WASHINGTON EXAMINER

A CORNERSTONE OF DC

Since 2005, we’ve been bringing our readers the best in breaking news and the most cutting-edge policy coverage in the nation. That’s why Washington Examiner is the Washington insider’s go-to magazine for political news.

Now is your chance to reach our highly educated, politically passionate, and influential readers, inside the Beltway and beyond.
WASHINGTON EXAMINER

MAGAZINE DETAILS

90,000 Copies Weekly

35,000 Copies in Washington, D.C. including 10,200 Copies to Capitol Hill

55,000 Copies Nationally to Paid Subscribers

44 Issues 2021 Publishing Calendar Totals 44 Issues

9” x 10.75” High Gloss/Perfect Bind

Weekly In-Depth Policy Coverage

Full Page Ads Spreads, & Cover Wraps Available for Advertisers
# Magazine Publishing Calendar 2021

**Ad creative deadlines are Thursday prior to on-sale date.**
OUR READERS

THE RIGHT AUDIENCE

Our content speaks to culture, politics, the arts, and luxury trends. The quality of our content is reflected by our intelligent and engaged members who are interested in political news, the economy, and big ideas.

HIGHLY-EDUCATED

- College+ 86%
- Post-Grad 51%

INDUSTRY LEADERS

- CEO 27%
- Sr. Mgmt. 42%
- Professional/Managerial 86%

TOP ISSUES OF INTEREST

- The Economy
- Immigration
- National Security
- Foreign Affairs
- Elections
- Taxes
- Education
- Healthcare
- Energy

WEX INFLUENCE

- Keeps me informed on issues important to me 96%
- Influences my opinions about political and economic issues 90%
- Provides information available from no other source 90%

PRO-ACTIVE

- Contacted elected official 56%
- Active for political candidate 16%
- Donated to a political campaign 74%
- Served on charitable board 24%
- Took active role in civic issue 25%
- Wrote or emailed a newspaper or magazine 27%
MAGAZINE PRINT AD SPECS

AD DIMENSIONS

Trim Size
Single Page, 8” x 10.5”

Live Area
Single Page, 6.75” x 9.937”
Two-Page Spread, 14.75” x 9.937”

FULL PAGE
Non-Bleed: 6.75” x 9.937”
Bleed: 8.25” x 10.75”
(bleeding 1/8” on all sides)

FULL PAGE SPREAD
Non-Bleed: 14.75” x 9.937”
Bleed: 16.25” x 10.75”
(bleeding 1/8” on all sides)

HALF PAGE HORIZONTAL
Non-Bleed: 6.75” x 4.5”
Bleed: 8.25” x 5.375”
(bleeding 1/8” on both sides and 1/8” at bottom)

HALF PAGE HORIZONTAL SPREAD
Non-Bleed: 14.75” x 4.5”
Bleed: 16.25” x 5.375”
(bleeding 1/8” on both sides and 1/8” at bottom)

All horizontal ad pages will be bottom-of-page orientation.
WASHINGTON EXAMINER WEBSITE

REACHING AN INFLUENTIAL AUDIENCE

WashingtonExaminer.com is one of the nation’s leading policy and political news websites, reporting directly from Inside the Beltway.

WashingtonExaminer.com attracts key political, business and policy influencers both inside Washington and across the United States.

With substantial growth in traffic, the website offers premium digital marketing opportunities for our brand and advocacy advertisers.

WE’RE WHERE YOU NEED TO BE.

WEBSITE DETAILS

➥ 22 Million Monthly Unique Visitors
➥ 35 Million Monthly Sessions
➥ 50 Million Monthly Pageviews
➥ Up-to-the-minute In-Depth Coverage
➥ Custom Videos Published Every Day

➥ Digital display ads, custom content, video pre-roll, newsletters, email marketing and more available for our brand and advocacy advertising partners
WEBSITE TRAFFIC

OUR ONLINE LANDSCAPE
Every day, WashingtonExaminer.com attracts a large D.C. audience accompanied by a robust national readership.

22 million+
unique visitors/mo.

35 million+
sessions/mo.

50 million+
page views/mo.

EMAIL
We offer a variety of email opportunities, including newsletter sponsorships, dedicated emails to our subscriber base, custom content emails, and data targeted emails to our third party list.

130,000+
total newsletter subscribers

1 million+
newsletter sends per week

VIDEO
★ 20 million monthly video streams allow you to reach a highly engaged audience.
★ Displayed on all article pages of WashingtonExaminer.com, our 15-30 second pre-roll videos play prior to the video content.

SOCIAL MEDIA

750,000+
facebook

265,000+
twitter
**DIGITAL OPPORTUNITIES**

**DIGITAL ADVERTISING OPTIONS**

- Display
- Video
- Native content
- Sponsorships
- Content Targeting
- Geo-Targeting
- Newsletters
- First-Look Ads
- Programmatic Direct
- Flexible Campaigns

**DIGITAL DISPLAY** : Desktop, mobile & tablet standard display, geo/content targeted campaigns.

**VIDEO** : Cross-platform top-of-page player delivering 15 to 30 second pre-roll ad campaigns.

**CUSTOM CONTENT SOLUTIONS** : Homepage exposure accompanied by advertiser-owned content landing page.
DIGITAL AUDIENCE DEMOS

GENDER & AGE

56% Male
44% Female

60% of readers between ages 36-75

125 over index for reaching Elected Officials

HOUSEHOLD INCOME

55% earn over $75K annually
20% earn over $150K annually

EDUCATION

43% have graduate school education or hold a graduate degree

TOP OVERLAPPING NEWS SITE AFFINITIES

WSJ
WallStreetJournal.com

THE HILL
TheHill.com

POLITICO
Politico.com
DIGITAL AD SPECS

DESKTOP/TABLET

BILLBOARD
970 x 250

LEADERBOARD
728 x 90

RECTANGLE
300 x 250

OVERLAY AD
300 x 250

TOWER
300 x 600

MOBILE

BANNER
320 x 50

RECTANGLE
300 x 250

OVERLAY AD
300 x 250

EMAIL

SPONSORED EMAIL
HTML

NEWSLETTER DISPLAY
300 x 250, 970 x 250

VIDEO

PRE-ROLL VIDEO
15-30 SECONDS

CUSTOM SPONSORED CONTENT OPPORTUNITIES AVAILABLE
CUSTOM CONTENT

CONTENT SOLUTIONS PLATFORM

Always led by strategy, we work with you to craft and deploy a campaign that reaches your audience and gets your message heard. We then design, program, and deploy a custom landing page on our highly-trafficked WEX website. We strategize a plan to drive the most traffic to your landing page through a variety of tactics:

VIDEO

► Short social videos that create interest and drive clicks
► Thought leadership or testimonial interview videos that visually tell your story and convey your strongest message points
► Live action with motion graphics videos

EDITORIAL

► Our team of experts will work with you on a variety of sponsored articles, interviews or Q and A advertorials to ensure your messages are heard
► Create content that is powered, resonates and communicates the most important issues driving the day

INFOGRAPHICS

► Custom created, powerful data points and messages made visual
► Variety of formats for print, digital and video

DIGITAL

► Through visual, impactful digital ads in a variety of sizes, we will drive traffic to your landing page
► Optimized placement and impressions

PODCASTS

► Interactive, engaged podcasts
► Custom landing link provided

FLY-IN PACKAGE

► Capture moments from associations fly-in days and turn them into meaningful pieces of content including video, blog posts, articles, or op-eds

WHITEPAPERS

► Our highly-skilled team of content solution writers will develop the most-effective white papers
NEWSLETTER SPONSORSHIPS

Washington Examiner offers a variety of email products including newsletter sponsorships to our list of topic-based emails as well as dedicated emails to our subscriber base.

- Sponsorships: Be the exclusive sponsor of your email of choice.
- Newsletters: 8 different newsletter options.
- Subscribers: Over 130,000+ total newsletter subscribers.
- Total Sends: Over 1 million newsletter sends per week.
- Customization: Custom Sponsored Messages embedded in newsletters.

NEWSLETTERS AVAILABLE FOR SPONSORSHIP

1. Examiner Today
2. Daily on Defense
3. Daily on Energy
4. In Our Opinion
5. Washington Secrets
6. Byron York’s Daily Memo
7. Breaking News Alerts
8. News Alert

DEDICATED E-BLASTS ALSO AVAILABLE

Customized Proposals Upon Request—Contact Your Account Manager.
Washington Examiner offers a number of digital webinar event sponsorships including webinar series, virtual speaker events and interviews.

Topics include but aren’t limited to:

- Industry POV on the Future of Travel
- Industry POV on the Future of Small Businesses
- Thanking American Workers
- A variety of policy events covering industries like Infrastructure, Healthcare, Energy, Technology, Criminal Justice, and Sustainability
RECENT MEDIA PARTNERS

EVERY HOUR
ALZHEIMER’S
COSTS TAXPAYERS
$22 MILLION

TODAY ALZHEIMER’S COSTS THE COUNTRY
$20 BILLION A YEAR. THAT NUMBER VARIQUOTILE
TO DOUBLE IN TRILLION OVER THE NEXT GENERATION.

INCREASE FUNDING FOR ALZHEIMER’S RESEARCH NOW.

alzheimer’s association
Live well with alzheimer’s

RECENT MEDIA PARTNERS

YOU KNOW WHAT’S
GOOD FOR AMERICA?

WE ARE.
HERE IN AMERICA.

Meet the innovators working for America at
HereForAmerica.com

Know a small business in need
of extra support right now?
We understand it’s a challenging time for many small businesses.
To communities across the country. Pandemic Business Resource Hub
has teams ready to help you bring your business online, support your
customers and employees, and connect with other business
owners who are facing similar challenges.

Learn more at facebook.com/resource.

YOUR TIME.
EVERY TIME.

We know your time is valuable. That’s why we offer
our customers free financial appointment services,
including nights and weekends.

While working to make things simple, easy and convenient,

These companies represent an abridged selection of all sponsor partnerships.

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To learn more about Washington Examiner advertising opportunities and to inquire about rates, please contact us.

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