

MODERNA RESTON

2015 MEDIA KIT

We are proud to be Reston's daily resource for lifestyle and events. Modern Reston offers a fresh, contemporary perspective on culture in Northern Virginia, with an emphasis on dining, recreation, and the arts. What distinguishes us from other publications is our modern style, local focus, and social media engagement.

We appeal to a desirable demographic of young, professional adults who are active consumers in this community. We can offer you a variety of ways to get your message to this valuable audience as well as provide measurable results.

STATISTICS

Since our launch in September 2014, *Modern Reston* has published 4-6 articles per week and has attracted readers both locally and nationally. Our target audience is mobile, progressive and fully embraces the diverse Northern Virginia experience.

AUDIENCE

Reston: 37%
Washington DC: 8%
Herndon: 7%
Other NoVA: 14%
Maryland: 3%
Other: 29%

FEMALE: 55%

MALE: 45%

18-24: 7%
25-34: 30%
35-44: 25%
45-54: 17%
55-64: 11%
65+: 10%

SOCIAL MEDIA

Modern Reston is active across multiple social media platforms, including Facebook, Instagram, Twitter and Pinterest. We have seen consistent growth in acquiring followers by providing our audience pertinent local information and a plethora of eye-candy.

AVG. VIEWS PER MONTH

15.5K

PAGE VIEWS

10.5K

UNIQUE VISITORS

AD SPECS:

We offer special mobile and tablet placements to optimize performance across all devices. Our responsive design makes it easy for our readers to see your ads and find the content they love, even on the smallest screen sizes.

HOMEPAGE BANNER

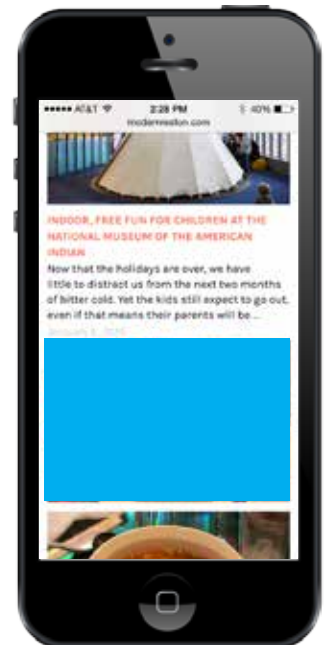
728 x 92 pixels
mobile phone: 320 x 50
\$200/mo.

FEATURED SPONSOR (1 OF 4)

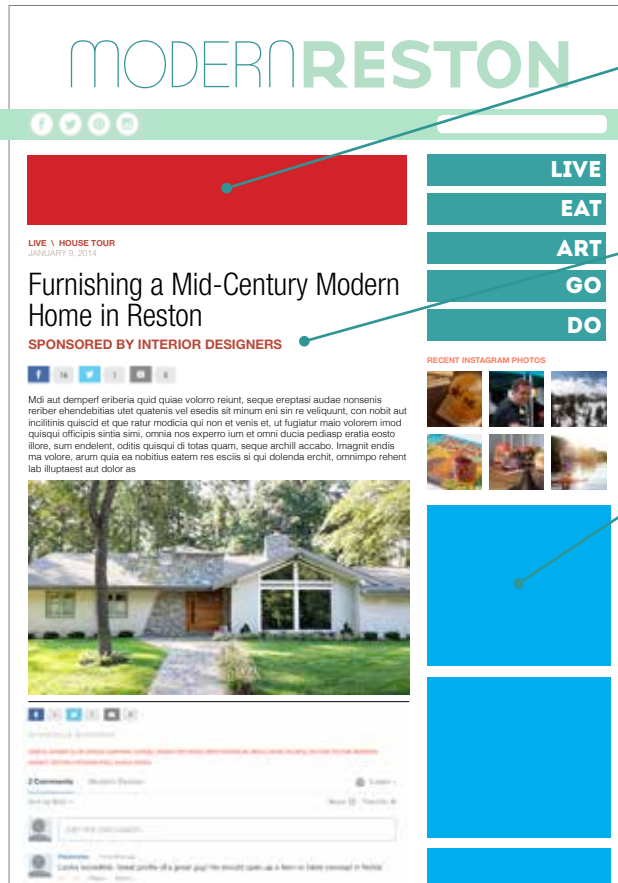
Logo only
250 x 250 pixels
\$125/mo.

HOMEPAGE:

The desktop homepage layout features a header with the 'MODERN RESTON' logo and social media icons. Below the header is a large banner image with a navigation menu on the right containing 'LIVE', 'EAT', 'ART', 'GO', and 'DO'. A 'RECENT INSTAGRAM PHOTOS' section follows. The main content area is a grid of featured articles, each with a 'HIT ALIGNS AS ES INIENIE EIUM ACES MAIO.' headline and a date of 'JANUARY 9, 2014'. At the bottom, there is a 'FEATURED SPONSORS' section with three blue placeholder boxes and a navigation bar with 'ABOUT | ADVERTISE | CONTACT'.



INTERIOR ARTICLE PAGE:



ARTICLE HEADER

728 x 90 pixels
mobile phone: 320 x 50
\$100/mo.

SPONSORED POST

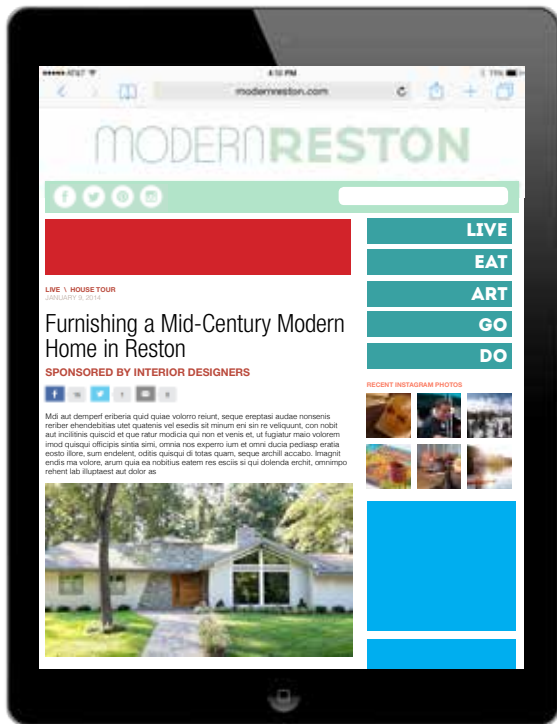
Includes social media promotion
Vendor must provide all content
Modern Reston has final approval
\$200/per post

ARTICLE SIDEBAR

Position randomly assigned upon page refresh
300 x 250 pixels
\$75/mo.

Commitment Discounts:
3-5 months 5%, 6-11 months 10%,
12+ months 15%

All rates subject to change at any time,
unless under contract.



ADVERTISE WITH US!

One of Modern Reston's goals is to support local businesses through feature articles and advertising. Without you Reston would not be what it is today. If you would like to find out more please send your inquiry to advertising@modernreston.com. We look forward to hearing from you!