

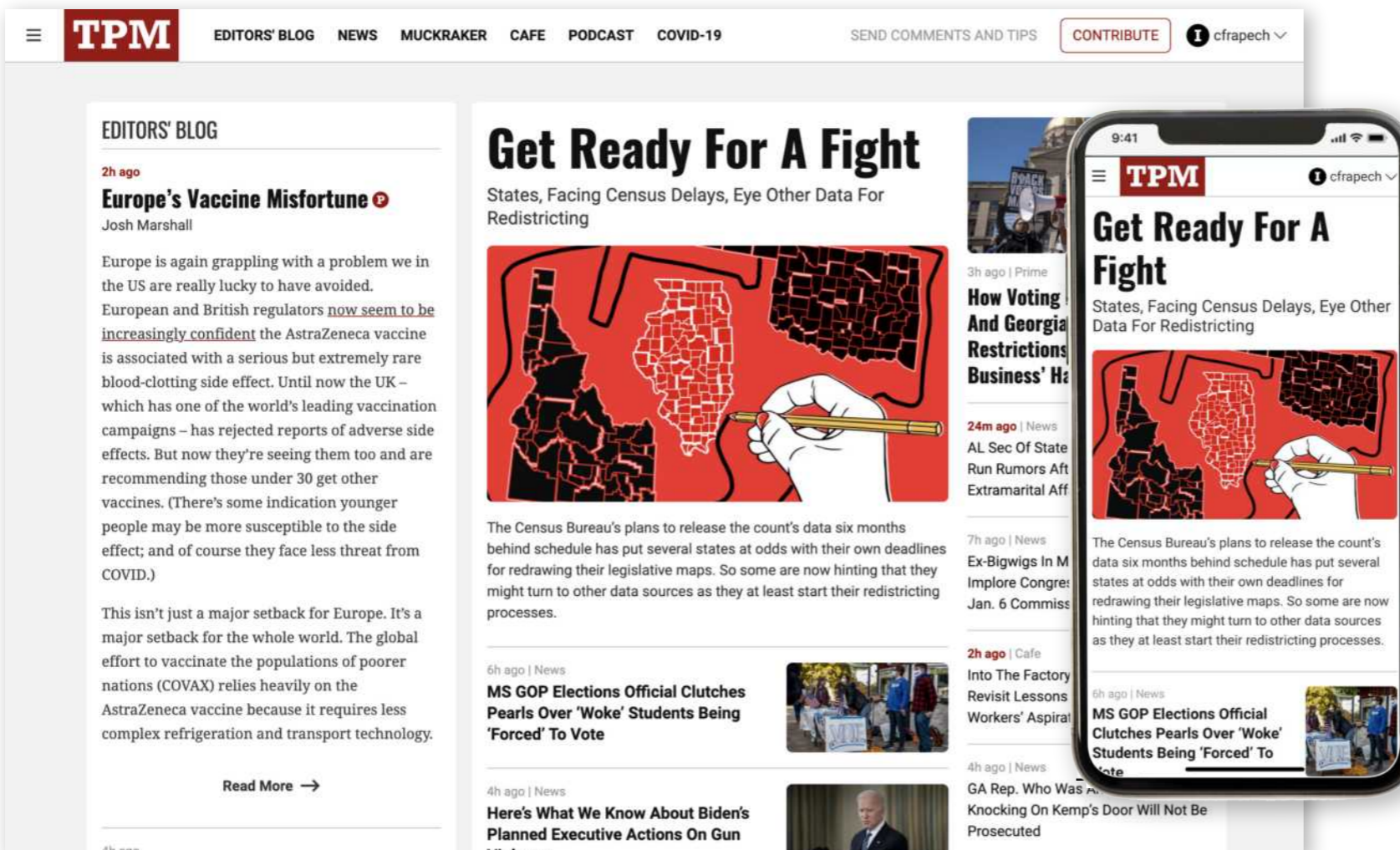
TPIM

2021 ADVERTISING

THE WEBSITE

The hub for all TPM channels and content, our website serves 3 million monthly readers and is home to 35k paying members. This is where our readers come for continually-updated news analysis focused on the consequential storylines of the moment, and delivered in easily digestible formats.

Unlike that of most digital news sites, TPM's audience comes overwhelmingly through the homepage rather than through search, distribution partners or social media. This means our content is consumed by people who made the specific and conscious decision to visit TPM. The high average amount of time spent on site and the almost unheard-of repeat daily visitor numbers signal levels of engagement and reliance critical to most clients' campaign goals.



3 million
monthly
readers

92%
of readers visit
TPM daily or
more than once
a day

35K+
paying
members

THE SPOTLIGHT

The Spotlight is TPM's newest and most elegant messaging solution. In today's crowded digital environment, a high share of voice is not what it used to be. Readers are as often overwhelmed as they are engaged by immersive, high impact ads.

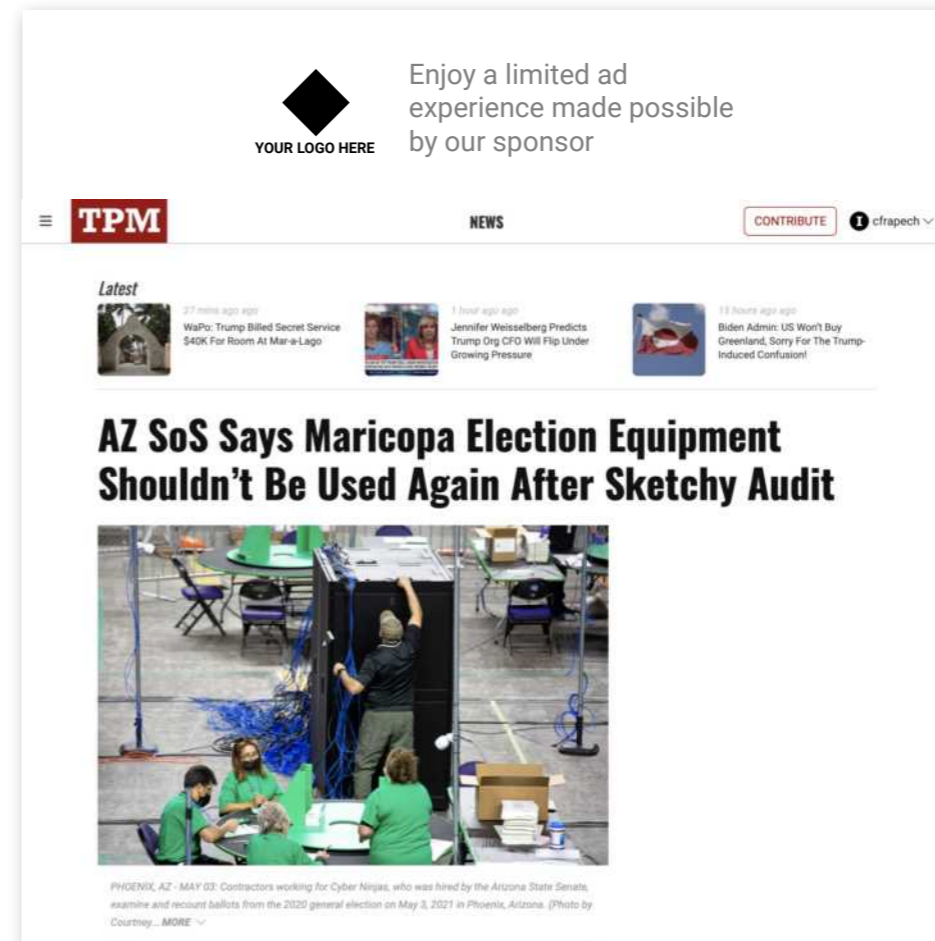
Our philosophy is to simplify the environment and amplify the message. By removing all the traditional banners from the site and leaving an elegant, natively integrated creative from our sponsor, we simultaneously minimize distractions and increase attention.

Crediting our sponsor for the near ad-free experience drives attention and awareness as well as engendering the good will critical to effective messaging. It's bold, innovative and unexpected.

BEFORE



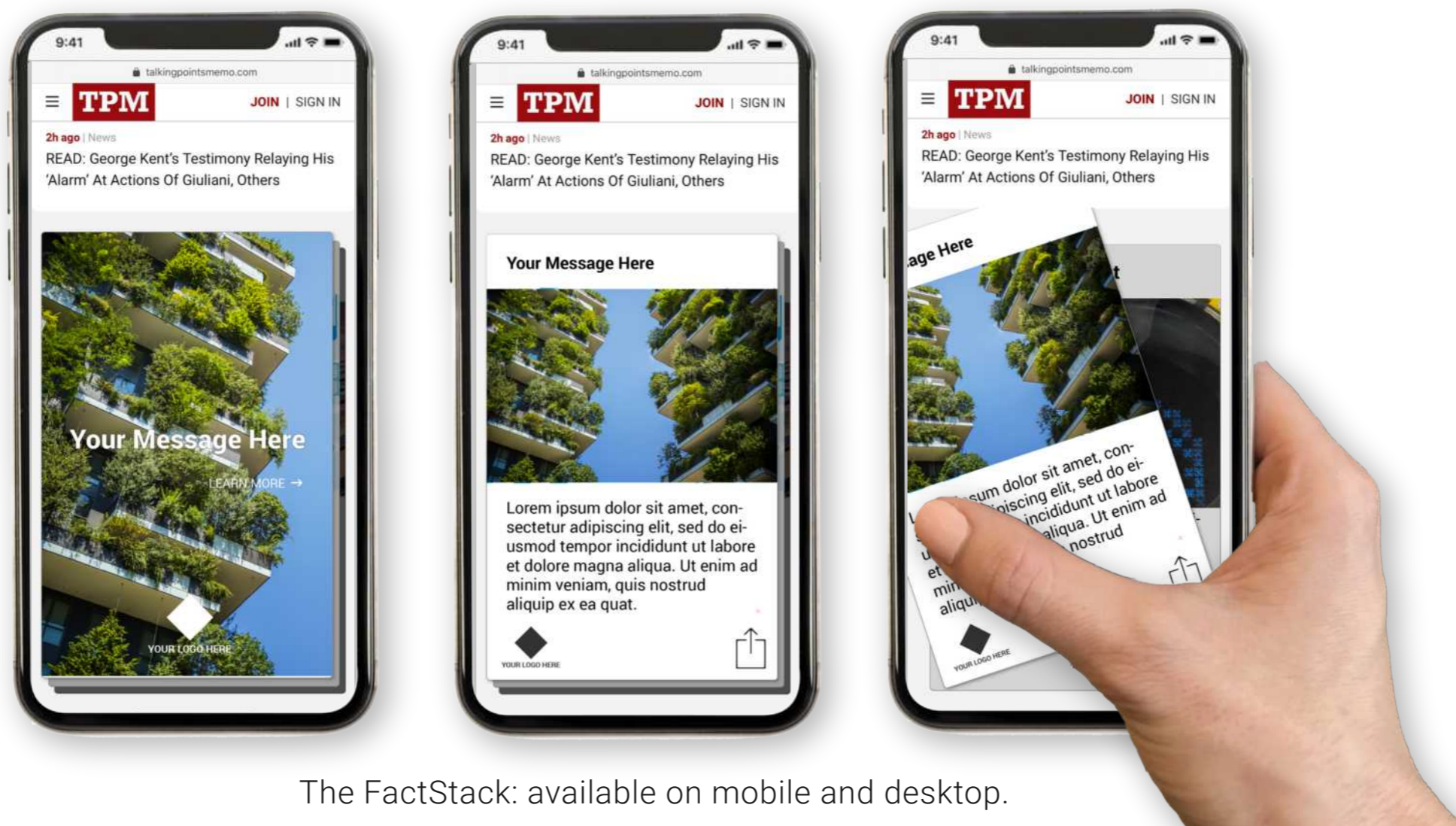
AFTER



THE FACTSTACK CUSTOM AD UNIT

The FactStack uses the editorial story cards native to TPM to explain factual, iterative arguments. Each stack of cards focuses on one specific narrative, with each individual card highlighting key facts or topic points. The ad units are integrated directly into our primary content stream where readers are used to processing complex information synthesized into a format that can be consumed at a glance.

The FactStack is created using turnkey templates allowing for a streamlined production process and quick turnaround times.



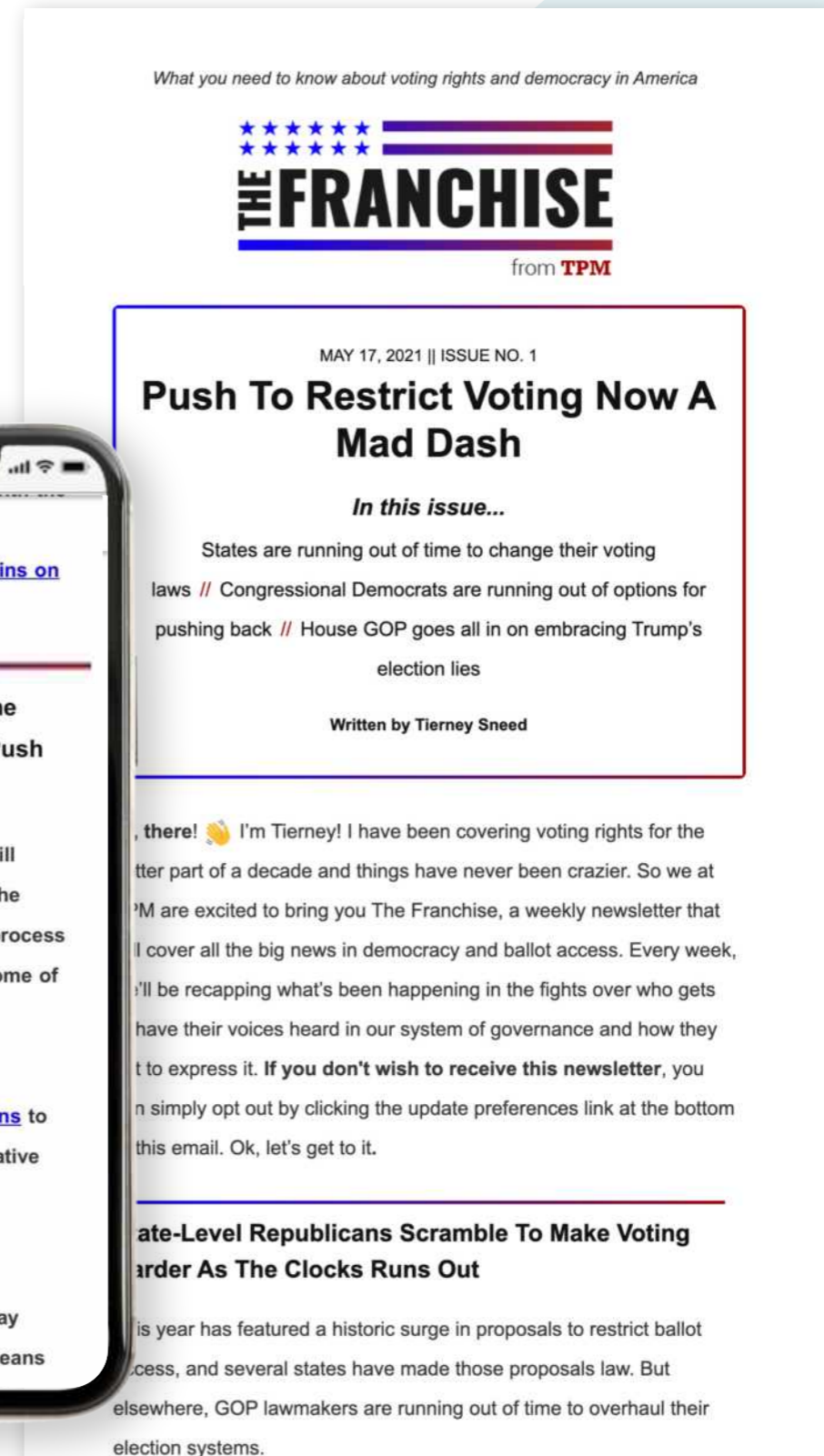
The FactStack: available on mobile and desktop.

THE FRANCHISE

The Franchise is TPM's weekly newsletter on democracy and voting rights. No topic is more central and top-of-mind to center-left influencers today. No publication brings more experience and credibility to it than TPM. Written by TPM's veteran voting rights reporter Tierney Sneed, *The Franchise* is accessible and easy to digest in its outlines for readers pressed for time and meaty enough for those ready to dig deeper. The Franchise is a must-read for center-left influencers.

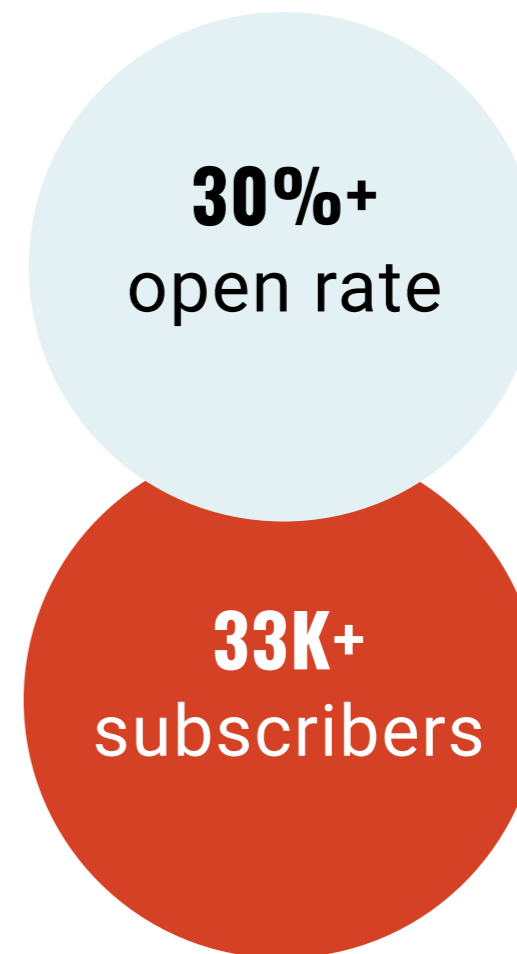
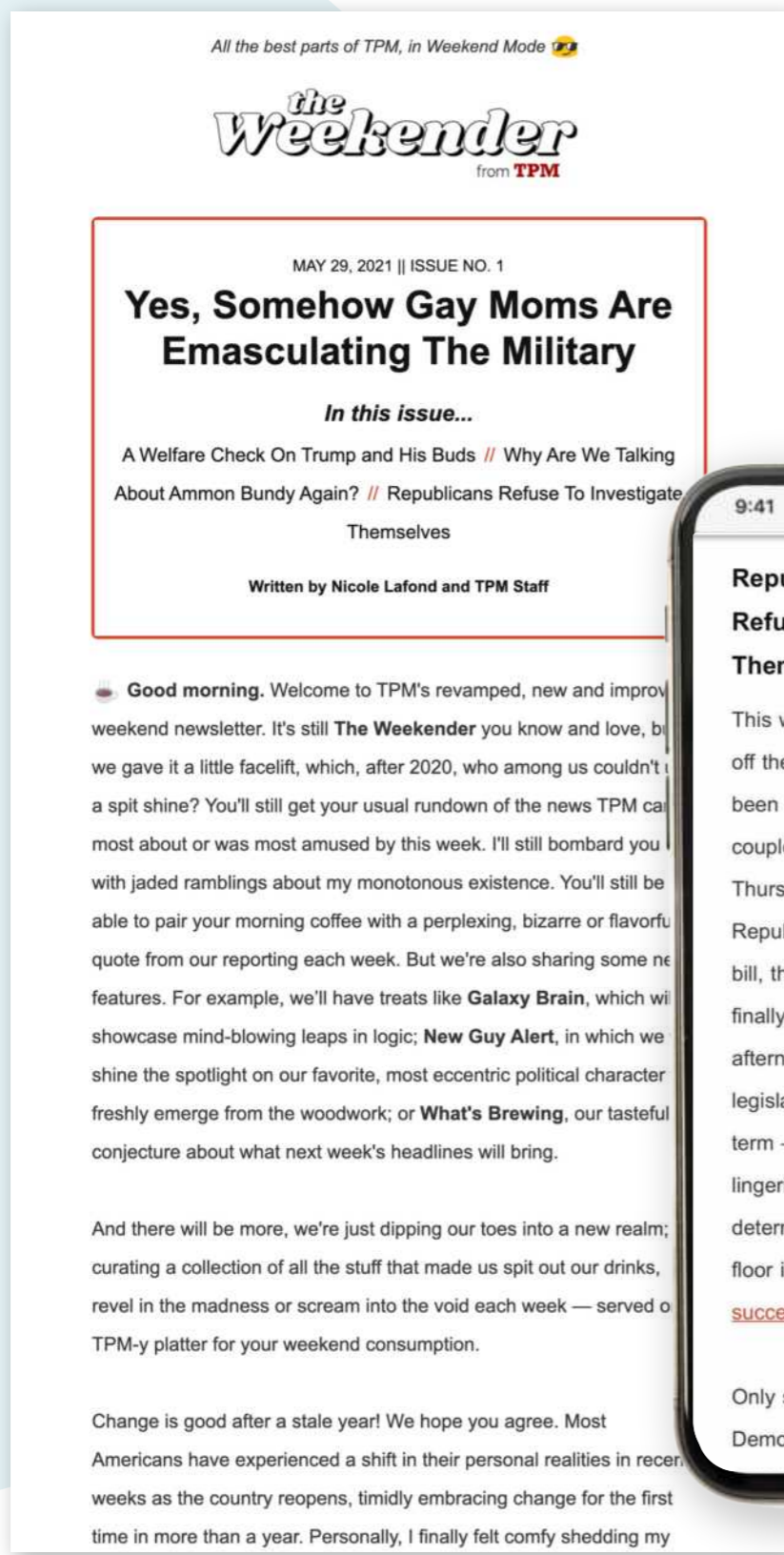
30%+
open rate

34K+
subscribers



THE WEEKENDER

The Weekender is TPM's all-purpose newsletter, presented in a casual, fun way ideal for weekend reading. Extremely popular among our members, it's an ideal place to engage with readers in a slower-paced, more personal setting. Typically a mix of analysis, summary, forecasting, and absurdity, The Weekender packages the best of TPM in a single issue easy to read start to finish while enjoying your morning coffee.



TPM EVENTS



TPM Events bring together leading experts, decision makers, and thought leaders to provide insight, clarity, and guidance on the current and future political landscape – especially as it relates to legislation and policy.

Recent events have featured a diversity of topics and panelists and explored issues such as congressional policy priorities, the future of the Democratic Party and the new progressive left's impact on the Democratic conversation.

In 2021, we expect a mix of both virtual and in-person events and offer sponsorship opportunities for both.

THE JOSH MARSHALL PODCAST

The Josh Marshall Podcast is the flagship podcast from Talking Points Memo (TPM). Helmed by TPM founder and editor-in-chief Josh Marshall, the podcast provides analysis and insight into the big stories in U.S. politics. Guests typically include high-profile journalists or politicians such as Chris Hayes, Ronan Farrow, James Clapper, and Preet Bharara, among many others. With over **100k downloads** a month and a **5-star rating** on Apple Podcasts, The Josh Marshall Podcast has built a loyal following and is an extension of the TPM brand.

Advertising opportunities include both live reads and prerecorded messages.

THE
JOSH MARSHALL
PODCAST



iOStinato, 03/27/2018

Must Hear Context

As with TPM, insightful, reality-based news coverage. If anyone is doing it better I'd like to know.



Ahoop24, 10/09/2019

TPM junkie

These guys are the best. My only issue is I want more. I'm a subscriber to their website and I highly recommend you check it out as well.



CONTACT AND RATES



Contact: Joe Ragazzo, Publisher joe@talkingpointsmemo.com

Spotlight	\$10k/day \$50k/month
FactStack	\$25-\$40 cpm
Newsletter	\$5k/week \$20ik/month
Events	Contact for upcoming events and sponsorship opportunities
Podcast	Live reads: \$50 CPM Prerecorded message: \$30 cpm
Display	\$7-\$15 cpm