



# ATTENTION

An aerial photograph of a dense urban area, likely Washington D.C., showing a mix of residential and commercial buildings. In the foreground, a river is filled with numerous boats, including sailboats and small motorboats. A bridge spans the river across the middle ground. The sky is clear and blue.

READERS SPENT A COLLECTIVE **83,482 MINUTES PER MONTH**  
ON ALXNOW IN 2019

# AUDIENCE & DEMOGRAPHICS

**ALXNOW**  
2020 MEDIA KIT

## GROWING LOCAL REACH:

**125,000**

Pageviews each month

**55,000**

Unique Visitors each month

## SOCIAL CONNECTION:



2,000+ followers ([facebook.com/alxnowva](https://facebook.com/alxnowva))



1,300+ followers (@AlexandriaNow)



3,500+ newsletter subscribers

## REACH THE NEXT GENERATION OF CUSTOMERS

While we reach a wide range of locals, the typical ALXnow reader is a young professional between the age of 25-44, per Quantcast data. As a digital-native publication, we can help you reach this key demographic, which has not picked up the print habit of their parents.

**53%**

Ages 25-44

**49%**

Income  $\geq \$100K$

**46%**

Have children

**84%**

College graduates

## 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. ALXnow 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

**ALX<sup>now</sup>**  
2020 MEDIA KIT

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 Skyscraper ad, including website and newsletter placement
- 1 Promoted Post/quarter
- Free ad design and promoted post writing upon request

**Additional premium benefits offered at three levels:**

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

- + Cinematic ad

### Platinum \$800/month\* (max. 5 clients)

- + Cinematic ad
- + Mobile ad

**Your  
Message**



\* Minimum 3 month term

# DISPLAY ADVERTISING

**ALX**<sup>NOW</sup>  
2020 MEDIA KIT

## A. Skyscraper Ad \$349/month

- + Optimized for high click-thru rate and maximum reach
- + Appears on homepage, article pages and in our email newsletter
- + 300x600px

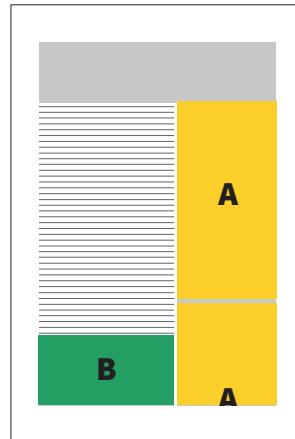
## B. Cinematic Ad \$249/mo

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

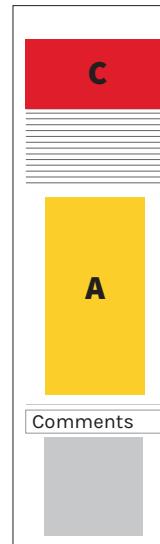
## C. Mobile Ad \$249/mo

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

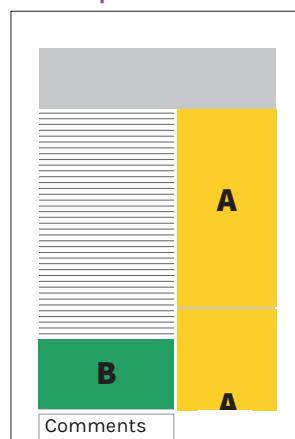
### Desktop homepage



### Mobile



### Desktop article



### DISCOUNTS

**Month-to-month billing**  
10%

**Nonprofit discount**  
15%

**12-month pre-payment**  
20%

# SPONSORED CONTENT

**ALX**<sup>NOW</sup>  
2020 MEDIA KIT



## 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 - 3,500 subs

## LOCAL PRO FILE

A business profile that works for you year-round. Let us publish a professionally-produced profile of your business, with photos taken by our staff photographer.

\$749 (includes directory listing)

**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

**ALX**<sup>NOW</sup>  
2020 MEDIA KIT

## WHAT READERS ARE SAYING ABOUT OUR SITES:

**27%**

Made a purchase based on an ad or sponsored article in 2019

**48%**

Are more likely to support a local business that advertises with us

**38%**

Can recall an ad or sponsored article from within the past year

**97%**

Think we are supportive of local businesses

"Really appreciate the local news that the Post doesn't cover."

"I make it a point to read your email every time."

"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: ARLNOW, RESTON NOW READER SURVEYS

# ABOUT ALXNOW

Founded in 2019, ALXnow.com is Alexandria's newest local news and lifestyle publication, focused on serving the digital generation. Boasting a highly-engaged audience of more than 50,000 monthly users, ALXnow is produced locally for those who live and work in the City of Alexandria. Our team believes that great local advertising helps to supplement great local content. We look forward to helping you reach Alexandria's digital savvy professionals in the medium that captures the majority of their attention.

The screenshot shows the ALXnow.com homepage. At the top, there's a banner with a blue background featuring a city skyline and the text "ALXNOW" and "Everything Alexandria". Below the banner, there's a navigation bar with links for "HOME", "NEWS", "LIFESTYLE", "ADVERTISING", and "CONTACT". On the left, there's a sidebar with a "NEWS" section and a "PHOTO GALLERY". The main content area has a "NEWS" section with an article titled "New Southern-Style Chicken Sandwich Eatery Opens in Old Town" by James Cullum on January 17, 2020 at 12:00pm. The article includes a large image of a fried chicken sandwich. To the right of the news section, there's a "THEATER" section for "SYNETIC19 THEATER20" with a poster for "PHANTOM OF THE OPERA" running from February 5 - 29, 2020, with tickets available at synetictheater.org. At the bottom of the page, there's a footer with a "CLEANING SERVICE" logo and the text "Quality Service At An Affordable Price Since 1985".

## OTHER LOCAL NEWS NOW SITES



[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.



[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.



[www.restonnow.com](http://www.restonnow.com)

Reston Now is Reston, Virginia's go-to online local news source, providing a one-stop shop for any organization seeking to reach those who live and work along the Silver Line corridor.



[www.tysonsreporter.com](http://www.tysonsreporter.com)

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