

# THE Sentinel

Neighborhood News for North and Northeast Portland

The Sentinel is a monthly newspaper and an online news forum serving Far NW, Inner NE and Greater North Portland.

## The News Service:

The Sentinel is an open publishing community news forum and daily blog that covers neighborhood and community issues at portlandsentinel.com.

The news service is staffed by community volunteers, journalism interns and professional freelancers. We are dedicated to promoting excellence in journalism through the service of community.

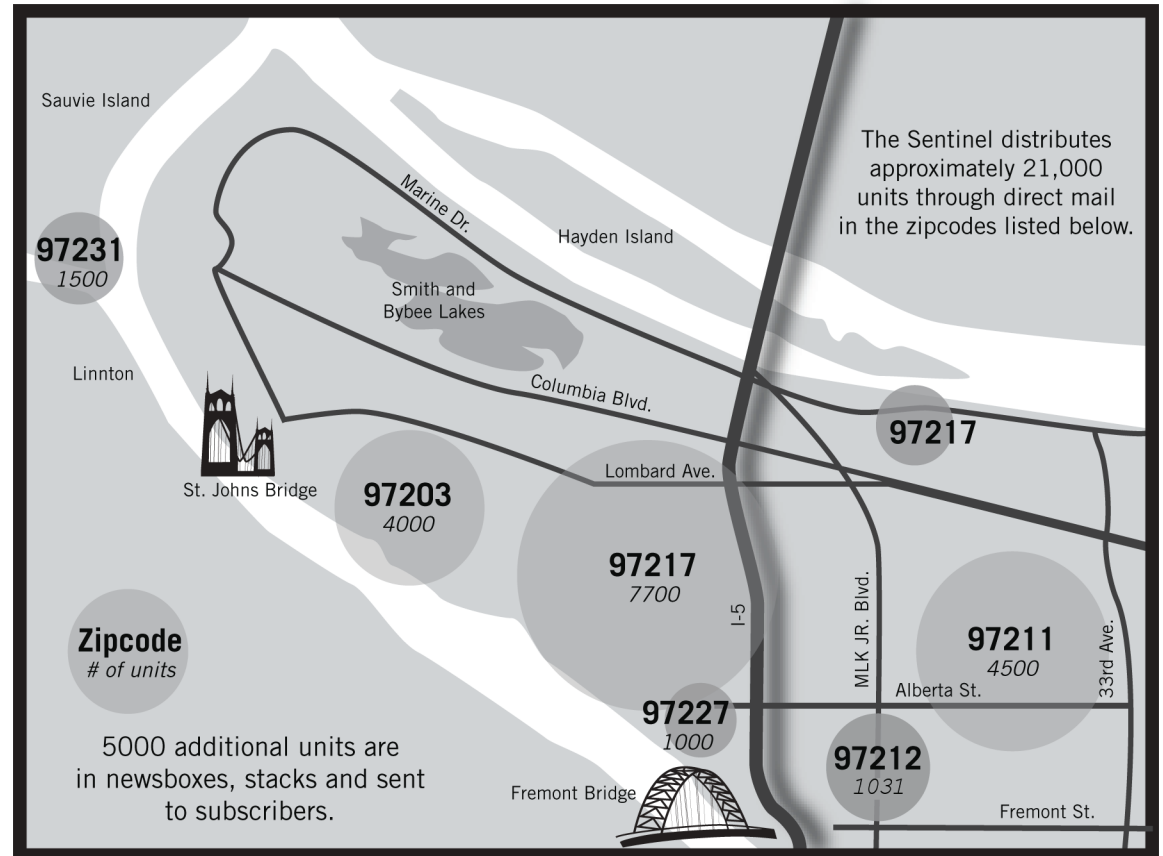
## The Paper:

The street edition provides positive and entertaining news and vital community information for families who appreciate the value of shopping locally.

On the first Wednesday of every month The Sentinel distributes 25,000 newspapers to approximately 55,000 readers \* from NE 33rd Avenue to Sauvie Island and from NE Fremont to the Columbia River.

- 21,000 papers in targeted direct mailings
- 5,500 papers in stacks in over 250 local businesses and newsboxes throughout the district
- The news forum at portlandsentinel.com receives anywhere from 16,000 to 65,000 hits a day.

\* based on a standard 2.2 readers per copy



## Household Statistics

The Sentinel targets 21,000 households in North and Northeast Portland through direct mail in the following zipcodes: 97203, 97217, 97227, 97212, 97211 and 97231.

These are households of small families and empty nesters who are overwhelmingly homeowners and in their prime spending years of 25 to 64.

- Household income ranges from \$40,000 to \$100,000 a year \*\*
- Average Homeownership rate 67%
- Average percentage of residents age 22-39 28%
- Average percentage of residents age 40-64 28%

\*\* 2 separate reader survey's conducted by the University of Portland specifically for The Sentinel concluded that households that earn \$40K a year or more are twice as likely to shop for local goods and services than households that earn less.