



# INSIDER NJ

## About Us

### We will find our way into the conversation.

Insider NJ will be on our cities' streets, under the Gold Dome, in the suburban town halls, fairgrounds, county conventions, and diner booths of political inquiry and intrigue. We live in a state saturated with politics, and we are interested in all of it. We will sort it out for you respectfully, accurately and impartially, usually in real-time, providing you with the knowledge you need, when you need it.



The Diner Booth yields the rumor of a run for office, or the intentions of a county chairman, the conversation overheard, the threat leveled or the plot hatched - or nearly hatched.

Whatever happens behind the scenes in Trenton at any given moment will find it's way into the Caucus Room.



New Jersey's cities offer their own grainy local politics that keep us preoccupied daily in City Confidential.

Edward Edwards, named for NJ's 37th Governor, employs state history to contextualize moves-making and strategy.



Insider NJ also features regular Power Rankings and lists, Guest Columns by leading insiders, a Press Release section, a weekly Who's Up and Who's Down, Fight of the Week, and a bi-monthly County Party Round-up.



# INSIDER NJ

## Advertising

**An influential platform that's genuine, not generic.**

### AUDIENCE OVERVIEW:

Insider NJ's coverage is targeted towards those readers who have a highly sophisticated understanding of NJ politics and government, and our audience is composed of key influencers throughout the state. Unlike other sites, Insider NJ offers you a unique and influential platform that's genuine, not generic, to get your message across effectively to those key decision-makers you need to impact.

### PRELIMINARY ANALYTICS: \* FEB. 15th-27th

In the less than two weeks since launching on Feb. 15th, Insider NJ had over 75k+ views and delivered 400k+ impressions. Insider NJ is continuing to build our insider audience one article at a time, each and every day. And, to promote transparency, we are one of the only news sites with a real-time visitor tracker.

### PRODUCTS:

- Digital Display Ads: \$30 CPM
- Video Ads: \$1,000/day
- Email Sponsorship: \$750/day
- Roadblock/Pop-up Ads: \$750/day
- Insider NJ Homepage Takeover: \$2500/day
- Sponsored Content: \$2,000/week

Just as Insider NJ is a unique messaging platform, your needs are just as unique. Insider NJ will work with you to create a customized package with the right balance of products to achieve your advertising goals.

Additional products will be available in the future, including for publications and events.

**WWW.INSIDERNJ.COM**



# INSIDER NJ

## Our Team

**To be an insider, you have to read like an insider.**



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Launched in February 2017, Insider NJ is a non-partisan news source dedicated to political news in NJ, and committed to giving serious political players a fair hearing and an interactive and dynamic forum for ideas, discussion and political intelligence. With veteran award-winning reporter and editor-in-chief Max Pizarro in charge of all content, and Pete Oneglia in charge of advertising, Insider NJ is professionally focused daily on making Insider NJ the Garden State's number one trusted source for political news, and at all times driven by the simple proposition that the best reporting makes better public servants and better-informed citizens.



**John F.X. Graham**  
*Publisher*



**Michael Graham**  
*CEO*



**Ryan Graham**  
*Associate Publisher*