

MEDIA KIT

2024



Popville
PRINCE OF PETWORTH

Founded in 2006, PoPville chronicles the happenings in Washington, D.C.'s neighborhoods.



With monthly readership figures into the millions, PoPville is the daily/hourly must-read site for those who want to be in the know and is, often, where the news goes to get their neighborhood news. Topics covered include real estate, restaurants, bars, retail, architecture, gardening, pets, transit and other general observations about daily life in D.C.

STANDARDS

Our most popular options, newly optimized

Skyscraper Ad



Big and bold, at an industry standard 300x600px. Appears on the sidebar on a desktop computer and in the content stream on mobile. Also appears in our email newsletter.

Est. impressions:
~300,000

\$650/mo or
\$6,500/yr

FREE – Ad design

Billboard Ad



Plenty of room for your message at a cinematic 600x300px. Appears in the content stream on a desktop computer and at the top of all mobile pages.

Est. impressions:
~200,000

\$550/mo or
\$5,500/yr

FREE – Ad design

Sponsored Post



Inform, promote and drive sales. Promoted via social media, email newsletter, search engines and on our homepage. Simple to produce and simply effective.

\$700 or
\$7,000/yr
(new post monthly)

FREE – Three promotional social posts on Facebook (1x) and Twitter (2x)

\$1,000/mo or \$10,000/yr – Both ads combined

SPECIALTIES

Engage with readers in the right way, at the right moment

Email Blast



When you want to make a big splash in a short amount of time, book a blast. We limit the number of blasts that are published on any given week in order to ensure that they remain highly effective. Suitable for both branding and direct response campaigns.

\$1,000

10,000+ subscribers

Listing of the Day



Includes a description, a link, and a photo gallery. Daily slots are first come, first serve. Submit directly via our Content Hub or purchase in bulk with an account rep.

\$349

Content Hub



Announcements



Events



Homes



Jobs

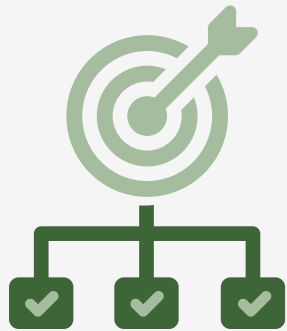


Post now: [Inn.co/post](https://inn.co/post)

BUNDLES

Get even more reach and deeper discounts

Splash



Make a splash by combining both display ads and a quarterly Enhanced Sponsored Post.

3 mos: \$3,500

1 yr: \$12,000

Super

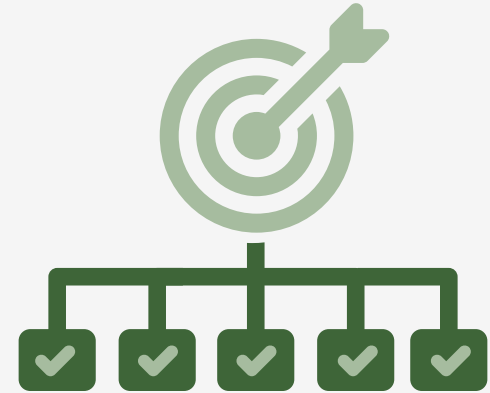


A robust campaign that makes an impression. Combines both display ads, monthly Enhanced Sponsored Posts and quarterly email blasts.

3 mos: \$5,500

1 yr: \$20,000

Maximum

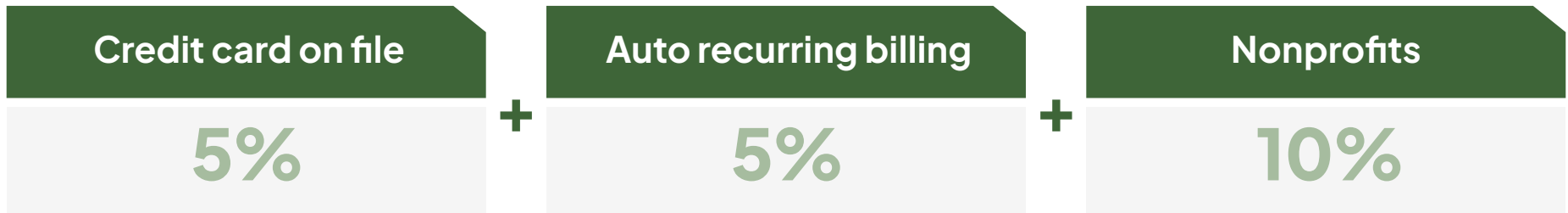


There is no better way to maximize your message. Combines both display ads (2x impressions), monthly Enhanced Sponsored Posts, two quarterly email blasts.

3 mos: \$7,500

1 yr: \$28,000

Discounts



DISCOUNTS CAN BE COMBINED

Readership Stats

35.4 Million

YEARLY PAGEVIEWS

500,000

UNIQUE MONTHLY VISITORS

Who reads PoPville? Everybody.

PoPville is D.C.'s most-read community news publication, reaching hundreds of thousands of readers -- including a preponderance of affluent professionals -- each month with hyperlocal content about real estate, restaurants and more.

75%

AGES 25-54

44%

INCOME ≥ \$100K

36%

HAVE CHILDREN

35%

GRADUATE-LEVEL
EDUCATION



50,000

FACEBOOK FOLLOWERS
@POPVILLE



70,000

INSTAGRAM FOLLOWERS
@POPVILLE



220,000

TWITTER FOLLOWERS
@POPVILLE

Our advertisers



What our readers are saying

“PoPville is how I know about everything happening in this city. I very often start my conversations with ‘I read on PoPville...’” – Cheryl

“You’re making a real contribution to life in DC and I appreciate that.” – Sue

“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

Reader Surveys

28%

Made a purchase based on an ARLnow ad or sponsored article in 2022.

38%

Can recall an ad or sponsored article from within the past month.

89%

Like the ads on ARLnow.

Our sites

Owned and Operated

ARLnow

MARKET: Arlington, Va. (pop. 238k)

ALXnow

MARKET: Alexandria, Va. (pop. 159k)

FFXNOW

MARKET: Fairfax County, Va. (pop. 1.15m)

Partners



MARKET: Montgomery County, Md. (pop. 1.06m)



MARKET: Washington, D.C. (pop. 690k)



MARKET: Prince William County and Stafford County, Va. (pop. 636k)



Local News Now publishes and partners with some of the D.C. area’s most-read and most-loved local news sites. Our innovative local advertising options have helped us grow our annual client count since our founding in 2010.

AD OPTIONS FOR ALL LNN SITES: <https://lnn.co/advertise>