



# Idaho Commerce Tourism

Solutions by Oregonian Media Group

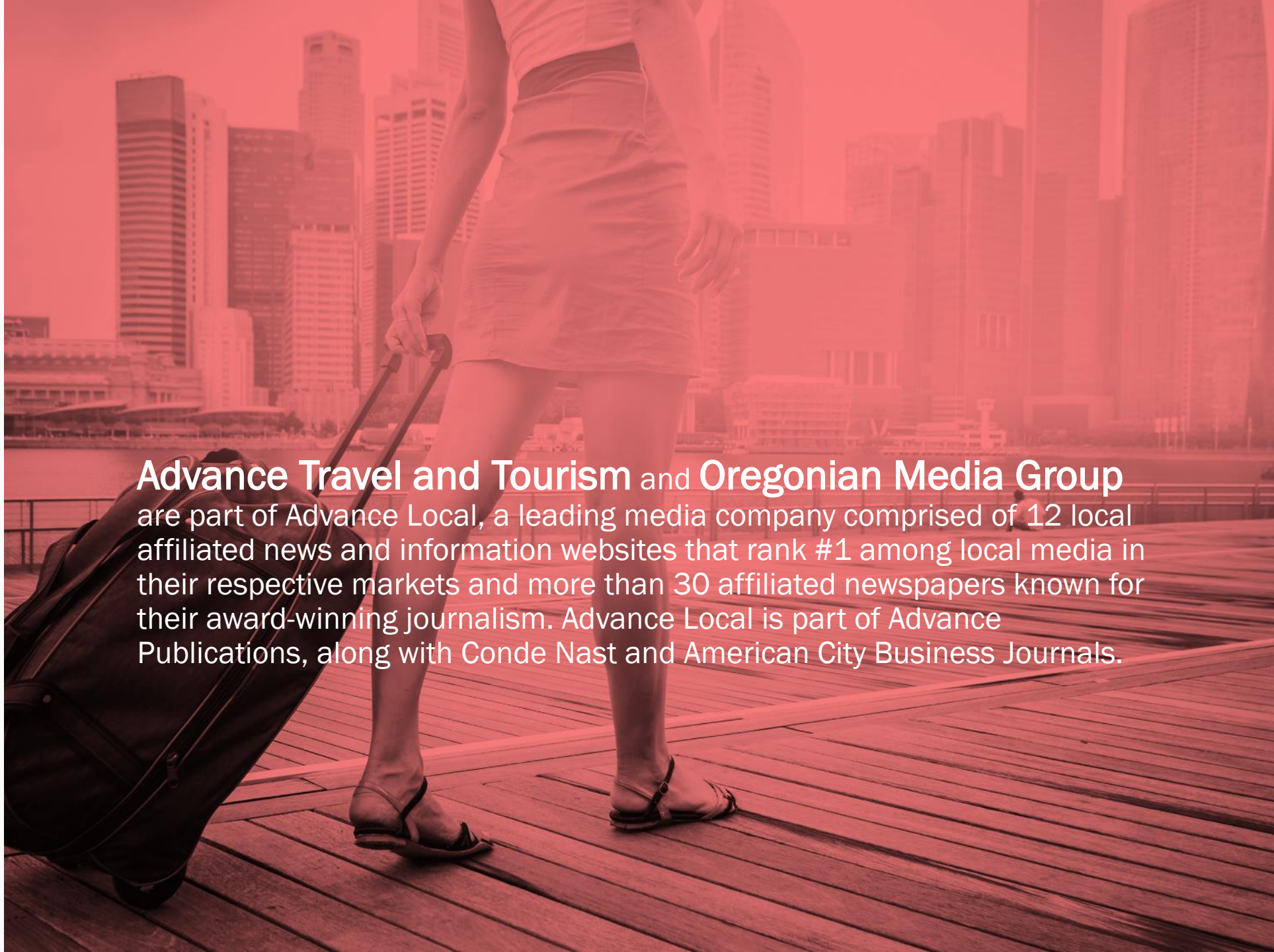
---







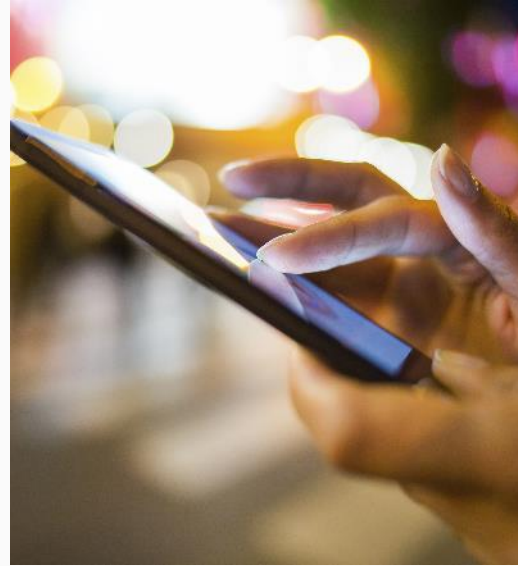
# Advance Travel & Tourism + Oregonian Media Group



**Advance Travel and Tourism** and **Oregonian Media Group** are part of Advance Local, a leading media company comprised of 12 local affiliated news and information websites that rank #1 among local media in their respective markets and more than 30 affiliated newspapers known for their award-winning journalism. Advance Local is part of Advance Publications, along with Conde Nast and American City Business Journals.



# Why Us?



## **Advance Technology**

From content management to data analysis to ad-tech infrastructure we're focused on what we've always done – creating engaging content and using that as a platform to move the needle for our advertisers.



## **Data Driven**

Our data-driven approach to audience targeting enables us to reach everyone from hyper-local to national audiences.



## **Best in Class Partners**

We continue to partner with companies that address the rapidly changing needs of our readers and advertisers.





**9.0M**  
OREGONLIVE  
UNIQUE VISITORS<sup>1</sup>

**58.9M**  
OREGONLIVE  
PAGEVIEWS<sup>1</sup>

**1.0M**  
VIDEO VIEWS<sup>2</sup>

**70%**  
REACH IN  
PORTLAND DMA<sup>3</sup>



Advance Digital ranks well above MSN Network, US News, Associated Press and Atlantic Media.

Rank	Property	Unique Visitors (000)
1	Yahoo-ABC News Network	127,362
2	CNN Network	113,715
3	NBC News Digital	105,766
4	CBS News	87,929
5	USATODAY Sites	84,871
6	BUZZFEED.COM	73,253
7	FOXNEWS.COM	59,053
<b>8</b>	<b>Advance Digital</b>	<b>42,861</b>
9	Time	41,102
10	ELITEDAILY.COM	32,428

**8th-largest  
online  
News Site**





# Our Brands

ADVANCE  
LOCAL

ADVANCE  
DIGITAL

  
The Oregonian OREGONLIVE  
OREGONIAN MEDIA GROUP

CONDÉ NAST

ACBJ

allure  
THE BEAUTY EXPERT

SELF

 reddit

THE  
NEW YORKER

ARCHITECTURAL  
DIGEST

GQ

BRIDES

THE  
SCENE

VOGUE

epicurious

~~BACKCHANNEL~~

bon appétit

ars technica

GLAMOUR

WIRED

W

Golf Digest

VANTY FAIR

# Partners

 Microsoft

Google

 bing  
Authorized Reseller

Google  
ADWORDS  
PREMIER  
SMB PARTNER

Local  
Leader  
with  
National  
Strength

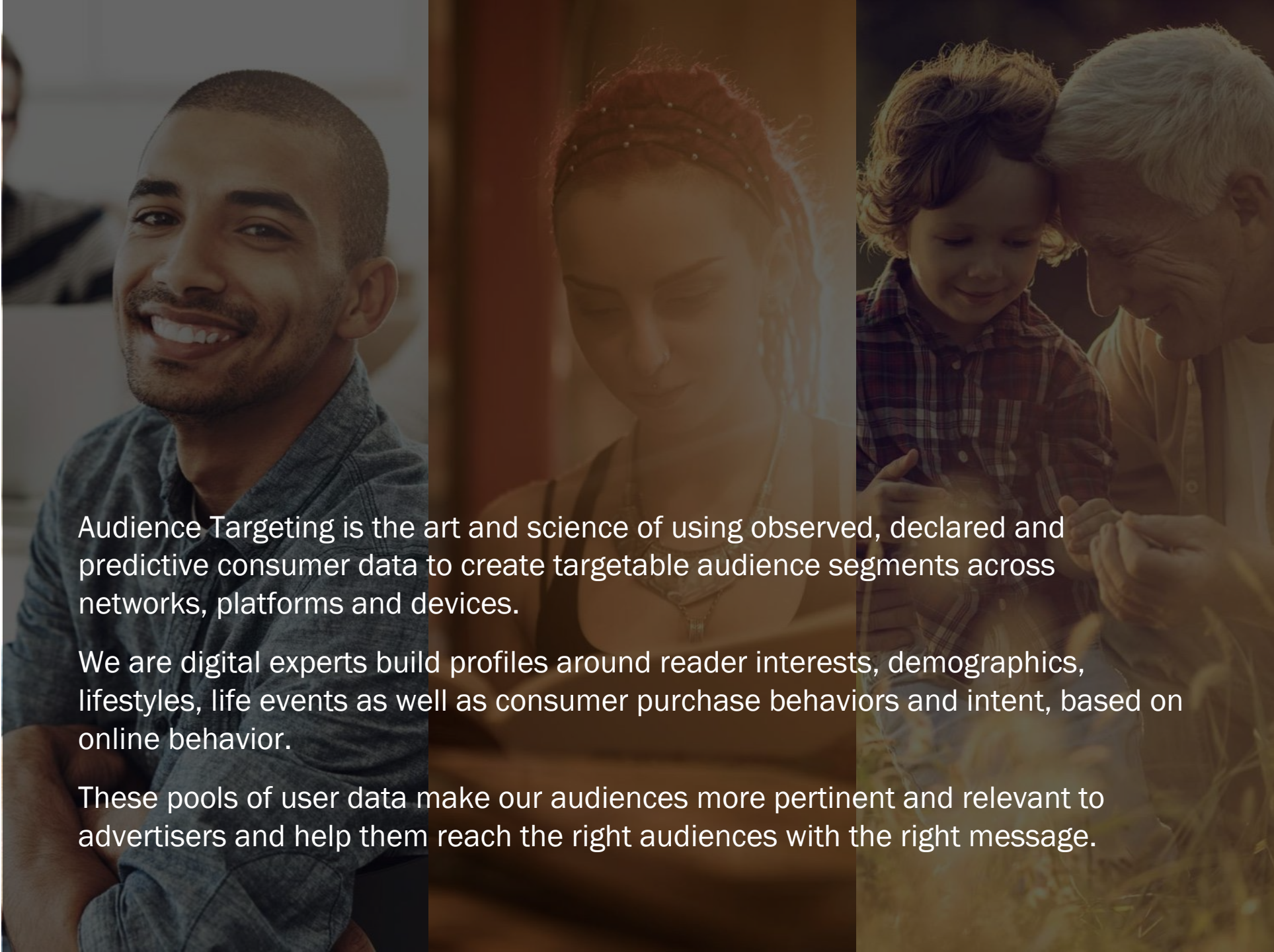




# Audience Targeting is Our Specialty

---

Slide /7



Audience Targeting is the art and science of using observed, declared and predictive consumer data to create targetable audience segments across networks, platforms and devices.

We are digital experts build profiles around reader interests, demographics, lifestyles, life events as well as consumer purchase behaviors and intent, based on online behavior.

These pools of user data make our audiences more pertinent and relevant to advertisers and help them reach the right audiences with the right message.



# How Audience Targeting Works

---

Slide /8

We collect **first-party data**, Advance local affiliates and Conde Nast properties, and blend it with third-party data to create complete audience profiles.

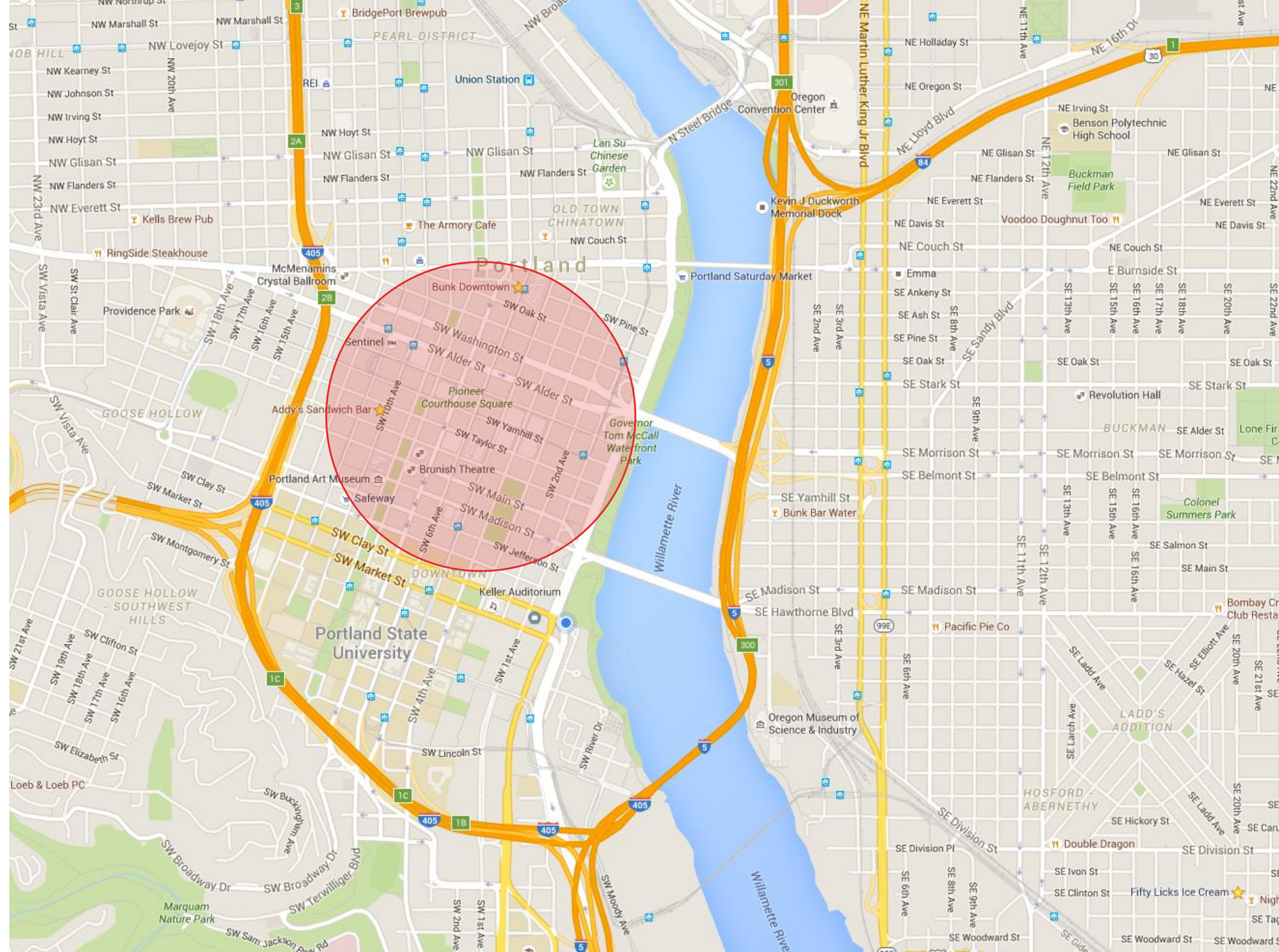
We can mix and match factors to create custom audiences for you:

- Demographics
- Psychographics
- Geographic hybrids
- Purchase history, interest/intent
- Ingested CRM data





# Latitude/ Longitude Targeting







# Content Marketing?



Slide /10

## Branded Content

Advertiser-branded content for use on your website, social pages, or third-party sites.

## Sponsor Content

Editorial-style content authored by Oregonian Media Group and housed on OregonLive.com





# The Oregonian

Print

Slide /11



# The Oregonian

---

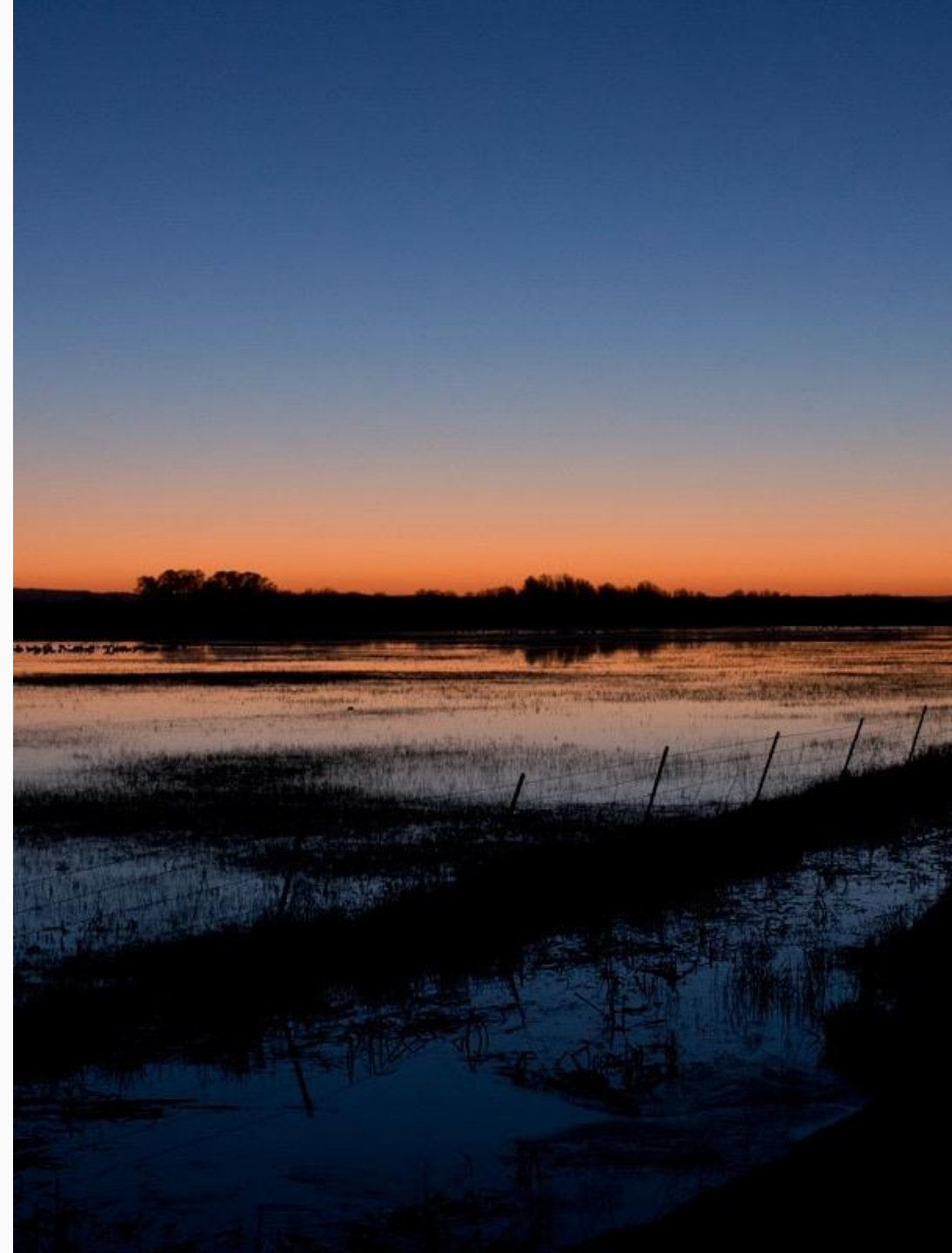
Slide /12

The Oregonian can reach  
your target audience in  
Oregon & SW Washington<sup>1</sup>

1.2 Million **CUME READERSHIP**

900K **AVERAGE READERSHIP**

Source: Scarborough. 2015 R2. Base: Portland NDM (Washington, Clackamas and Multnomah counties); Target: A18+ read The Oregonian daily (Wed+Fri) or Sun cume







# The Team



**John McPhee**

Director of Client  
Strategy

[jmcphee@Oregonian.com](mailto:jmcphee@Oregonian.com)



**Stephanie  
Aulwurm**

Account Executive  
Travel & Tourism

[saulwurm@Oregonian.com](mailto:saulwurm@Oregonian.com)



**Bailey Nogle**

Account Manager  
Travel & Tourism

[bnogle@Oregonian.com](mailto:bnogle@Oregonian.com)