

# Washington Examiner



2024 Media Kit



# 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.

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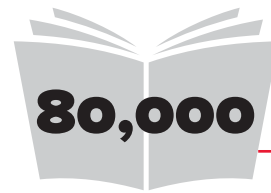




# WASHINGTON EXAMINER



## MAGAZINE DETAILS



Copies Weekly



Copies in Washington, D.C.  
including 10,500 Copies  
to Capitol Hill and 1,000  
Copies to the Pentagon



Copies Nationally to  
Paid Subscribers



2023 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

2024

## January

MON	TUE	WED	THU	FRI	SAT	SUN
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

MON	TUE	WED	THU	FRI	SAT	SUN
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26	27	28	29			

## March

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25	26	27	28	29	30	31

## April

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22	23	24	25	26	27	28
29	30					

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20	21	22	23	24	25	26
27	28	29	30	31		

## June

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## July

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29	30	31				

## August

MON	TUE	WED	THU	FRI	SAT	SUN
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## September

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30						

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28	29	30	31			

## November

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25	26	27	28	29	30	

## December

MON	TUE	WED	THU	FRI	SAT	SUN
						1
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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.



# 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"



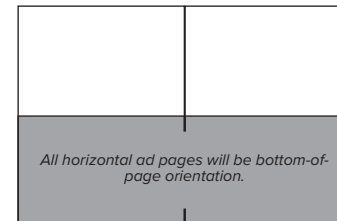
**FULL PAGE**  
**Non-Bleed:** 6.75" x 9.937"  
**Bleed:** 8.25" x 10.75"  
*(bleeding 1/8" on all sides)*



**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"  
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*(bleeding 1/8" on both sides and 1/8" at bottom)*



**HALF PAGE HORIZONTAL SPREAD**  
**Non-Bleed:** 14.75" x 4.5"  
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*(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

- 15 Million Monthly Unique Visitors
- 35 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.

**15 million+**  
unique visitors/mo.

**35 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.

**500,000+**  
total newsletter  
subscribers

**4 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

**f 950,000+**  
**t 330,000+**



# DIGITAL CAMPAIGNS



## DIGITAL OPTIONS

- Display Banners
- Video Pre-Roll
- Sponsored Content
- Page Takeovers
- Newsletters
- Dedicated E-blasts
- Custom Content
- Content Targeting
- DC DMA Targeting



UNITED STATES  
SENATE FEDERAL  
CREDIT UNION





# DIGITAL AUDIENCE DEMOS



## GENDER & AGE

**65%**  
Male



**35%**  
Female



**70%** 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

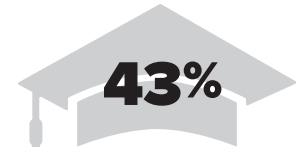
**55%** earn over \$75K annually

**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



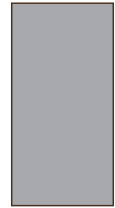
**LEADERBOARD**  
728 x 90



**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

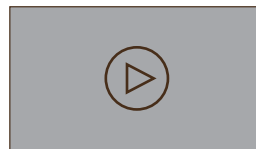
## EMAIL

### 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 PROGRAMS

Washington Examiner  
Tuesday, April 11, 2023

News - Policy - Opinion - Videos - MAGAZINE - Restoring America - Newsletters

PARTNER CONTENT

## Healthcare Innovation, presented by Anschutz Medical Campus

University of Colorado Anschutz Medical Campus

A new study suggests encouragement, stress, care and monitoring orders could contribute to 16-25% of deaths in this population over 10 years.

NEWS COUNCIL@UTZ.EDU  
@Study\_Review\_Healthcare

Tweets from @CUAnschutz

CU Anschutz Medical Campus Retweeted Jennifer Fouquier @JTFouquier · Apr 10  
Great event today hosted by @CUAnschutz, inspiring talks by some very talented female entrepreneurs! #WomenInSTEM @CUAnschutz

Study Examines Power of Group Sessions in Managing Diabetes  
By Anschutz Medical Campus | February 28, 2023 06:13 PM

At the Forefront: Marshaling Resources for Rare Diseases  
By Anschutz Medical Campus | February 28, 2023 05:55 PM

Washington Examiner  
Thursday, April 13, 2023

News - Policy - Opinion - Videos - MAGAZINE - Restoring America - Newsletters

PARTNER CONTENT

## At the Forefront: Marshaling Resources for Rare Diseases

By Anschutz Medical Campus | April 9, 2023 08:34 PM

THE UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

Tweets from @CUAnschutz

CU Anschutz Medical Campus Retweeted CU President Dr. ...  
Congratulations to the group of CU Anschutz faculty and students who presented their research at the #RareDisease Summit in Denver! These amazing @CUAnschutz and @CUHealthcare researchers continue to bring cutting-edge knowledge to the forefront of rare disease care.

CU Anschutz Medical Campus Retweeted Jennifer Fouquier @JTFouquier · Apr 10  
Great event today hosted by @CUAnschutz, inspiring talks by some very talented female entrepreneurs! #WomenInSTEM @CUAnschutz

At the Forefront: Marshaling Resources for Rare Diseases

All Rare Disease Research and care should be exciting, and it is. In general, it is not. Instead, it is a frustrating and often lonely search for a cure. Despite the multiple diagnostic and therapeutic options, the search for a cure is often a long and difficult one. More than 40 cases of MCTD have been reported in the medical literature, making the search for a cure a long and difficult one.

But the multidisciplinary research is working to change the landscape.

For the past few years, the University of Colorado Anschutz Medical Campus has been one of the leading centers for Rare Diseases (RD). The CU Anschutz Medical Campus is leading the charge in a network equipped to rapidly advance progress.

Leading efforts as a NCI Center of Excellence, CU School of Medicine faculty Shuan MoCassava, MD, and Matthew Taylor, MD PhD, along with CU Health Research Institute (HRI) and Anschutz Research Institute (ARI) are working to bring the best care possible to patients with rare diseases, but it's not always easy.

Don't miss our new disease expertise and care @ CU Anschutz at the forefront, a rarely, readable from:

Limitless Potential

Watch on YouTube

CU Anschutz Newsroom

Near-Death Experience Boosts Work to Save Black Mothers and Babies  
CU Anschutz researcher builds partnerships, community coalition to find evidence-based solutions

Study Examines Power of Group Sessions in Managing Diabetes  
Researchers look at shared medical appointments as path toward improving diabetes disease, patient outcomes

## NATIVE ARTICLE PAGE

- Main Image
- Headline
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- & More

Washington Examiner  
Thursday, April 13, 2023

News - Policy - Opinion - Videos - MAGAZINE - Restoring America - Newsletters

## Democrats on edge after Sessions attacks Andrew McCabe's pension

by Pete Kasperowicz, News Editor | March 20, 2018 12:01 AM

Attorney General Jeff Sessions' decision to fire former FBI Deputy Director Andrew McCabe, which will likely reduce his pension benefits, has Democratic lawmakers and a key government employee union warning that Republicans are coming after federal workers.

Sessions fired McCabe just before the FBI veteran's 50th birthday, stripping him of an early retirement option that by some estimates could have given him \$60,000 per year in benefits immediately. Those will now be delayed until he's at least 57 years old, at a cost of a few hundred thousand dollars to McCabe.

SPONSORED CONTENT

At the Forefront: Marshaling Resources for Rare Diseases  
By Anschutz Medical Campus

Because I want to provide the best care possible, I rely on routine laboratory testing to guide clinical decisions for my patients.

ACLA THE POWER OF KNOWING AMERICA'S CLINICAL LABS

Opinion

In Pennsylvania, one of the most competitive House seats in the country gets its first challenger

By: Selena Zito

For Democrats, the message was clear: The Trump administration is going to war against federal workers, and Republicans are cheering him on.

"The timing of President Trump's decision to fire former FBI Deputy Director Andrew McCabe raises serious concerns, and his repeated criticism of the hardworking men and women of the FBI weakens our nation's justice system," House Minority Leader Steny Hoyer, D-Md., told the *Washington Examiner*.



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<p>Subscribe to the Magazine <a href="#">View this as website</a></p> <p><b>EXAMINER TODAY</b> BY POLITICAL COMMENTATORS AND COLUMNISTS</p> <p><b>HIGHLIGHTS</b></p> <ul style="list-style-type: none"> <li>Formerly moderator, coming to Capitol</li> <li>DOJ is a disaster, Texas state, Biden campaign's, house, climate change</li> <li>Spinal cuts out when CNN asks Obama say chief James Clapper about having classified information</li> </ul> <p><b>Trump bets on GOP-led revolts in swing states for election support</b></p> <p>Democratic swing state governors are struggling to contain GOP results over lockdown measures, a development President Trump is betting will work in his favor on Election Day</p> <p><b>Biden lurch left on climate risks alienating moderates</b></p> <p>Joe Biden has made progress toward adding the demands of liberal voters, his administration has, however</p>	<p>Subscribe to the Magazine <a href="#">View this as website</a></p> <p><b>DAILY ON DEFENSE</b> BY POLICY PROFESSIONALS</p> <p><b>TIME FOR THE COUP DE GRACE?</b> When the United States lifted its ban on Osama bin Laden at the beginning of the year, President Trump indicated the U.S. was leaving regime change in Iran, at least not for military means. "We took action last night to stop a war that had been active for years," he said Jan. 3.</p> <p>But with Iran still being the largest supplier of weapons and the coronavirus pandemic, many analysts are advocating a further tightening of the sanctions in an effort to bring down the country's burgeoning economic collapse.</p> <p>"The United States policy is aimed at getting good outcomes for the Iranian people," Secretary of State Mike Pompeo said in a recent interview. "That's not to say that we have chosen their leaders. We hope now that they'll make a choice of leadership that changes the fundamental character of the Iranian regime."</p> <p>"Look, this is a nation that is the most anti-Semitic nation in the world. They have threatened to take Israel off the map. They are the only major power opponent of Israel," Pompeo told Axios News in Jerusalem. "We are confident that that is not what the Iranian people want. We hope that the regime will struggle to understand that in a way that's consistent with what the demands of the Iranian people have consistently been."</p> <p><b>THE REGIME IS VULNERABLE</b> "The regime is in an extremely vulnerable position," Axios' retired Joe Kraus told Axios News Reporter in the Jerusalem edition. "The U.S. should leverage its</p>	<p>Subscribe to the Magazine <a href="#">View this as website</a></p> <p><b>DAILY ON ENERGY</b> BY ENERGY AND ENVIRONMENTALISTS</p> <p>Subscribe today to the Washington Examiner magazine and get Washington Briefing politics and policy alerts that will keep you up to date with what's going on in Washington. <a href="#">SUBSCRIBE NOW, Just \$1.00 a month!</a></p> <p><b>BIOFUEL PRODUCERS SAY TRUMP COULD DO MORE TO HELP</b> Crude oil producers are among a number of groups with the Trump administration for not using the regulatory tools at its disposal to help the biofuels industry.</p> <p>There is also growing concern about an energy production policy advantage of the government's policies to seek to expand the Renewable Fuel Standard. The federal industry group has already said it will continue to work with the administration on "other opportunities and 'flexible' some authority in a very uncertain time," said Geoff Goggin, head of the Renewable Fuels Association.</p> <p>The oil industry "never let a good crisis go to waste." Crude oil exporters Friday citing offers by an government to win exemptions from the biofuels blending requirements and the pandemic. "What they expect is a demand surge."</p> <p>Crude oil refiners in the ethanol industry say there's no basis for the EPA to waive the RFS requirements. The ethanol regulator already stated for any producers in large quantities exemptions, on the EPA waives the volumes that percentages that adjust with demand, producers left unhappy.</p> <p>"This has to be clear that government must allow the RFS itself is a solution causing some economic harm to their stock," Crispin said. "We just think that would be responsible to those customers."</p>	<p>Subscribe to the Magazine <a href="#">View this as website</a></p> <p><b>EYE ON THE BIDEN</b> BY POLITICAL COMMENTATORS</p> <p>APRIL 22, 2021</p> <p>This newsletter will bring readers the most important news and commentary on Biden's administration and its agenda. Delivered to your email inbox every weekday, we'll make sure you stay up to date with the best coverage available in these turbulent times.</p> <p>Was this email forwarded to you? Sign up <a href="#">here</a> to receive the newsletter.</p>
<p><b>Examiner Today</b></p> <p>Examiner Today delivers a must-read briefing with exclusive reports and cutting-edge insights direct... <a href="#">More info.</a></p> <p><input type="checkbox"/> Select</p>	<p><b>Daily on Defense</b></p> <p>Jamie McIntyre's Daily On Defense is a news-packed newsletter for policy professionals and... <a href="#">More info.</a></p> <p><input type="checkbox"/> Select</p>	<p><b>Daily on Energy</b></p> <p>Daily on Energy is a news-packed new briefing letter for policy professionals and others following... <a href="#">More info.</a></p> <p><input type="checkbox"/> Select</p>	<p><b>Biden Administration</b></p> <p>Despite promising to unite the country and govern from the middle, President Joe Biden has embraced... <a href="#">More info.</a></p> <p><input type="checkbox"/> Select</p>

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