

reston **now**
2018 MEDIA KIT

WHAT OUR READERS ARE SAYING:

"Reston Now provides what I consider our best connection within the community."

"Great job... I read it every day!"



ABOUT **reston** now

Founded in 2013, RestonNow.com is Reston, Virginia's most-read local news and lifestyle publication. Boasting a highly-engaged audience of around 60,000 monthly users, Reston Now is produced in Reston, for Reston. Our team believes that great local advertising helps to supplement great local content. Our advertisers are passionate about Reston and enhancing the local community.

The screenshot shows the RestonNow.com website interface. At the top, there's a navigation bar with 'reston now' logo and links for 'Home', 'About', 'Map', 'Events', and 'Newsletter'. Below the navigation, there are columns for 'LEGAL INSIDER', 'PET OF THE WEEK', 'RESTON REAL ESTATE', and 'DESIGN STUDIO'. The main content area features a sponsored article titled 'In The Design Studio: The Insiders Guide to Bathroom Design' by Anna Gibson, dated December 29, 2017. The article includes a photo of Anna Gibson and a small image of a bathroom. To the right of the article, there are several advertisements: 'A Cleaning Service' offering 10% off on the third cleaning, 'Reston Montessori School' with a quote from Maria Montessori, and 'daily sales on clothes & melissa & doug toys!'.

OTHER LOCAL NEWS NOW SITES

POPville
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.

ARLnow
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.

THE RUNNER'S SOURCE FOR THE DC AREA
RUNWASHINGTON
www.runwashington.com

Founded in 1984, RunWashington is the D.C. region's #1 resource for runners, triathletes and fitness enthusiasts. RW boasts the top Google spot for those looking for local races.

Tyson's
REPORTER
www.tysonreporter.com

Launching in September 2018, Tyson's Reporter will be the first daily news outlet dedicated to covering local happenings in the dynamic and developing Tyson's community.

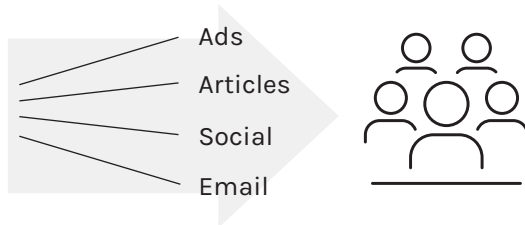
PREMIUM BRAND PACKAGES

We are currently seeking a limited group of brand advertisers for our premium packages. Designed to be the most well-rounded marketing package for getting 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
- 1 partner directory listing
- 1 featured event, coupon or community post/month
- Free ad design and promoted post writing upon request
- Free enhanced reporting and advertising enhancements
- Dedicated account representative
- Quarterly performance report

**Your
Message**



Additional premium benefits offered at three levels:

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

- + Email newsletter ad

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

- + Cinematic ad - 20k impressions (est.)
- + Morning email sponsorship OR newsletter ad
- + 1 social media shout out per month (written by us on Facebook, Twitter, and/or Instagram)

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

- + Cinematic ad - 40k impressions (est.)
- + Morning email sponsorship OR newsletter ad
- + 2 social media shout outs per month (written by us on Facebook, Twitter, and/or Instagram)

DISPLAY ADVERTISING

A. Takeover Ad 399/day

- + At top of all pages
- + 4:1 ratio on desktop, 2:1 ratio on mobile
- + Available early 2019

B. Sidebar Ad \$299/mo

- + Typically 100K impressions/mo
- + 300x250px (high resolution 600x500px also accepted)

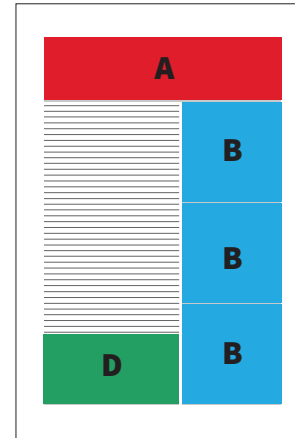
C. Skyscraper Ad \$299/month

- + 300x600px
- + Highest click-thru rate on site

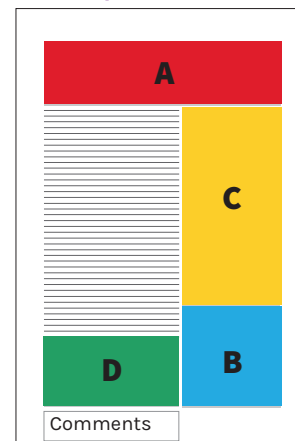
D. Cinematic & Mobile Ad \$249/mo (each)

- + Appears between homepage posts/at top of mobile pages
- + Typically 50K impressions/mo
- + 600x300px (cinematic), 320x100px (mobile)

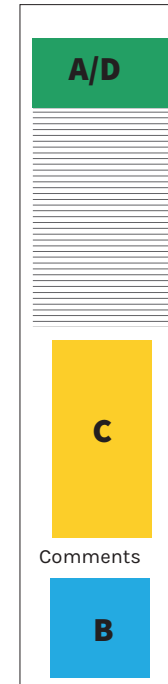
Desktop homepage



Desktop article



Mobile



SPONSORED CONTENT



SPONSORED 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. Puts your organization's message in front of 10,000s of readers.

\$399/post



FEATURED LISTING

A promoted post specifically for real estate listings or job listings.

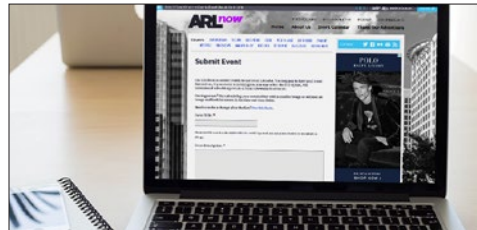
\$199/post



DEDICATED EMAIL BLAST

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

\$399/email - 4,000 subs



SELF-SERVE CONTENT

Self-publish featured events, press releases and other content directly to our site.

Visit restonnow.com/post

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

	Max word count	Max photos*
Spons. Feature	600	10
Promoted Post	300	10
Featured Listing	150	10
Self-Serve Content	No Limit	1
Email Blast	N/A	N/A

*all submitted photos must be horizontal

AUDIENCE & DEMOGRAPHICS

UNPARALLELED LOCAL REACH:

200,000

Pageviews each month

65,000

Unique Visitors each month

SOCIAL CONNECTION:



16,000 fans [facebook.com/RestonNow](https://www.facebook.com/RestonNow)



4,000 followers @RestonNow



4,000 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

77%

Politically engaged

58%

Mobile pageviews

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



Our goal is to partner with companies to create great local advertising that readers actually want to see and engage with.

We work with our advertisers to craft campaigns that are effective at reaching a large, local audience and achieving their marketing goals. Informative, native advertising is what we do best.

Local advertising with us works because it's:

RELEVANT

Communicate a value proposition that is genuinely of interest to local readers.

AUTHENTIC

We help emphasize your community connection and communicate on a personal, native level.

ACTIONABLE

Give highly-engaged viewers a way to purchase, sign up or learn more.

BRIEF

People value their time, so we help you get your message across in a concise, reader-friendly format.

DISCOUNTS

Credit card on file
10%

Nonprofit discount
12.5%

6-month pre-payment
15%

12-month pre-payment
20%

Cross-site (2+) premium branding packages
20%

Let's get started.