



# INSIDER NJ

InsiderNJ is a nonpartisan website dedicated to political news in the state of New Jersey. Veteran award-winning reporter and editor Max Pizarro is contractually in charge of all news content and professionally focused daily on making InsiderNJ the Garden State's number one trusted source for political news. An editorial board regularly offers opinion on statewide political subjects.

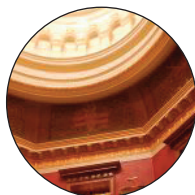
## WE'LL FIND OUR WAY INTO THE CONVERSATION.

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 impartially, usually in real-time, providing you with the knowledge you need, when you need it.

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 videos, podcasts, events, and the Morning Intelligence Briefing email.



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 its 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.

# ADVERTISING

AN INFLUENTIAL PLATFORM THAT'S GENUINE, NOT GENERIC.

## DON'T JUST DRIVE THE CONVERSATION. DOMINATE IT.



### 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. As a political intelligence network, 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.

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### ANALYTICS YEAR ONE:

First launched in February 2017, Insider NJ in 2020 (as of December) had 4.4M+ users (avg. 382k/month), 9.6M+ pageviews (avg. 834k/month), and has delivered over 40M+ ad impressions. And, we are one of the few news sites with a real-time pageview tracker.

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### PRODUCTS:

- Digital Display Ads: \$25 CPM
- Video Ad Prestitial: \$1,000 per day
- Roadblock/Pop-up Ads (static non-video): \$750 per day
- Morning Intelligence Briefing: \$750 per day, 11,500+ emails (daily growth); open rate 25-30%
- Insider NJ Site Takeover: \$2,500 per day; Homepage Takeover: \$1,250 per day; Full Takeover (with email/roadblock): \$3,750/day
- Sponsored Content: \$2,000 per week
- We also regularly release Insider 100 publications with full and half page ads available, host events for our advertisers and audience, and can craft monthly to year-long advertising packages





# INSIDER NJ

InsiderNJ is committed to giving serious political players a fair hearing and an interactive and dynamic forum for ideas, discussion and political intelligence. We will be out here on the streets of our cities, under the Gold Dome, and in the suburban town halls, fair grounds, marketplaces, county conventions and diner booths of political inquiry and intrigue. We will find our way into the conversation.

## OUR TEAM

To be an INSIDER,  
you have to read like an INSIDER!

We have the great good fortune of living in a state saturated with politics, in an atmosphere that makes for both exciting public campaigns and elections, and seemingly stagnant cycles dominated by intense backroom negotiations and deal-making. In the annals of presidential politics, we may have only given this country one native son who became president in the person of Grover Cleveland, but we are also the state that supplied the ring that FDR kissed when he craved the White House. We are interested in all of it, and will sort it out for you respectfully, accurately and impartially, usually in real-time – and at all times driven by the simple proposition that good reporting makes better public servants and better-informed citizens.



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