GREATER GREATER WASHINGTON READERS ARE URBAN PROFESSIONALS
FOCUSED ON IMPROVING THE WASHINGTON REGION
AUDIENCE & MISSION

FOCUSED LOCAL REACH AND READER ATTENTION:

400,000
Pageviews each month

180,000
Unique Visitors each month

1:41
Average time on site

SOCIAL CONNECTION:

Facebook: 10,000 followers (facebook.com/ggwash)

Twitter: 34,000 followers @ggwash

Newsletter: 6,000 newsletter subscribers

OUR READERS

Our readers are well-educated, active in their communities, and reflect a wide range of professions from urban and transportation planning to government and technology. Just over half of our readers live in D.C., while 22% live in Virginia and 22% live in Maryland.

43%
Ages 25-34

51%
Income ≥ $100K

61%
Graduate education

95%
Live in D.C. region

OUR MISSION AND VISION

Greater Greater Washington brings people together online and offline to discuss, organize, and advocate for a greater Washington region for all people. We promote an inclusive, diverse, growing Washington region where all people can choose to live in walkable urban communities.
PREMIUM BRAND PACKAGES

This well-rounded marketing package gets your message across to hard-to-reach potential customers. Premium brand packages include everything you need to consistently and effectively reach your target audience.

Show GGWash readers you, too, support equitable urbanism in the greater Washington region.

For nearly 13 years, Greater Greater Washington has been advocating for investments in infrastructure to make the Washington region a better-connected, more walkable place for people to live, play, and do business. Our coverage benefits your mission.

By advertising with us, you will align your brand with thoughtful, data-driven analysis about how our region can continue to grow and develop.

Our packages are offered at three levels:

- **Silver $900/month**
  - Skyscraper ad
  - Cinematic ad

- **Gold $1,200/month**
  - Skyscraper ad
  - Cinematic ad
  - Additional ad placement in email newsletter

- **Platinum $1,500/month**
  - Skyscraper ad
  - Cinematic ad
  - Additional ad placement in email newsletter
  - Monthly job listing post

**Your Message**
- Ads
- Content
- Social
- Email

CONTACT: Lene Query | lene@lnllc.com | 703.348.0589
DISPLAY ADVERTISING

A. Skyscraper Ad $599/mo
+ Excellent visibility and reach
+ 300x600px

B. Cinematic Ad $499/mo
+ In the eye line of highly engaged readers
+ 600x300px

Who is reading Greater Greater Washington?

Our readers are educated urbanists who care deeply about making our communities greater. Our readers are the decision-makers your company interacts with. Our readers are elected officials, reporters, urban planners, and civically engaged residents.

Our readers are the customers you are looking for.

Mobile

Desktop homepage

Desktop article

DISCOUNTS

Month-to-month billing
10%

Nonprofit discount
15%

12-month pre-payment
20%

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NATIVE ADVERTISING

SOCIAL MEDIA POSTS
Push your message out via GGWash's popular social media channels (Facebook and Twitter). GGWash will review prior to posting to ensure mission alignment and message optimization.

$499

FEATURED EVENT PACKAGE
Holding an event that aligns with GGWash's mission and audience? Place a special event listing on the site, which will then be promoted on our events post and calendar, on social media, and in our email.

$999

FEATURED JOB LISTING
Post your job listing on GGWash and gain access to exceptionally skilled and engaged potential employees. Includes job board placement, social media promotion and email placement.

$399

Speakers at a GGWash event. Photo courtesy Aimee Custis.
WHAT OUR READERS ARE SAYING:

"[GGWash] is probably my top must-read news source each day. It has done a great deal to help me feel connected to what is going on in the region with regard to transportation, planning and development. Keep up the great work!"

"GGWash fills a hole on local issues that simply aren't covered or wouldn't be covered with here pushing things today. You can see this in the way other cities around the country simply don't have this kind of coverage on these issues."

"GGW has done a great job as a single place where I can get tons of news relevant to my life as a person who (a) needs to find housing in the DC area; and (b) needs to take public transit to work, and (c) needs to understand policies and new developments related to those things."

"I always recommend GGW to people interested in urban policy issues. I don’t know a better site. The advocacy for pedestrians and bicyclists, and people generally, almost seems prescient today. It’s influential."