



res
ton^{now}

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

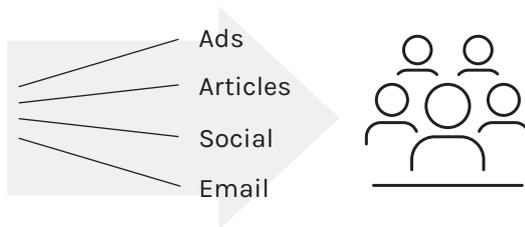
Gold \$900/month* (max. 5 clients)

- + 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

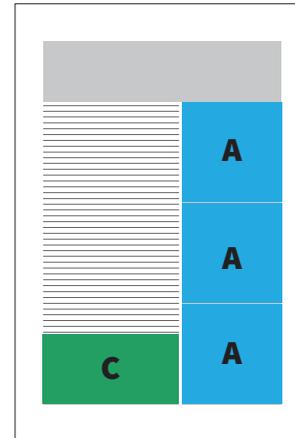
C. Cinematic Ad \$249/mo

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

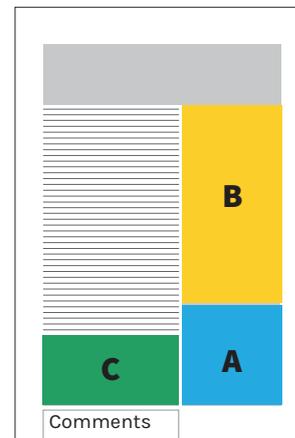
D. Mobile Ad \$249/mo

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

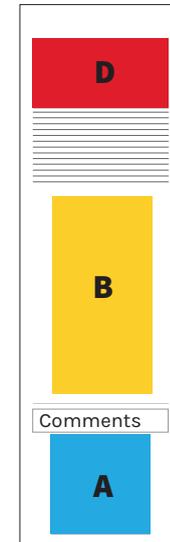
Desktop homepage



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 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



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.



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.



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.



www.tysonreporter.com

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