

**reston** **now**  
2019 MEDIA KIT

Real local news  
Engaged local readers  
Easy, cost-effective advertising



# AUDIENCE & DEMOGRAPHICS

## UNPARALLELED LOCAL REACH:

**230,000**

Pageviews each month

**65,000**

Unique Visitors each month

## SOCIAL CONNECTION:



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



4,200+ followers @RestonNow



4,400+ 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

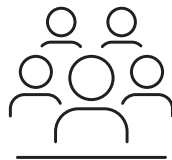
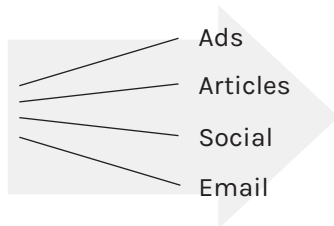
# PREMIUM BRAND PACKAGES

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 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)

- + Afternoon email newsletter ad

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

- + Cinematic ad
- + Morning AND afternoon email newsletter ad

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

- + Cinematic ad
- + Morning AND afternoon email newsletter ad
- + One social media shout out per month (written by us and posted on Facebook and Twitter)

# DISPLAY ADVERTISING

## A. Takeover Ad \$399/day

- + At top of all pages
- + Available early 2019

## B. Sidebar Ad \$299/mo

- + Optimized for maximum ad impressions
- + 300x250px (high resolution 600x500px also accepted)

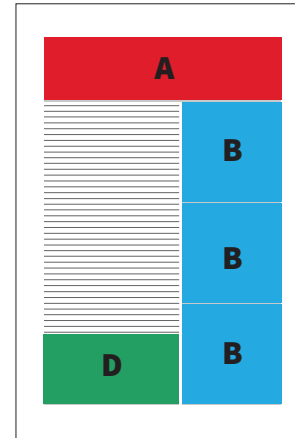
## C. Skyscraper Ad \$299/month

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

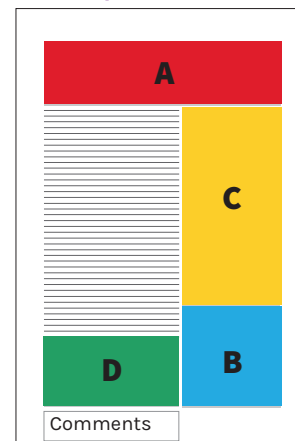
## D. Cinematic & Mobile Ad \$249/mo (each)

- + Appears between homepage posts/at top of mobile pages
- + Excellent balance of impressions and click-thru rate
- + 600x300px (cinematic), 320x100px (mobile)

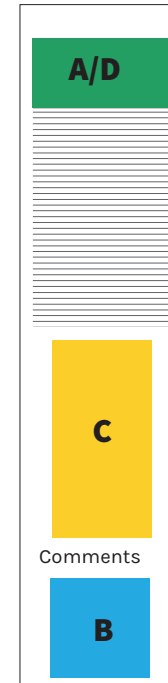
### Desktop homepage



### Desktop article



### Mobile



# 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. 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.

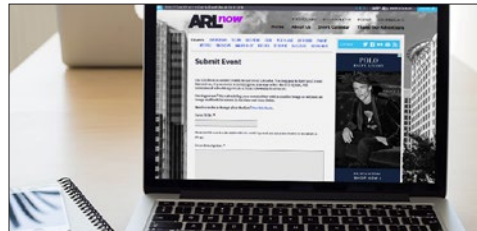
\$229/post



## DEDICATED EMAIL BLAST

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

\$499/email - 4,000 subs



## SELF-SERVE CONTENT

Self-publish featured events, community posts and other content directly to our site.

Visit [restonnow.com/post](http://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

# 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**  
5%

**6-month pre-payment**  
10%

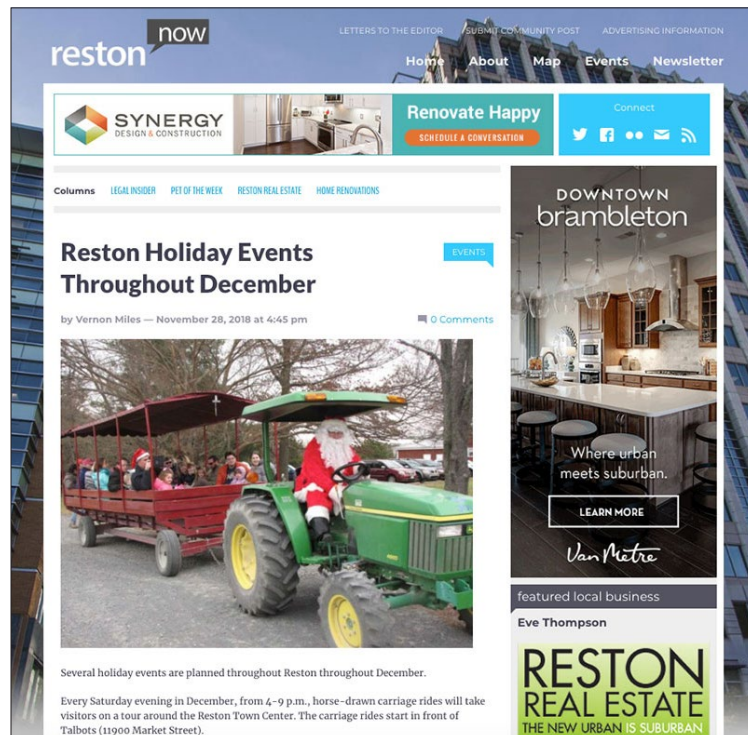
**12-month pre-payment**  
15%

**Nonprofit discount**  
15%

Let's get started.

# 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 around 65,000 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. Our advertisers are deeply passionate about serving the greater Reston area and enhancing the local community.



## OTHER LOCAL NEWS NOW SITES

**POP**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.

THE RUNNER'S SOURCE FOR THE DC AREA  
**RUN**WASHINGTON  
[www.runwashington.com](http://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](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.