



POP<sup>\*\*\*</sup>ville

# ATTENTION

READERS SPENT A COLLECTIVE **40.1 MILLION MINUTES**  
ON POPVILLE IN 2019 (THAT'S 27,847 DAYS)

# AUDIENCE & DEMOGRAPHICS

## UNPARALLELED LOCAL REACH AND READER ATTENTION:

**2.5 Million**

Pageviews each month

**500,000**

Unique Visitors each month

**3:03**

Average time on site

## SOCIAL CONNECTION:



30,000 followers (facebook.com/PoPville)



122,000 followers @PoPville



8,500 newsletter subscribers

## WHO READS POPVILLE?

The typical PoPville reader is an affluent young professional between the ages of 25-44, per Google Analytics. But we also reach a wide range of locals, including local government leaders and long-time D.C. residents.

**73%**

Ages 25-44

**44%**

Income ≥ \$100K

**36%**

Have children

**85%**

Repeat visitors

## 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. PoPville 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.

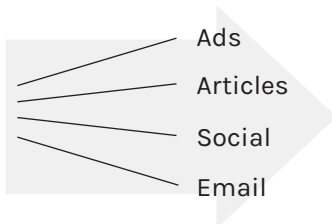
# PREMIUM BRAND PACKAGES

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 sidebar ad - 100% SOV
- 1 promoted post/quarter
- Free ad design and promoted post writing upon request
- Quarterly performance report

**Your  
Message**



## Additional premium benefits offered at three levels:

**Silver \$1,000/month\* (max. 10 clients)**

+ Email ad

**Gold \$1,400/month\* (max. 5 clients)**

+ Cinematic ad

+ Email ad

**Platinum \$1,800/month\* (max. 5 clients)**

+ Cinematic ad

+ Mobile ad

+ Email ad

\* Minimum 3 month term

# DISPLAY ADVERTISING

## A. Sidebar Ad \$599/mo

- + Typically 500K impressions/mo
- + 600x500px

## B. Skyscraper Ad

- + Not available at this time

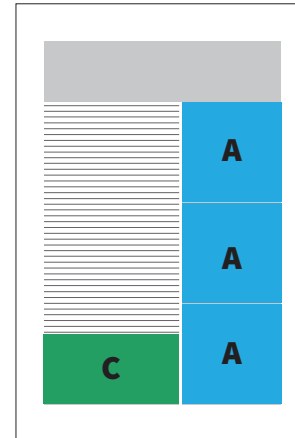
## C. Cinematic Ad \$499/mo

- + Appears between homepage posts, before comments
- + Typically 200K impressions/mo
- + 600x300px

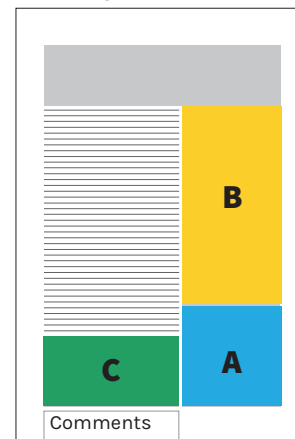
## D. Mobile Ad \$499/mo

- + Appears at the top of all mobile pages
- + Typically 600K impressions/mo
- + 640x200px

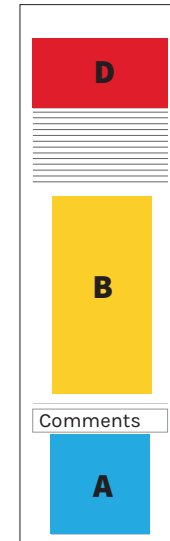
### Desktop homepage



### Desktop article



### Mobile



### DISCOUNTS

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

**Nonprofit discount**  
15%

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

# 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. Put your organization's message in front of 10,000s of readers.

\$599/post (>150 words)  
\$649/post (150-400 words)



## FEATURED LISTING

A promoted post specifically for real estate listings or job listings, priced to fit your budget.

\$329/post



## DEDICATED EMAIL BLAST

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

\$749/email - 8,500 subs

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

	Max word count	Max photos*
Spons. Feature	600	10
Promoted Post	400	10
Featured Listing	150	10
Email Blast	N/A	N/A

\*all submitted photos must be horizontal

# OUR READERS & ADVERTISERS

## WHAT OUR READERS ARE SAYING:

"Thank you for being such a fabulous DC blog. Your neighborhood reporting got us that info before anyone else in the city." - **David**

"You're making a real contribution to life in DC and I appreciate that." - **Sue**

"PoPville is how I know about everything happening in this city. I very often start my conversations with 'I read on PoPville...'" - **Cheryl**

"Thanks for all the great work you do. I love, love, LOVE PoPville." - **Ann**

"I love your blog and know how key it is for information about our city and our neighborhoods." - **Leah**

"Your neighborhood reporting got us that info before anyone else in the city." -- **Jack C.**

"#FF @PoPville... tons of interesting content you won't find anywhere else." - **@MurielBowser**

SOURCE: EMAIL AND SOCIAL MEDIA

## WHO OUR ADVERTISERS ARE:



Multi-Family Real Estate



Legal Services



Schools



Residential Real Estate



Financial Services



Government



Local Businesses



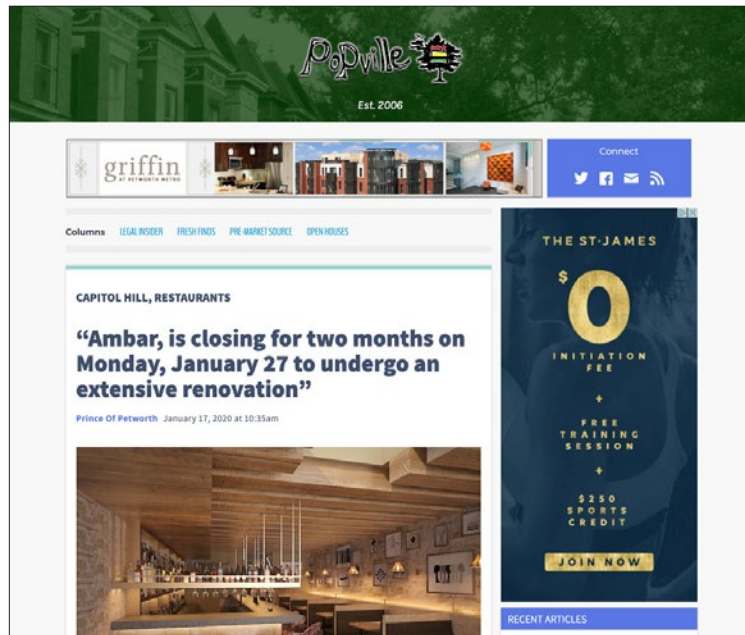
Business Improvement Districts



Commercial Real Estate

# ABOUT **POP**ville

PoPville is D.C.'s most-read community news publication, reaching 100,000s of affluent young professionals each month with hyperlocal content about real estate, restaurants and more. PoPville has repeatedly been voted Best Local Blog in the Washington Post Express, Washington City Paper, Washingtonian Magazine and the Washington Blade. The Post has written that PoP publisher Dan Silverman probably knows more about the District than some beat cops.



## OTHER LOCAL NEWS NOW SITES

**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.

**reston**now

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

Reston Now is the go-to online local news source for Reston and Herndon, chronicling the rapid growth of the area with the opening of the Silver Line.

**ALX**NOW

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

ALXnow is Alexandria, Virginia's newest source of local news and information. Built for a post-HQ2 world, ALXnow serves Alexandria's next generation of professionals and local leaders.

**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.