

THE OTHER OREGON

A VOICE FOR RURAL OREGON

2025 MEDIA KIT



TheOtherOregon.com

Introducing The Other Oregon

Our mission

To help bridge the urban-rural divide in Oregon, and build a stronger urban-rural interface for the benefit of all Oregonians.

What is The Other Oregon?

A quarterly magazine, monthly e-newsletter and website launched in Fall 2018 by EO Media Group, the parent company of the Capital Press, East Oregonian, The Astorian, Bend Bulletin, Redmond Spokesman, La Grande Observer, Baker City Herald, Hermiston Herald, Wallowa County Chieftain, Blue Mountain Eagle, Rogue Valley Times and other publications.

How will we achieve our mission?

We will tell stories of rural Oregon from a rural perspective, and share them with key decision makers in the state, particularly those in urban regions. We hope to both enlighten and entertain, in order to deepen readers' understanding and appreciation of the reality, challenges and triumphs of rural Oregon. We will profile individuals who are striving to create a thriving rural economy and culture, while being good stewards of the land.

What will we cover?

The magazine has three main focus areas:

MAKING A LIVING – economic development, workforce challenges, health, education, housing, infrastructure, transportation, public safety.

THE LAND – agriculture, natural resources, recreational use, water, land use, flora and fauna.

THE CULTURE – arts, crafts, outdoor pursuits, events, lifestyle stories.

Why?

As the West's agricultural weekly newspaper, Capital Press has reported on the rural-urban divide for a number of years, but does not have broad readership in urban Oregon. Media outlets such as The Oregonian and OPB report on issues important to rural Oregonians, but from an urban perspective. Because Oregon's political and business power is concentrated in metro Portland, Salem and Eugene, opinions about rural Oregon are often shaped by that coverage. We hope that reporting from a rural perspective will give readers a more expansive view of the state as a whole.

Distribution

TOO magazine is distributed in print by mail to 5,000 key decision makers in Oregon each quarter:

- Oregon's U.S. Congressional delegation
- State legislators and heads of state agencies
- County commissioners and judges
- Mayors and city managers
- Leaders of chambers economic development groups
- Major foundations
- Heads of colleges and universities
- Media organizations
- Leaders of large businesses in metro areas
- Others by request

Our monthly e-newsletter

A round-up of stories of interest from around the state, and a preview of stories we're working on for our next issue

Sustaining supporters

To help sustain the magazine and our website, and to allow us to mail 5,000 copies at no cost to our readers, we depend on our sustaining supporters. These are businesses and organizations who have a wide range of perspectives on rural Oregon, and an interest in helping bridge the urban-rural divide. Each has committed to a full-page ad in each issue for at least one year or on an ongoing basis, at our 4-issue rate.

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Why advertise with The Other Oregon?

The Other Oregon is a high-quality magazine that offers a unique audience of readers who hold political and economic power in the state.

2025 Publication Schedule

The Other Oregon publishes on the last Friday of each quarter: March, June, September and December.

Spring 2025

Space Reservation Deadline: Feb. 28

Ad Copy Deadline: Feb. 28

Ad Approval/Camera Ready Deadline: Mar. 14

Publication Date: Mar. 28

Fall 2025

Space Reservation Deadline: Aug. 29

Ad Copy Deadline: Aug. 29

Ad Approval/Camera Ready Deadline: Sept. 12

Publication Date: Sept. 26

Summer 2025

Space Reservation Deadline: May 30

Ad Copy Deadline: May 30

Ad Approval/Camera Ready Deadline: Jun. 13

Publication Date: Jun. 27

Ad size	4 issues	2 issues	Open rate	Ad size/Safe area	Trim size	Bleed size
Full page	\$1,850	\$1,975	\$2,125	7.625" x 10.125"	8.375" x 10.875"	8.875 x 11.375"
Half page horizontal	\$975	\$1,050	\$1,125	7.625" x 4.917	n/a	n/a
Half page vertical	\$975	\$1,050	\$1,125	3.729" x 10"	n/a	n/a
Quarter page	\$500	\$535	\$575	3.729" x 4.917"	n/a	n/a
Premium positions:						
Doubletruck	\$3,900	\$4,150	\$4,450	16" x 10.125"	16.75" x 10.875"	17.25" x 11.375"
Back page	\$2,200	\$2,325	\$2,475	7.625" x 10.125"	8.375" x 10.875"	8.875 x 11.375"
Inside front	\$2,125	\$2,250	\$2,400	7.625" x 10.125"	8.375" x 10.875"	8.875 x 11.375"
Inside back	\$2,075	\$2,200	\$2,350	7.625" x 10.125"	8.375" x 10.875"	8.875 x 11.375"

Non-profit discount = 15% for charitable 501 (3)(c) organizations

Thanks to our sustaining supporters who make its possible to distribute
The Other Oregon to 5,000 influential Oregonians at no charge.



Contact Us



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A fourth-generation owner and vice president of EO Media Group, Kathryn is the former publisher of the East Oregonian and Hermiston Herald. Based in Pendleton since 2007, she has also lived in Portland, Eugene, Washington D.C., San Francisco and Los Angeles. Prior to joining EO Media Group, Kathryn was a family nurse practitioner and medical officer for Peace Corps in Togo, West Africa.



Joe Beach, Editor

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Joe is also the publisher and editor of the Capital Press, the West's agricultural weekly newspaper, where since 2008 he has managed editors and reporters in four states. He produces the weekly Oregon Capital Insider e-newsletter and has been involved since the beginning in the creation of the Oregon Capital Bureau – a collaboration between EO Media Group, Pamplin Media Group and now Salem Reporter. He launched his newspaper career at community and agricultural newspapers in the Midwest, and was previously the metro editor of the Moline Dispatch.

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