

# About Us

The New Political is an award-winning, independent publication in Athens, Ohio, run entirely by Ohio University students. Now a digital-first publication, it is the only campus media outlet solely dedicated to covering politics and government.

The New Political is pursuing potential advertisers as it revolutionizes its brand and content. The outlet is emerging as a strong competitor to the established media presence on campus. The New Political's content is not only intended for Ohio University students, but for the Athens community at large.

This Welcome Weekend, The New Political will distribute its first full-color, 24-page, back-to-school tabloid-style magazine aimed at new and returning students. It will feature both news and informative content, and will be published online to our 5,000 monthly viewers as well as in 1,000 print copies handed directly to students.

The same day the magazine is distributed, it will be uploaded to The New Political's freshly redesigned website, and will be made visible on the front page for four weeks. The New Political has about 1,500 followers on Twitter and 1,300 followers on Facebook. The online edition of the magazine will be shared on both social media platforms.

For more information on our reach, please contact Elizabeth Chidlow at [publicrelations@thenewpolitical.com](mailto:publicrelations@thenewpolitical.com).

## AUDIENCE

During the 2016-2017 academic year, The New Political had **75,411 pageviews**. 51 percent viewed The New Political on a mobile device, 44 percent viewed from a desktop browser and 4 percent from a tablet. Viewers were evenly split between male and female. 42 percent of viewers were 18-24 years old, 20 percent were aged 25-34. The remaining 38 percent of visitors were 35 years old or older.

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# Advertising

**MEDIA KIT**  
2017-2018

## MAGAZINE

Format	Size	Price
Eighth page	2.5 inches x 5 inches	\$20
Quarter page	5 inches x 5 inches	\$40
Half page	5 inches x 10 inches	\$75
Full page	10 inches x 10 inches	\$150
Back page	10 inches x 10 inches	\$200

All advertisements are printed in full color. Advertisements must be paid for in checks made out to The New Political and must be paid for by Friday, September 1, 2017, one week after publication.

## INSERTS

For inserts, 1000 copies must be requested (one per copy of the printed magazine).

To request a quote, please contact [publicrelations@thenewpolitical.com](mailto:publicrelations@thenewpolitical.com), and attach a document with the flyer you wish to insert.

**Please note:** The deadline for submitting all magazine advertisements, including inserts, is August 13, 2017. A completed Advertiser Contract must be submitted by this date.

## AD SERVICES

If assistance with creating an advertisement is needed, The New Political design team will work to design an ad to fit your specification. Please contact Elizabeth Chidlow at [publicrelations@thenewpolitical.com](mailto:publicrelations@thenewpolitical.com) for a quote and more information about this service.

# Ad Policy

The New Political reserves the right to accept or decline any advertisement or sponsorship it is offered. **It is important to note that accepting an advertisement is not an endorsement by the publication or its staff.**

The New Political will decline to accept advertising that it knows or believes to be misleading, inaccurate, fraudulent or illegal, or that fails to comply, in The New Political's sole discretion, with its standards of decency, taste or dignity.

The New Political is an independent publication and strives to maintain a clear separation between news and advertising content. Advertising that attempts to blur this distinction in a manner that, in The New Political's sole judgment, confuses readers, will be rejected.

To request a contract for advertising or for general questions about services offered by The New Political, please email [publicrelations@thenewpolitical.com](mailto:publicrelations@thenewpolitical.com).