

Washington Examiner



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

JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

MARCH

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY

S	M	T	W	T	F	S
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
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20	21	22	23	24	25	26
27	28	29	30			

JULY

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				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
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22	23	24	25	26	27	28
29	30	31				

SEPTEMBER

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			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER

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					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER

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	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER

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			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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

OUR READERS

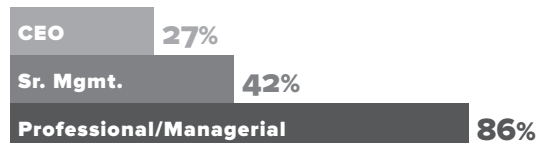
THE RIGHT AUDIENCE

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.

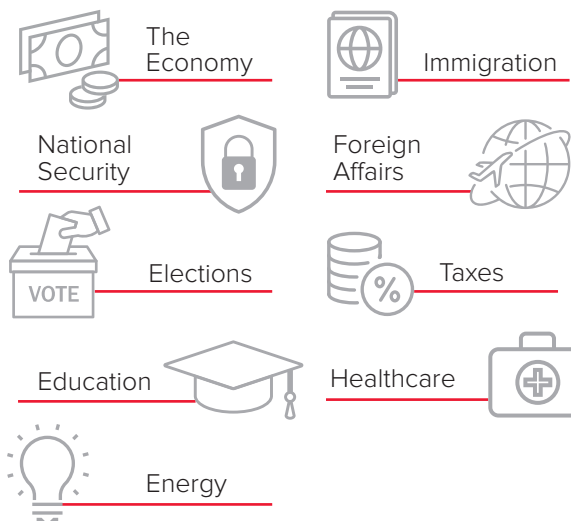
HIGHLY-EDUCATED



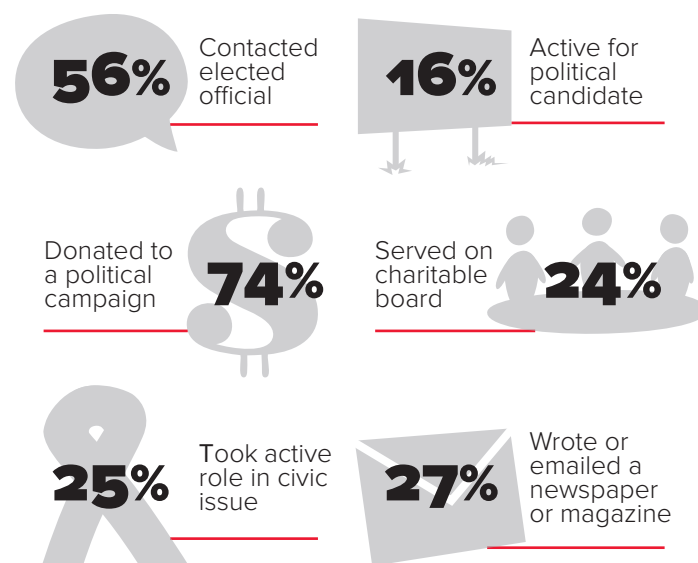
INDUSTRY LEADERS



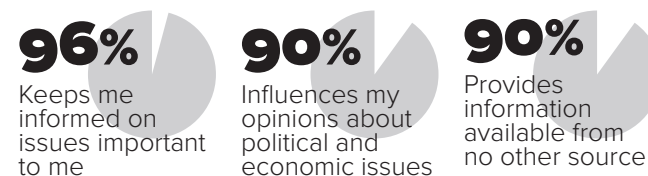
TOP ISSUES OF INTEREST



PRO-ACTIVE



WEX INFLUENCE

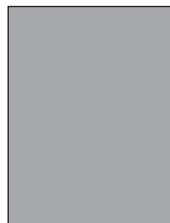


MAGAZINE PRINT AD SPECS

AD DIMENSIONS

Trim Size Single Page, 8" x 10.5"

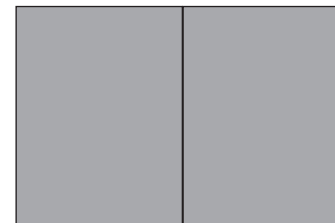
Live Area Single Page, 6.75" x 9.937"
Two-Page Spread, 14.75" x 9.937"



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"

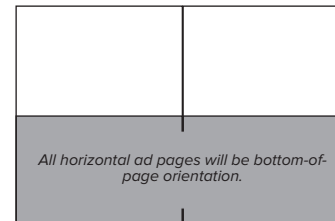
Bleed: 16.25" x 10.75"
(bleeding 1/8" on all sides)



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)



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



Large D.C. DMA footprint

Other top markets include: New York, Los Angeles, Chicago, San Francisco, Atlanta, Philadelphia, Boston and Houston



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

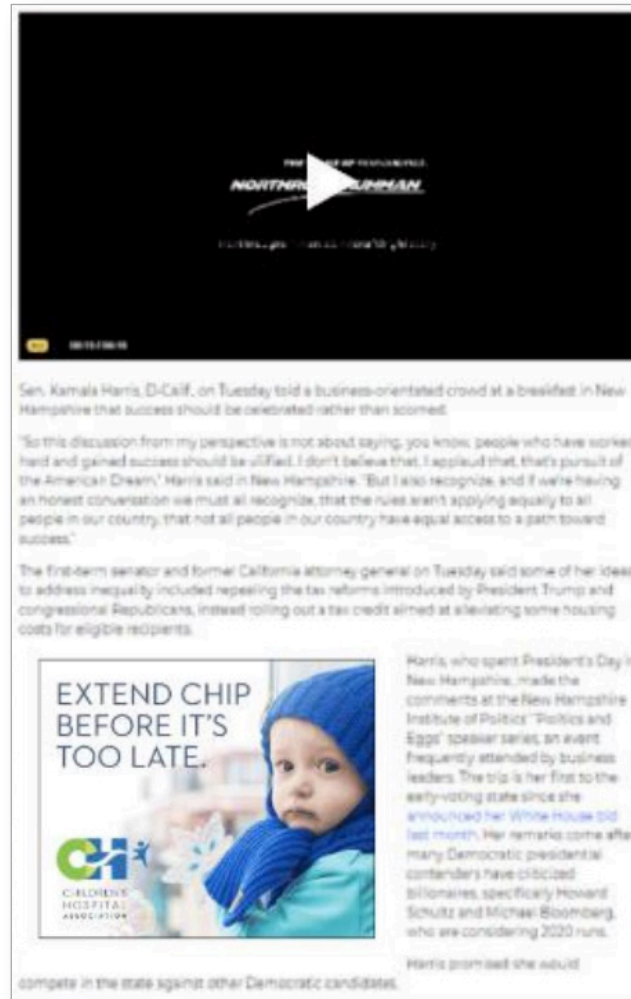
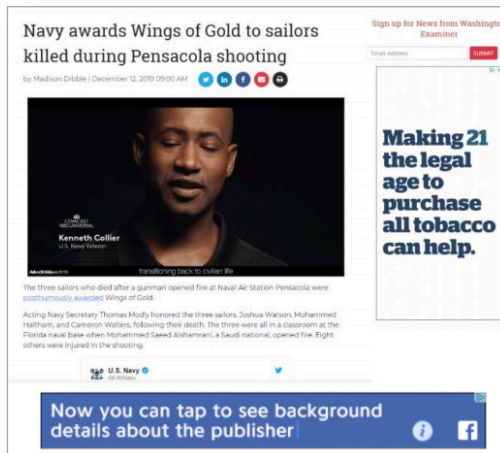
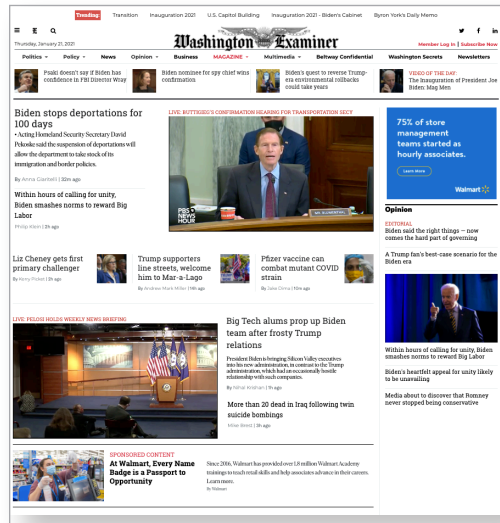


750,000+



265,000+

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



over index
for Business
Management &
Ownership

118



over index
for Political
Independents

117



HOUSEHOLD INCOME

55%

earn over \$75K annually

20%

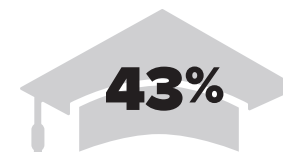
earn over \$150K annually



EDUCATION

43%

have graduate school
education or hold a
graduate degree



TOP OVERLAPPING NEWS SITE AFFINITIES

WSJ

WallStreetJournal.com



TheHill.com

POLITICO

Politico.com

DIGITAL AD SPECS

DESKTOP/TABLET



BILLBOARD
970 x 250



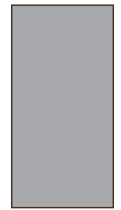
LEADERBOARD
728 x 90



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



INFOGRAPHICS

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



PODCASTS

- Interactive, engaged podcasts
- Custom landing link provided



WHITEPAPERS

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



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



DIGITAL

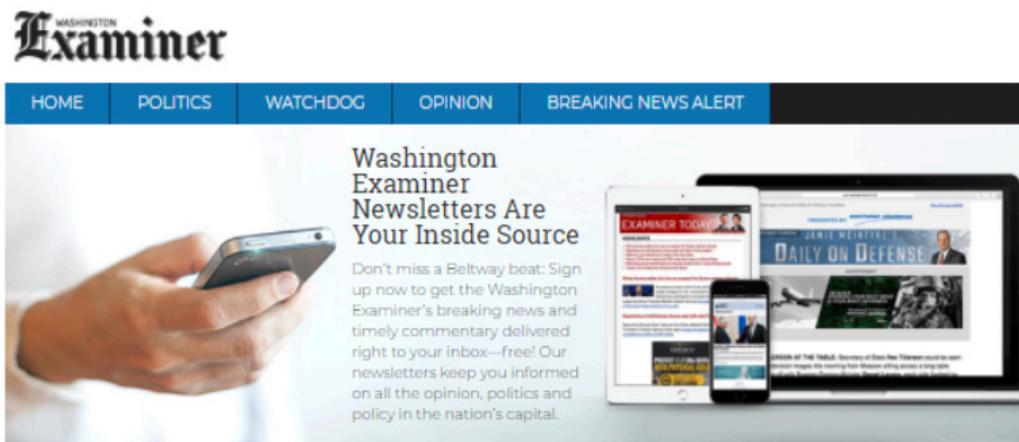
- Through visual, impactful digital ads in a variety of sizes, we will drive traffic to your landing page
- Optimized placement and impressions



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

NEWSLETTER SPONSORSHIPS



1 ENTER YOUR EMAIL ADDRESS

Email * Zipcode *

2 SELECT YOUR NEWSLETTERS & CLICK "SIGN UP" BELOW

Examiner Today
Examiner Today delivers a must-read briefing with exclusive reports and cutting-edge insights direct... [More info](#)

Daily on Healthcare
Written with healthcare policy professionals in mind, this daily newsletter keeps you informed on the... [More info](#)

Daily on Energy
Daily on Energy is a news-packed new briefing letter for policy professionals and others following... [More info](#)

Daily on Defense
Jamie McIntyre's Daily On Defense is a news-packed newsletter for policy professionals and... [More info](#)

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 DIGITAL EVENTS



Washington Examiner offers a number of digital webinar event sponsorships including webinar series, virtual speaker events and interviews.

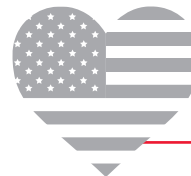
Topics include but aren't limited to:



Industry POV on the
Future of Travel



Industry POV on the
Future of Small Businesses

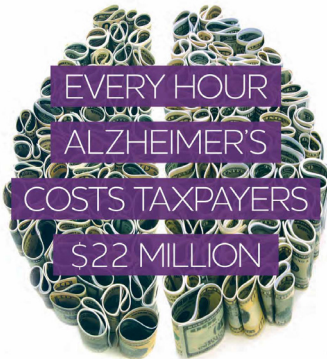


Thanking American Workers



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 \$290 BILLION A YEAR. THAT NUMBER WILL QUADRUPE TO OVER \$1 TRILLION OVER THE NEXT GENERATION.

INCREASE FUNDING FOR ALZHEIMER'S RESEARCH NOW.

alzheimer's association®
Learn more at alz.org/askcongress

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GOOD FOR AMERICA?



WE ARE.

HERE FOR AMERICA

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HereForAmerica.com

Sponsored By The Association of Global Automakers



Know a small business in need of extra support right now?

We understand it's a challenging time for many small businesses in communities across the country. Facebook's Business Resource Hub has free tools 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.


FACEBOOK
f o i n

75 YEARS

FOR FEDERAL EMPLOYEES
JUST LIKE YOU

We love helping you save money. Find out how much you could save with a **federal discount**.

GEICO
geico.com | 1-800-947-AUTO | Local Office



**Made in New Hampshire.
Enjoyed in Switzerland.**



Fuller's Sugarhouse in Lancaster, New Hampshire, uses Google Ads to sell its products to customers around the world who are in search of pure maple syrup.

Grow with **Google**

American businesses are growing with tools and training from Google.

google.com/economicimpact

**Our Commitment to
Beat Coronavirus**

In these unprecedented times, America's biopharmaceutical companies are coming together to achieve one shared goal: the eradication of COVID-19. The decades-long investments we made in new technology, research and treatments have prepared us to act swiftly:


- We are rapidly screening our vast global libraries of medicines to identify potential treatments and have numerous clinical trials underway to test new and existing therapies
- We are dedicating our top scientists and using our investments in new technologies to speed the development of safe and effective vaccines
- We are sharing the learnings from clinical trials in real time with governments and other companies to advance the development of additional therapies
- We are expanding our unique manufacturing capabilities and sharing available capacity to ramp up production once a successful medicine or vaccine is developed
- We are collaborating with government agencies, hospitals, doctors and others to donate supplies and medicines to help those affected around the world
- We are working with governments and insurers to ensure that when new treatments and vaccines are approved they will be available and affordable for patients

We all have unique roles to play and are confident that together we can be successful. And we won't rest until we are.

Learn more at PBMIA.org/coronavirus and bio.org/coronavirus

PBMIA **Bio**
Pharmaceutical Biotechnology
Innovation
Organization

**Your time.
Every time.**



We know your time is valuable. That's why we offer our customers two-hour appointment windows, including nights and weekends.

We're working to make things simple, easy and awesome.

xfinity.com/service

COMCAST

**USSFCU'S
VISA® SMART RATE
CREDIT CARD**



ONE LOW INTEREST RATE
8.25% APR¹

IT PAYS TO BE A USSFCU MEMBER

USSFCU Member's Rate
8.25% APR¹

Average Cardholder's Rate
16.25% APR²

Plus, USSFCU Members Never Pay:
Annual Fees³ | Balance Transfer Fees³ | Cash Advance Fees³

**UNITED STATES
SENATE FEDERAL
CREDIT UNION**

Apply Today!
ussfcu.org/smartrate

¹ APR Annual Percentage Rate. All credit cards are subject to credit approval. Rates and/or credit limits are based on creditworthiness, income, and debt. Rates effective as of 4/15/2020. Your account is subject to a variable interest rate, based on the Prime Rate, plus 7.5% (12.25%). The Prime Rate will fluctuate over time. The Finance Charge will be applied to the amount of your monthly scheduled payment that you will be required to make. See a list of all agreements and account disclosures at ussfcu.org/faq. ² Based on the national average rate reported for credit cards as of 12/1/2019. ³ Credit union members may qualify for a lower interest rate. Other fees may apply. The longer transaction fee is 3% of the transaction amount. To view our fee schedule visit ussfcu.org/fees. Membership eligibility required. Excludes issued by NCUA.

These companies represent an abridged selection of all sponsor partnerships.

A large American flag is flying on a tall pole in front of a classical building with white columns and ornate carvings. The sky is clear blue.

LEARN MORE

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

MARK WALTERS: CHIEF REVENUE OFFICER

 202.496.3345

 mwalters@mediadc.com