

# An Analysis of Portland Newspaper Circulations

The Present Paid Circulation of the

## Morning Oregonian

Is More Than 83,000 Each Week-day, and More Than 118,000 Each Sunday

To Be Exact, Yesterday It Was 83,627, and on Sunday It Was 118,605

A federal law requires newspapers to publish sworn statements of circulation April 1st and October 1st of each year. The statements just published give the average circulation for the six months ending September 30 and show that The Oregonian leads the field in Portland and the Portland territory, as usual.

Here Are the Figures for the Six Months Ending September 30, 1922

	OREGONIAN	JOURNAL	TELEGRAM	NEWS
Daily	81,992	77,871	62,400	31,326
Sunday	115,807	98,490	.....	.....

There are different kinds of circulation. The Oregonian leads not only in quantity but in quality as well. The circulation which really brings business to the advertiser is that which goes into the homes and is read there.

The latest available authentic figures showing just where Portland newspaper circulation goes are the publisher's reports to the Audit Bureau of Circulations, an organization to which nearly all the important newspapers of the country belong.

These statements show that the average home-delivered circulation in Portland was as follows for the six months ending March 31, 1922:

(Official figures from the Audit Bureau for the last six months will not be available for at least six weeks.)

Average Home-Delivered Circulation in Portland for Six Months Ending March 31, 1922

	OREGONIAN	JOURNAL	TELEGRAM	NEWS
Daily	31,519	28,420	22,965	14,271
Sunday	34,108	29,433	.....	.....

### Street Sales Circulation

Daily street sales constitute an inferior quality of circulation. Portland afternoon papers issue regularly from four to eight editions. Street sales begin as early as 10:30 in the morning and include deliveries to restaurants and hotels. They are largely made up of reprints of the preceding day's pages and carry only a few new pages. They are planned chiefly for hasty headline reading and are of little value to advertisers.

In contrast, Sunday street sales are of complete editions, which are usually bought for home reading.

Average Street Sales in Portland for Six Months Ending March 31, 1922

(From Audit Bureau of Circulations Report.)

	OREGONIAN	JOURNAL	TELEGRAM	NEWS
Daily	4,125	10,795	9,366	9,771
Sunday	9,960	5,989	.....	.....

There is, of course, some duplication in all circulations and this is so on Sunday as well as week days. A Portland merchant expresses it this way: "I take both Sunday papers. I am sure to read The Oregonian, and if I have time I read the other one." This sentiment aptly expresses what a large proportion of other people do.

### Leads Its Field in Advertising and News Service

The Oregonian's superiority in news-service has long been recognized throughout its field. It gives its readers a greater quantity and higher quality of news and features than any other paper in the Northwest.

It is unapproached as a newspaper and its leadership in volume of advertising has consistently followed The Oregonian's leadership in news-service and circulation.

Here Is the Advertising Record for September

	OREGONIAN	JOURNAL	TELEGRAM	NEWS
Local Display	39,047 in.	37,257 in.	25,506 in.	23,433 in.
Foreign	11,809 in.	6,873 in.	3,674 in.	1,725 in.
Classified	32,805 in.	20,585 in.	4,825 in.	2,138 in.
Total	83,661 in.	64,715 in.	34,005 in.	27,296 in.

Note the difference in volume of space carried by The Oregonian, and also note that The Oregonian carries more of each classification than the other papers; then again, note that The Oregonian is the only paper which carried more business in September, 1922, than in September, 1921. Here is the gain and loss record:

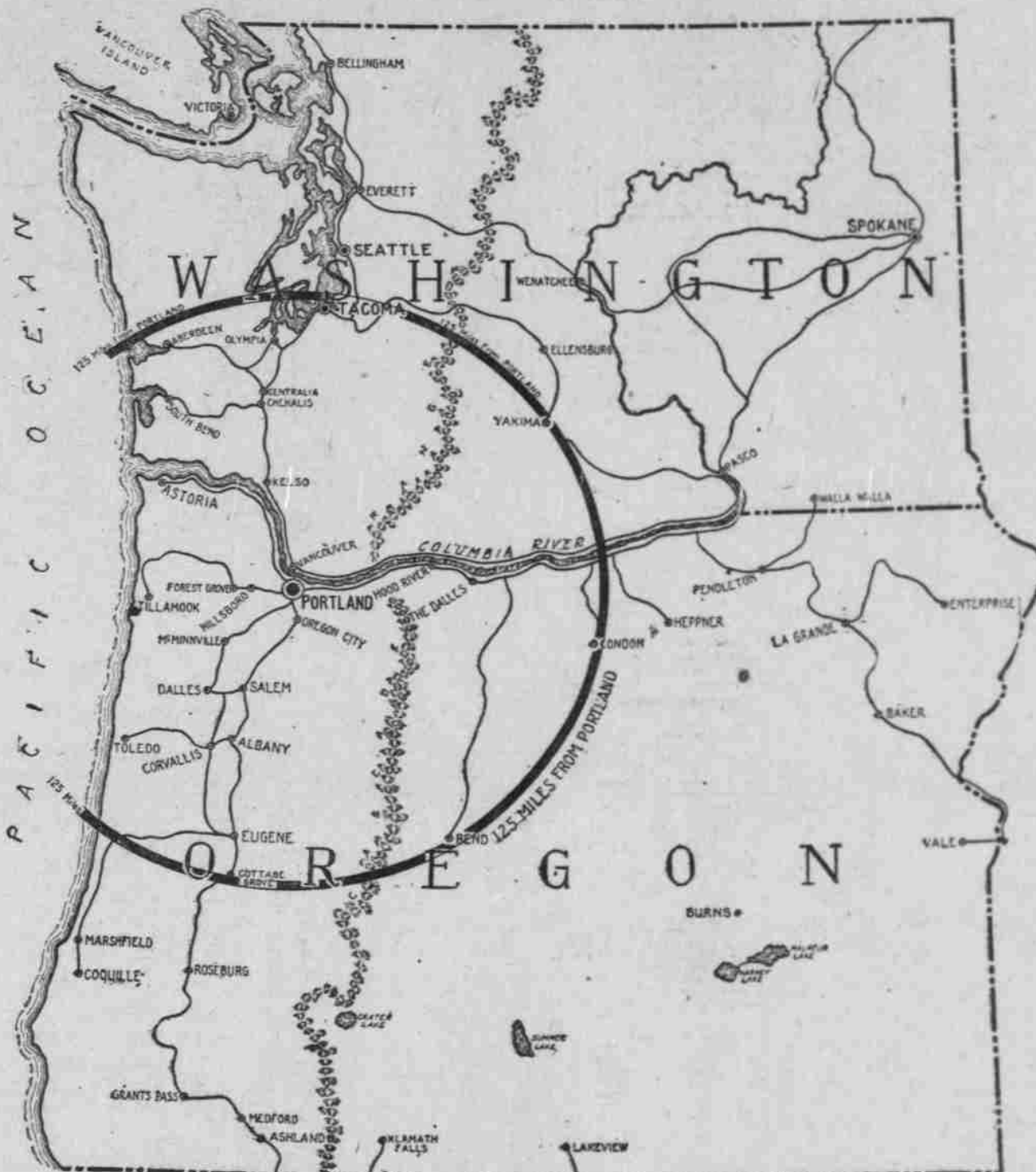
Gains or Losses Over September, 1921

	OREGONIAN	JOURNAL	TELEGRAM	NEWS
Gains	2,463 in.	.....	.....	.....
Losses	.....	2,862 in.	6,241 in.	4,054 in.

These figures tell a story in themselves. The Editor & Publisher, a New York publication, in commenting on the newspaper situation in the United States, made the statement that The Oregonian carried more advertising in six months than any other Pacific Northwest paper and that it was seventh in advertising volume among all morning newspapers in the United States.

It is not disputed that The Oregonian has a larger circulation than any other Portland newspaper, but that isn't the important point ---the important point is that The Oregonian enters and influences more homes than any other Portland newspaper

Radius Map Showing Territory, 125 Miles From Portland From Which Portland Draws Retail Trade



This is a radius map drawn to exact scale. It shows exact straight-line distances from Portland, although railway and highway mileages to some of the cities indicated are greater than 125 miles.

### Circulation in the Portland Market Area

Portland retailers get a large volume of trade from all the territory in both Oregon and Washington within a radius of 125 miles of Portland. The Chamber of Commerce has proved this fact many times. Geographical conditions account for it. Eugene, Astoria, Bend and The Dalles in Oregon are the same distance from Portland as Aberdeen, South Bend and Centralia in Washington, and all send a profitable business to Portland retailers. The Oregonian leads in circulation in this field.

### Circulation of Portland Newspapers in 125-Mile Radius from Portland

Figures compiled from publishers' reports to Audit Bureau of Circulations, March 31, 1922, and from later statements issued to Portland advertisers.

	OREGONIAN		JOURNAL		TELEGRAM	NEWS
	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	DAILY
Home Deliveries—						
In Portland	31,519	34,108	28,420	29,433	22,965	.....
News Stand Sales—						
In Portland	1,268	8,961	556	8,214	1,787	14,286
Street Sales—						
In Portland	4,125	9,960	10,795	5,989	9,366	9,771
Country Circulation—						
Inside 125 Miles—						
In Oregon	23,530	30,194	23,571	34,640	.....	.....
Country Circulation—						
Inside 125 Miles—						
In Washington	7,974	11,593	*4,958	*7,756	127,832	16,343
Total in 125-Mile Radius	68,416	94,816	68,300	86,032	61,950	30,400
Country Circulation—						
Outside 125-Mile Radius	13,520	16,642	8,550	9,534	1,213	557
Entire circulation total	81,936	111,458	76,850	95,566	63,163	30,957

\*Washington circulation figures for the Journal include the entire state. Details inside 125-mile radius not available.  
 †Daily News does not separate its figures for Home Deliveries and News Stand Sales.  
 ‡No separate figures available.  
 Outside of Oregon and Washington The Oregonian's circulation is only 1692 daily and 2850 Sunday.

To keep up with the growth of The Oregonian's circulation and advertising there will soon be installed a new Goss straightline high-speed press. It is to be five decks high and four pages wide, will print in colors, and is the last word in mechanical ingenuity. A new patent drive makes this the most silent press yet devised. It is now being built for The Oregonian and will be installed within a few months.