

RAISING THE BAR



Through original reporting and prose known for its boldness and wit, *The Weekly Standard* serves an audience of more than 3.2 million readers each month. First-rate writers compose informed perspectives on news and issues such as defense and foreign policy, politics, elections, books and culture. The *New York Times* notes, "Observers from both sides of the debate acknowledge that *The Weekly Standard* has been setting the agenda."

Don't Settle For Less

the weekly
Standard

A CUSTOMIZABLE MEDIA CAMPAIGN

Leverage the influence and reach of *Washington Examiner* in DC to introduce your issue to our readers. The schedule in *The Weekly Standard* will reach a national audience of influentials, and introduce the issue to our readers and attendees of our highly attended and much anticipated Broadmoor event.

DC DMA | [Washington Examiner Print and Online](#)

- 2 ad pages in WEX per month
- Video sponsorship on WEX – 100,000 pre-roll impressions per month
- 250,000 DC DMA impression per month (300x250 & 300x600)

NATIONAL | [The Weekly Standard Print and Online](#)

- 2 ad pages in TWS per month
- 250,000 run of site impressions per month

NATIVE CONTENT

Our native content provides the opportunity to reach our audience with the exact information and tone you want to deliver. Surrounded by live edit content, promoted from our home page, your native content will serve to educate our readers on this topic.

[Washington Examiner](#) | [The Weekly Standard](#)

- Sponsor provided single-page op-ed in 8 consecutive issues
- 1 weekly video on subject matter related to your campaign for six weeks
- Article will appear on campaign hub-page
- Past articles will be archived on the campaign hub-page
- New articles will be promoted through social media
- 8 native articles

DIGITAL BUILD-OUT

Our dedicated team of reporters and editors will work to create content that is deeply integrated within, and relevant to your campaign messaging and goals.

[WashingtonExaminer.com](#) | [WeeklyStandard.com](#)

- Creation of a campaign hub page on WEX/TWS where your content will live
- Weekly video on campaign subject matter, messaging and impact
- 1 staff-written story per week
- 4 aggregated stories per week (*with sponsor input on selection*)
- Widget streaming sponsor tweets
- Aggregated video clips (*with sponsor input on selection*)
- Sponsored tweets
- Sponsored podcast
- Infinite hub-page life on site
- Videos available in new media player
- Hub-page could be built for full-screen width without extraneous material in right rail
- Live streaming via player on the hub-page

**LEVERAGE THE
INFLUENCE OF
THE WEEKLY
STANDARD TO
HELP INCREASE
THE AWARENESS
AND ACTIVITY
AROUND YOUR
CAMPAIGN**

SPECIAL REPORT

- Op-eds by prominent lawmakers (co-Sponsors of the Bill)
- 1 piece by a *Washington Examiner/The Weekly Standard* Staff Writer, 1000-1500 words introducing the issue

EVENTS

With high profile, targeted events, *Washington Examiner/The Weekly Standard* will engage a top-tier audience with an inspiring and informative experience around your campaign issues. In DC, *Washington Examiner* will convene a cross-section of key thought leaders for a discussion and you will receive 100% SOV at the event, including the opportunity to have an executive/spokesperson make brief opening remarks.

DC ISSUES FACTS SUMMIT Newseum (or like) venue location

- Sponsor opening remarks – introducing Lawmaker
- Lawmaker speech (*sponsor input on speaker selection*)
- DC influential panel, moderated by WEX Editor
- TV and print media invited
- Live audience of 100+
- Event reported on WEX homepage
- Event will be live streamed
- Event will be live tweeted
- Event will be promoted across social Media

In Denver, **THE WEEKLY STANDARD'S ANNUAL 2016 SUMMIT** brings together politically-active, conservative-minded attendees from all across the country. These attendees have deep interests in political development and issues, and arrive with a thirst for political and election insights.

WEEKLY STANDARD 2016 SUMMIT Broadmoor Resort on April 29, 2016

350 engaged Americans from across the nation attend *The Weekly Standard's* highly anticipated Summit 2016 at The Broadmoor Resort. This event brings together politically-active, conservative-minded attendees from all over the country. Attendees have deep interests in political developments and are highly brand-loyal: almost two-thirds have attended one or more prior *Weekly Standard* events.

- Opening the 2nd half of the day (2pm) and sponsorship of the Friday afternoon cocktail hour
- Welcome back the audience from a mid-day break – 15 minutes of remarks on your campaign from speaker
- Sponsorship of afternoon cocktail hour

This customized media plan gets your campaign known, message heard and you interacting with a highly engaged and active DC audience. This multi-faceted approach reaches your audience on multiple levels creating an impact that gets results. We look forward to discussing this proposal with you in more detail.

AN ACTIVE & ENGAGED AUDIENCE

Politically Active Index					
CATEGORY	TWS	WEX	Roll Call	Politico	The Hill
Registered To Vote (95%)	115	113	109	110	112
Signed a Petition in Past Year	231	253	201	187	220
Wrote or Called a Politician in Past Year	280	368	225	234	301
Attended a Political Rally or Speech in Past Year	370	791	375	200	281
Actively Participated in a Group That Tries to Influence Public Policy or Government in Past Year	274	282	280	224	293
Worked For a Political Party in Past Year	287	260	247	206	231
Senior Management/Executive/Owner/C Level	444	533	371	345	468



GENDER AND AGE

26% FEMALE MALE 74%
MEAN AGE 60



EDUCATION

86% COLLEGE DEGREE +
45% POST GRAD DEGREE



JOB LEVEL

27% CEO/EXECUTIVE
42% SENIOR MANAGEMENT



INCOME

\$284K MEAN HHI
43% \$20M+ NET WORTH



INVESTMENTS

41% \$1M-\$1.99M
24% \$2M-\$2.99M



READERSHIP

90K+ SUBSCRIBERS
2.5M UNIQUE MONTHLY VISITS



DIGITAL AUDIENCE

6M MONTHLY PAGE VIEWS
30M MONTHLY IMPRESSIONS



SOCIAL FOLLOWING

120K+ TWITTER FOLLOWERS
270K+ FACEBOOK



POLITICAL ISSUES

90% INFLUENCED READERS' OPINIONS
96% READERS KEPT INFORMED