

audience online

The **Columbian.com** **ONLINE AUDIENCE**
is an important part of your media mix

**TOTAL ONLINE
AUDIENCE:
74,000**

**ONLINE ONLY
AUDIENCE
22,000**

**PRINT + ONLINE
AUDIENCE
52,000**

**PRINT ONLY
AUDIENCE
102,000**

**Your print
+ online
advertising
reaches
176,000
Clark
County
adults**

Base: Clark County
Adults (320,800)

Source: 2011
Thoroughbred
Research Group

 **The Columbian**
Community Begins Here