

Washington Examiner



2023 Media Kit

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A CORNERSTONE OF DC

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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



Issues

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

2023

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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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March

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

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May

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22	23	24	25	26	27	28
29	30	31				

June

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			1	2	3	4
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26	27	28	29	30		

July

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24	25	26	27	28	29	30
31						

August

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21	22	23	24	25	26	27
28	29	30	31			

September

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October

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						1
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23	24	25	26	27	28	29
30	31					

November

MON	TUE	WED	THU	FRI	SAT	SUN
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20	21	22	23	24	25	26
27	28	29	30			

December

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

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"

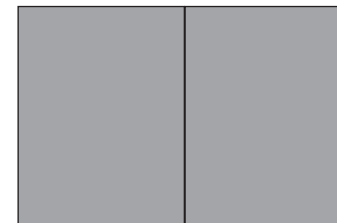


FULL PAGE

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)

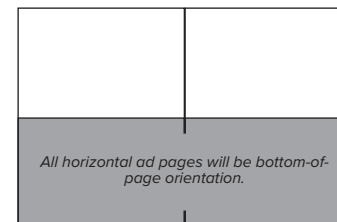


HALF PAGE HORIZONTAL

Non-Bleed: 6.75" x 4.5"

Bleed: 8.25" x 5.375"

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



HALF PAGE HORIZONTAL SPREAD

Non-Bleed: 14.75" x 4.5"

Bleed: 16.25" x 5.375"

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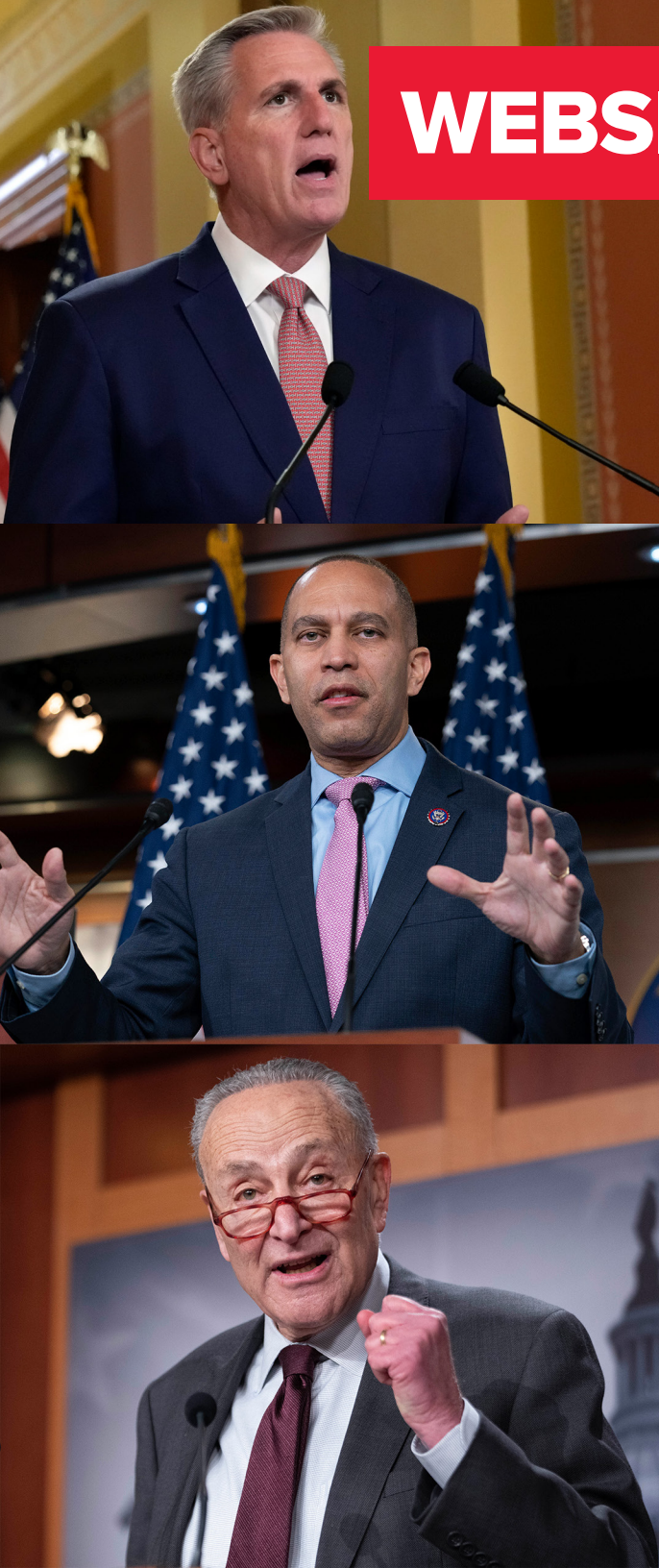
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WEBSITE DETAILS

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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

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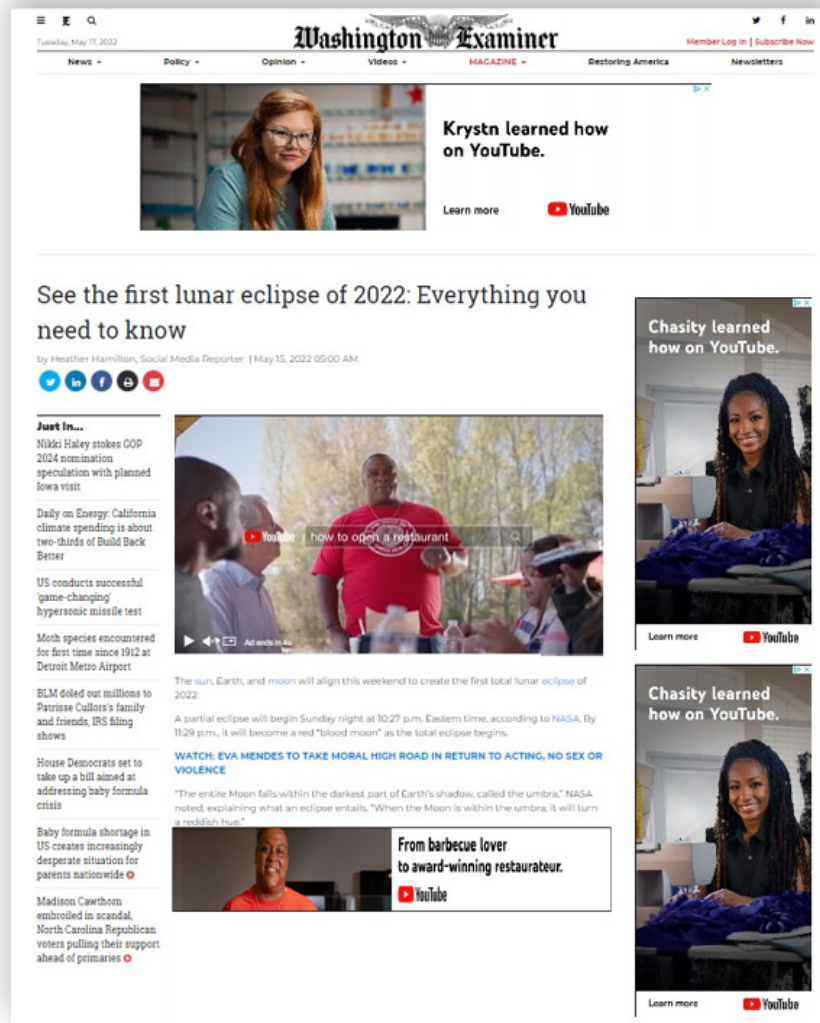


950,000+



330,000+

DIGITAL CAMPAIGNS



DIGITAL OPTIONS

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UNITED STATES
SENATE FEDERAL
CREDIT UNION



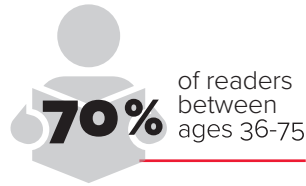
DIGITAL AUDIENCE DEMOS

GENDER & AGE

65%
Male



35%
Female



over index for Business Management & Ownership



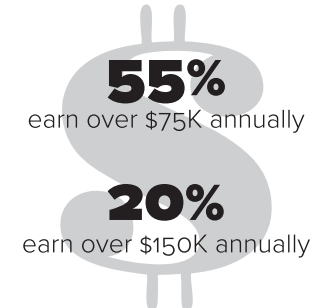
118

over index for Political Independents

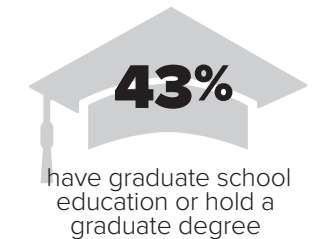


117

HOUSEHOLD INCOME



EDUCATION



TOP OVERLAPPING NEWS SITE AFFINITIES

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TheHill.com

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Politico.com

DIGITAL AD SPECS

DESKTOP/TABLET



BILLBOARD
970 x 250



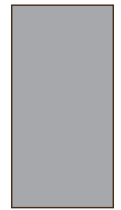
LEADERBOARD
728 x 90



RECTANGLE
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OVERLAY AD
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TOWER
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MOBILE



BANNER
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RECTANGLE
300 x 250



OVERLAY AD
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EMAIL

SPONSORED EMAIL HTML



NEWSLETTER DISPLAY
300 x 250, 970 x 250

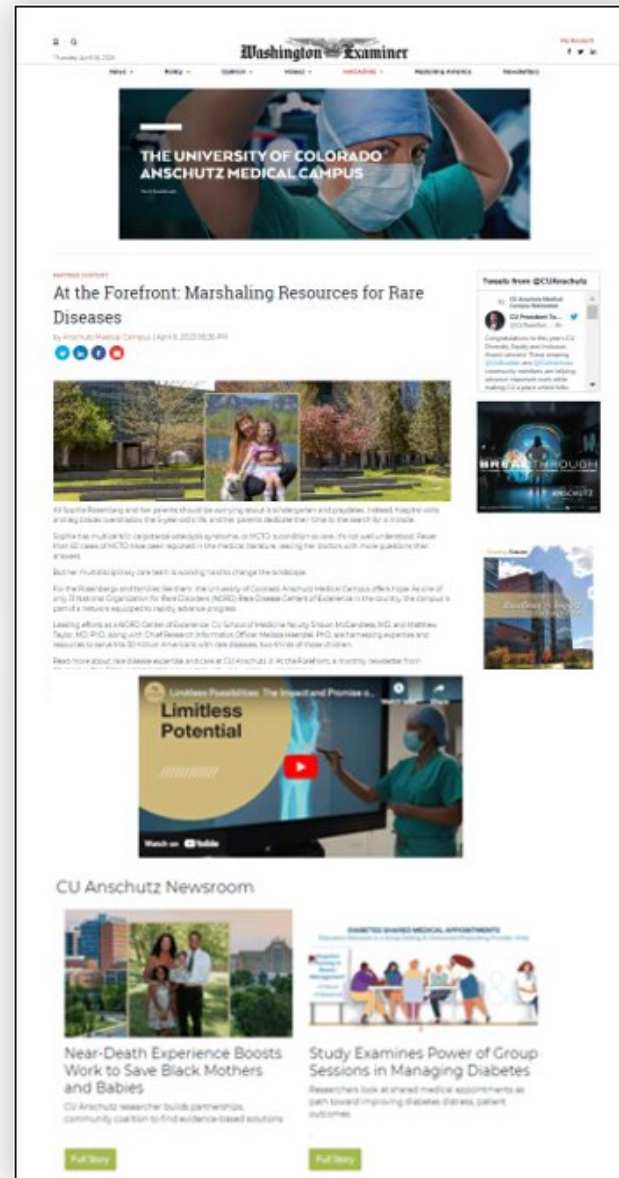
VIDEO



PRE-ROLL VIDEO
15-30 SECONDS

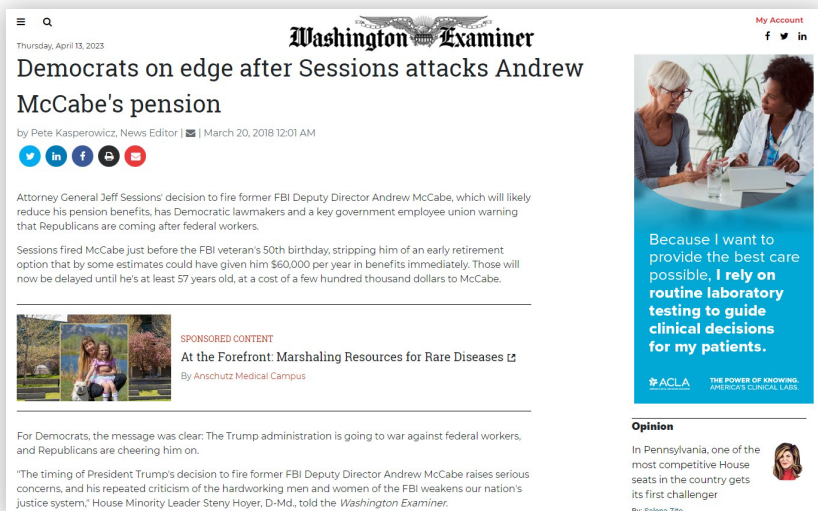
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EXAMINER TODAY

HIGHLIGHTS

- Formerly national control in Congress
- JOE BIDEN'S... Trump administration's... climate change
- Special deals and when CNN... Biden says... James... about

Trump bets on GOP-led revolts in swing states

Democratic swing-state governors are struggling to contain GOP results over lockdown measures, a development President Trump is betting will result in his favor on Election Day.

Biden lurch left on climate risks alienating moderates

Joe Biden has made progress toward satisfying the demands of liberal activists, but alienating those who...

DAILY ON DEFENSE

TIME FOR THE COUP BE GAINED When the United States killed Osama bin Laden at the beginning of this year, President Obama told the U.S. was not seeking regime change in Iran, at least not by military means. "We took action last night to stop a war that had been active for years," he said Jan. 3.

But with Iran's nuclear program and the coronavirus pandemic, many analysts are advocating a further tightening of sanctions in an effort to bring down the country's leadership.

"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 what we're looking for. They have chosen their leaders. We hope now that they make a choice of leadership that changes the fundamental behavior of the Iranian regime."

"Look, this is a nation that is the most anti-Semitic nation in the world. They have threatened to take control of the world. They are the only nation that is anti-Semitic," Pompeo told CNN News in January. "We are confident that that is not what the Iranian people want. We hope that the regime will change in a way that is consistent with what the demands of the Iranian people have consistently been."

THE REGIME IS VULNERABLE "The regime is in an extremely vulnerable position," said retired Air Force Lt. Gen. Brent Beardsley in the January edition. "The U.S. should leverage its..."

DAILY ON ENERGY

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USEFUL PRODUCERS SAY TRUMP COULD DO MORE TO HELP Oil and gas producers are using a number of government programs to help with the regulatory costs of oil and gas production.

They're also planning on others and oil and gas producers are using the advantage of the government programs to use to support the domestic oil and gas industry. The industry industry says that using oil and gas production in the oil and gas industry is a very important part of the industry's future.

The oil industry "has not in a long time got a good idea of what to do," Cooper told reporters Friday, citing efforts by oil and gas producers to use the government's programs to help with the regulatory costs of oil and gas production. "What they're doing is a good thing."

Cooper and others in the oil and gas industry say there's no basis for the EPA to make the RFS requirements. The industry industry should stand for any government to help produce energy, as the EPA has the authority to make the RFS requirements that deal with demand, production and regulation.

"This has to be a good thing for government that allow the RFS to be a good thing for government to help produce energy," Cooper said. "We just think that would be responsible to other countries."

BIDEN ADMINISTRATION

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Daily on Energy

Daily on Energy is a news-packed new briefing letter for policy professionals and others following... [More info.](#)

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Biden Administration

Despite promising to unite the country and govern from the middle, President Joe Biden has embraced... [More info.](#)

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