



res  
ton<sup>now</sup>

# ATTENTION

READERS SPENT A COLLECTIVE  
2.2 MILLION MINUTES  
ON RESTON NOW IN 2019

# AUDIENCE & DEMOGRAPHICS

## UNPARALLELED LOCAL REACH:

**325,000**

Pageviews each month

**135,000**

Unique Visitors each month

## SOCIAL CONNECTION:



17,500+ fans (facebook.com/RestonNow)



4,500+ followers (@RestonNow)



4,500+ newsletter subscribers

## WHO READS RESTON NOW?

The typical Reston Now reader is an affluent professional between the age of 25-54, per Quantcast data and Google Analytics. But we also reach a wide range of locals, including military families, local leaders and long-time Restonians.

**67%**

Ages 25-54

**52%**

Income ≥ \$100K

**52%**

Have children

**70%**

Repeat visitors

## IT'S ALL ABOUT ATTENTION

We live in an attention economy and a mobile world. Almost everyone has a smartphone, which means your message has lots of competition. Reston Now helps you stand out and reach consumers as they're in a unique local mindset.

Attention-wise, we're confident of being the best value for reaching locals via any medium.

# PREMIUM BRAND PACKAGES

This well-rounded marketing package gets your message across to hard-to-reach local consumers. Premium brand packages include everything you need to consistently and effectively reach your target audience.

## What's included in a Premium Brand Package?

- 1 Sidebar ad - 100% SOV
- 1 Promoted Post/quarter
- Free ad design and promoted post writing upon request
- Quarterly performance report

## Additional premium benefits offered at three levels:

### Silver \$600/month\* (max. 10 clients)

- + Email ad

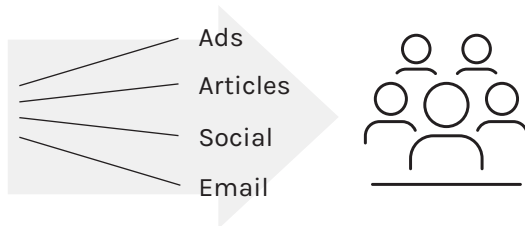
### Gold \$900/month\* (max. 5 clients)

- + Cinematic ad
- + Email ad
- + 1 featured event or community post/month

### Platinum \$1,200/month\* (max. 5 clients)

- + Cinematic ad
- + Mobile ad
- + Email ad
- 2 featured events or community posts/month

**Your  
Message**



\* Minimum 3 month term

# DISPLAY ADVERTISING

## A. Sidebar Ad \$299/mo

- + Optimized for maximum ad impressions
- + 600x500px

## B. Skyscraper Ad \$299/month

- + Optimized for high click-thru rate on site
- + 300x600px

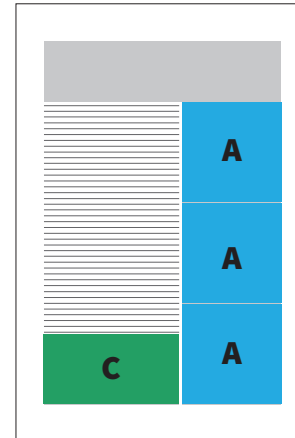
## C. Cinematic Ad \$249/mo

- + Appears between homepage posts, before comments
- + 600x300px

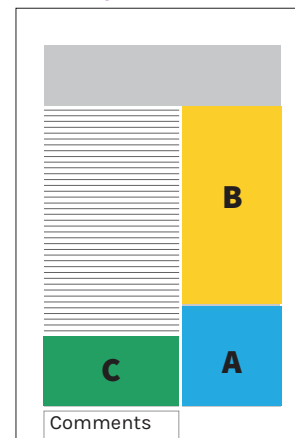
## D. Mobile Ad \$249/mo

- + Appears at the top of all mobile pages
- + 640x200px

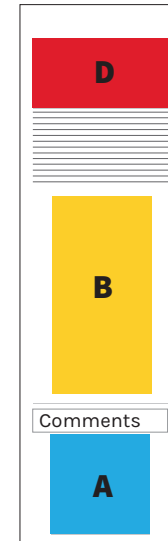
### Desktop homepage



### Desktop article



### Mobile



### DISCOUNTS

**Month-to-month billing**  
10%

**Nonprofit discount**  
15%

**12-month pre-payment**  
20%



# SPONSORED CONTENT



## RECURRING FEATURE

Powerful branding vehicle allows you to be the community's expert on a given topic. Can also be used to capture lead-generating clicks. Published weekly or biweekly.

Contact us for pricing



## PROMOTED POST

A one-time informative article published on our homepage and shared via social media. Put your organization's message in front of 10,000s of readers.

\$249/post (>200 words)  
\$349/post (200-1,000 words)



## FEATURED LISTING

A promoted post specifically for real estate listings or job listings, priced to fit your budget.

\$199/post



## DEDICATED EMAIL BLAST

A graphical, promotional email exclusively about your organization or event blasted out to thousands of our subscribers.

\$449/email - 4,500 subs

Writing services are provided free of charge, upon request, for promoted posts.

	Max word count	Max photos*
Spons. Feature	600	10
Promoted Post	1,000	10
Featured Listing	150	10
Email Blast	N/A	N/A

\*all submitted photos must be horizontal

# OUR READERS & ADVERTISERS

## WHAT OUR READERS ARE SAYING:

**68%**

Have made a purchase based on an ad, article or event listing

**48%**

Are more likely to support a local business that advertises on Reston Now

**38%**

Can recall an ad or sponsored article from within the past year

**97%**

Think Reston Now is supportive of local businesses

"I really enjoy reading the daily email that keeps me up to date with things happening in Reston."

"My primary local news source. Keep up the good work."

## WHO OUR ADVERTISERS ARE:



Multi-Family Real Estate



Legal Services



Schools



Residential Real Estate



Financial Services



Government



Local Businesses



Business Improvement Districts

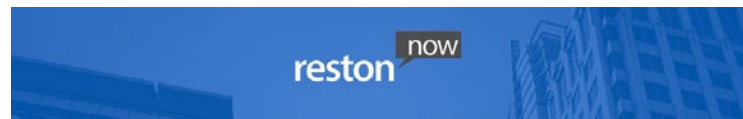


Commercial Real Estate

SOURCE: RESTON NOW READER SURVEY

# ABOUT **reston** now

Founded in 2013, [RestonNow.com](http://RestonNow.com) is the community's most-read local news and lifestyle publication. Boasting a highly-engaged audience of more than 100,000 monthly users, Reston Now is produced locally for those who live and work in Reston and Herndon. Our team believes that great local advertising helps to supplement great local content, while our advertisers are deeply passionate about serving the greater Reston area and enhancing the local community.



Columns LEGAL INSIDER PET OF THE WEEK RESTON REAL ESTATE HOME RENOVATIONS

## NEWS

### Australian Fitness Company to Open Location in Reston

Fatimah Waseem January 17, 2020 at 9:45am



### COMFORT & JOY

UP TO \$10,000 OFF ON A NEW HOME FOR THE HOLIDAYS\*

LEARN MORE

Van Metre

FEATURED LOCAL BUSINESS

Eve Thompson

RESTON REAL ESTATE

## OTHER LOCAL NEWS NOW SITES

**PÖP**ville

[www.popville.com](http://www.popville.com)

PoPville is one of D.C.'s most-read local publications, with a quarter million visitors each month and content geared toward young professionals and families.

**ARL**now

[www.arlnow.com](http://www.arlnow.com)

ARLnow is Arlington, Virginia's premier local news and lifestyle publication. Whether you live or work in Arlington, ARLnow is your finger on the community's pulse.

**ALX**NOW

[www.alxnow.com](http://www.alxnow.com)

ALXnow is Alexandria, Virginia's newest source of local news and information. Built for a post-HQ2 world, ALXnow serves Alexandria's next generation of professionals and local leaders.

**Tyson's**  
REPORTER

[www.tysonreporter.com](http://www.tysonreporter.com)

Tyson's Reporter is the first independent, daily news outlet dedicated to covering local happenings in the dynamic and developing Tysons community.