WHO WE ARE
Cardinal News, Virginia’s fastest growing independent news organization, serves Southwest and Southside Virginia. We publish daily and report the regions’ untold stories and strengthen the voices of the people in our communities who have been sidelined in the commonwealth’s political, economic and cultural conversations simply because of where they live.

OUR READERS
Website Statistics
2023 Monthly Pageviews: 250,000+ and growing!
2022 Pageviews: 2.2 Million

Newsletter Readership
Cardinal Daily:
11,000+ readers 51%+ open rate
Cardinal Weekly:
12,300+ readers 51%+ open rate
Cardinal Weather, with Kevin Myatt:
2,000+ readers each week 62%+ open rate
Cardinal West of the Capital:
2,000+ readers each week 62%+ open rate
The Weekend:
Coming August 2023

Device Usage
Mobile 75% Desktop 21% Tablet 4%

DEMograPHICS
Age
65+ 14.68%
55-64 20.17%
45-54 20.41%
35-44 20.64%
25-34 14.62%
18-24 9.48%

Gender and Reader Location
Women 49%  Men 51%

PARTNER WITH US
Newsletter Sponsorships
Sponsor a newsletter to support local journalism while promoting your business or event. $250 per day. Purchase any five, and receive a sixth free.

Event Listings and Promotion
Promote your event on the Cardinal News event calendar, featuring activities across our region. Promotional packages available.

Website Display Spots
Promote your business using customizable digital offerings. Pricing begins at $500 a month, with package pricing available.

Obituary Listings
Sponsor local journalism on our obituaries page, curated by RegionalObituaries.com. Premiere spots appear at the top of the page or be featured on the right of the page.

Sponsorships include a logo and a brief message with a clickable link to your website. As a 501(c)3 nonprofit, we cannot accept messages that offer for sale a particular product/service, or advocate for a political candidate/cause. Introductory pricing, must lock rates by 8/31/23.
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**Newsletter Sponsorships**

Pricing: $250 per day. Purchase any five, and receive a sixth free.

**Website Sponsorships**

Pricing: $500 per month. Multi-month discounts available

**Obituary Sponsorships**

Pricing: Top of the page: $850/ month for 1/3 share.
Right side: $500/ month. Multi-month discounts available.

**Event Page Sponsorships**

Pricing: Top of the page: $850/ month for 1/3 share.
Top of the calendar: $15/day, 3 day minimum
Right side: $500/ month. Multi-month discounts available.
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Sponsor a newsletter to support local journalism while promoting your business or event. Your message will appear immediately below our top story and before our curated story list.

Pricing: $250 per day.
Purchase any five, and receive a sixth free.

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PARTNER WITH US

Website Sponsorships
Support local journalism with a sponsorship on our website. Your message will appear on the right side of the page, next to stories from across the region.

Pricing: $500 per month.
Multi-month discounts available

Sponsorships include a logo and a brief message with a clickable link to your website. As a 501(c)3 nonprofit, we cannot accept messages that offer for sale a particular product/service, or advocate for a political candidate/cause. Introductory pricing, must lock rates by 8/31/23.
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PARTNER WITH US
Event Page Sponsorships
Support local journalism with a sponsorship on our calendar of local events across the region.

Pricing:
- Top of the page: $850/month for 1/3 share.
- Top of the calendar: $15/day, 3 day minimum
- Right side: $500/month. Multi-month discounts available.

Newsletter Sponsorships
Promote your event with a dedicated sponsorship placement in The Weekend, a roundup of local events, delivered every Thursday.

Pricing: $250 per day. Purchase any five, and receive a sixth free.

Sponsorships include a logo and a brief message with a clickable link to your website. As a 501(c)3 nonprofit, we cannot accept messages that offer for sale a particular product/service, or advocate for a political candidate/cause. Introductory pricing, must lock rates by 8/31/23.
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PARTNER WITH US
Obituary Sponsorships
Support local journalism with a sponsorship on our new obituaries page, curated by RegionalObituaries.com.

Premiere sponsorships appear at the top of the page:
$850 per month for 1/3 share of voice.

Promote your business on the right side of the page:
$500 month. Multi-month discounts available.

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