Decorative lighting • Bedroom sleep solutions

# 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*

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