

2020 MEDIA KIT



 **INDY
POLITICS**

WHERE SMART HOOSIERS GET THEIR POLITICAL NEWS™



WHO WE ARE

IndyPolitics.Org is an award-winning political web site dedicated to covering significant political news and events impacting Indianapolis, as well as the entire state of Indiana.

We frequently feature stories and other news items that are days ahead of the mainstream press.

In addition to posting articles, IndyPolitics.Org frequently embeds audio interviews so that the reader can hear newsmakers at length, in context, and in their own words, rather than just a 10 or 15-second sound bite.

IndyPolitics.Org has been certified by the State of Indiana as a Minority Business Enterprise.



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WHAT WE ARE

AWARDS + RECOGNITIONS

ACHIEVEMENT IN BUSINESS & ENTREPRENEURSHIP - INDIANA BLACK EXPO (2019)

BEST COLUMN WRITING - SOCIETY PROFESSIONAL JOURNALISTS (2016)

BEST COLUMN WRITING | INDIANA SOCIETY OF PROFESSIONAL JOURNALISTS (2015)

BEST STATE BLOG | WASHINGTON POST (2013/2011/2009)

SOCIETY OF PROFESSIONAL JOURNALISTS (2010)

BEST STATE TWITTER | WASHINGTON POST (2010)

BLOG TRAFFIC DATA

215,000 VISITS

194,000 UNIQUE PAGE VIEWS

AVERAGE TIME SPENT PER PAGE: 2 MIN., 6 SEC.

12,200 AUDIO CLIPS PLAYED (SOUNDCLOUD)

(11/18-11/19)



PHOTO: Preparing for a live interview on MSNBC, 2016



WHAT WE OFFER

BENEFITS + PERKS:

POLICY PARTNERS

BANNER ADS

"THE CHEAT SHEET" ADVERTISING

THE AUDIO VAULT

ISSUE ADVOCACY

POLITICAL E-MAIL ALERTS

UNDERWRITING FOR "INDIANA ISSUES"

RADIO PROGRAM

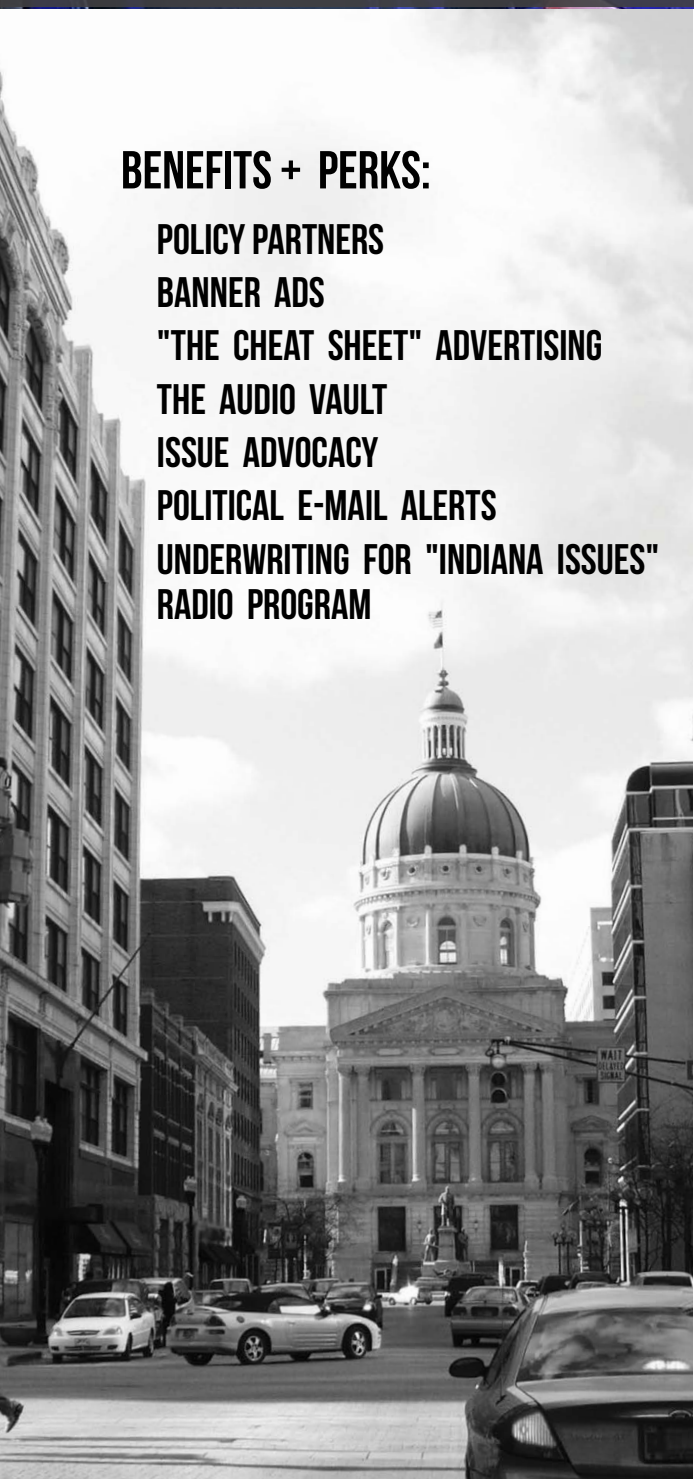
IndyPolitics.Org helps you reach the type of quality, influential customer you want patronizing your business. You want to reach the eyes and ears that matter, and **IndyPolitics.Org** can help you do that.

While our audience consists mainly of the people interested in local and state politics, our primary audience is a large community of news makers and opinion and thought leaders in the state.

- Since January 1, 2012, **IndyPolitics.Org** has received more than 2,000,000 page views.
- The average person spends more than two minutes on each page.
- Our general audience is just over 70,000 readers.
- The Cheat Sheet has more than 1,500 readers — essentially all the political class — and an open rate of 80% (industry standard is 20%).
- We have hundreds of Daily E-Mail readers. It has an open rate of about 60% (the news media industry average is 17%).



According to blog tracking data, **IndyPolitics.Org** easily can reach thousands of influential individuals each week. And because there are no "bricks and mortar," costs are reasonable and competitive. Individual advertising packages can be arranged to meet your specific needs.





HOW WE CONNECT

MAKING HEADLINES



from WISH-TV, 10-2019:

Indianapolis Mayoral Election News

“With 68 days remaining in the campaign, a poll by IndyPolitics.org has Merritt facing some big odds. Mayor Joe Hogsett led Merritt 55% to 27% in the poll.”

from National Review, 10-23-2018:

Two Polls Give Republican Challenger the Lead against Joe Donnelly in Indiana Senate Race

“This morning, an Indy Politics survey... showed Braun ahead by four points, leading the incumbent 47-43 percent, while Brenton polled at only 3 percent. According to the poll, 35 percent of voters said Donnelly’s decision to oppose the Supreme Court confirmation of Brett Kavanaugh made them less likely to support him, while 30 percent of voters said they’d be more likely to vote for him as a result.”

from Real Clear Politics, 10-2016:

Polling Data						
Poll	Date	Sample	MoE	Donnelly (D)	Braun (R)	Spread
Final Results	--	--	--	45.1	51.0	Braun +5.9
RCP Average	10/23 - 11/4	--	--	44.3	43.0	Donnelly +1.3
HarrisX	10/29 - 11/4	1400 LV	2.6	41	42	Braun +1
HarrisX	10/30 - 11/3	1000 LV	3.1	43	43	Tie
FOX News*	10/27 - 10/30	722 LV	3.5	45	38	Donnelly +7
NBC News/Marist	10/24 - 10/28	496 LV	5.5	48	46	Donnelly +2
CBS News/YouGov*	10/23 - 10/26	975 LV	3.7	43	46	Braun +3
Indy Politics/Mason Strategies (R)*	10/15 - 10/20	600 LV	3.9	48	47	Braun +1
SurveyUSA*	10/12 - 10/16	816 LV	4.5	41	40	Donnelly +1
Gravis*	10/12 - 10/16	377 LV	5.1	44	40	Donnelly +4
FOX News*	9/29 - 10/2	665 LV	3.5	43	41	Donnelly +2
FOX News*	9/8 - 9/11	677 LV	3.5	43	45	Braun +2
NBC News/Marist	8/26 - 8/29	576 LV	5.0	49	43	Donnelly +6
Trafalgar Group (R)	7/31 - 8/7	1420 LV	2.6	51	39	Donnelly +12
Gravis	5/10 - 5/15	400 LV	4.9	46	47	Braun +1

With IndyPolitics.Org, you not only get our web site traffic but also traffic from other news organizations that frequently cite our work product.

Contributing Columnist:

- Indianapolis Business Journal
- The StatehouseFile.Com
- Indianapolis Recorder
- CNHI Newspapers

Panelist/Host:

- Indiana Issues - TV - (Comcast, YouTube)
- Abdul at Large - WIBC-FM
- IN Focus - Fox 59
- Inside Indiana Business with Gerry Dick

Broadcast Component:

In addition to our daily web site and e-mail, IndyPolitics.Org produces a weekly 60/30-minute public affairs radio program, “Indiana Issues,” which airs weekends on a number of stations in Indiana. We also frequently appear as a guest on numerous broadcast news programs across Indiana.



SOCIAL MEDIA PRESENCE



FACEBOOK: 13,000 FRIENDS + FOLLOWERS



TWITTER: 23,000 FOLLOWERS

(including former president Barack Obama)



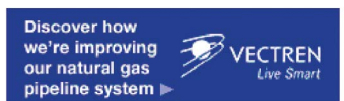
LINKED IN: 8,200 CONNECTIONS



OUR PARTNERS

CURRENT AND PAST ADVERTISERS

At **IndyPolitics.org**, we partner with several local small businesses to assist with our public outreach efforts. Each brings a certain area of expertise which helps maximize your reach in the most cost effective manner.



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ABDUL HAKIM SHABAZZ, DECEMBER 29, 2016

2017 STATEHOUSE PREVIEW
ABDUL HAKIM SHABAZZ, DECEMBER 29, 2016

POLITICAL PREVIEW
ABDUL HAKIM SHABAZZ, DECEMBER 29, 2016

Wanna know what's really going on under the dome?
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IndyPolitics.Org

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CRIME POLITICS
HOGSETT, CRIME & 2017
ABDUL HAKIM SHABAZZ, JANUARY 2, 2017

Indianapolis Mayor Joe Hogsett says while 2016 was a record year for murders in the city, he says the increases from year to year have ...

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