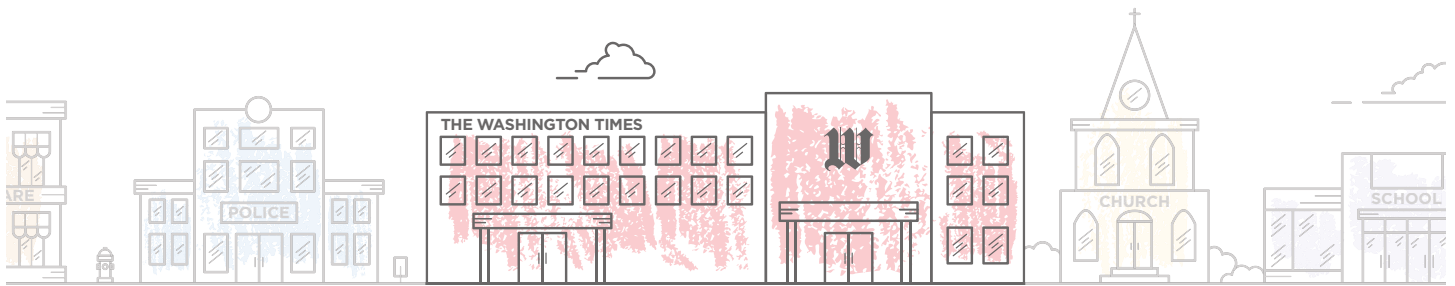


FUTURE IN FOCUS

2026



The Washington Times

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The “Main Street, Not Mainstream” theme emphasizes a deep connection to authentic content that reflects real-life experiences and values. This approach differentiates our readers by focusing on stories and voices that resonate with a grounded, grassroots audience, avoiding the cookie-cutter, corporate media.

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China's nuclear arsenal may surpass U.S. estimates, expert warns

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15,000 killers, 20,000 sexual assault convicts, 60,000 robbers among illegal immigrants at large

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MEDIA KIT



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Four Decades of Delivering Your Message

Where Main Street Meets Capitol Hill

For over 40 years, The Washington Times has been the trusted bridge between policymakers and the people they serve. Today, that vital role is enhanced through powerful video storytelling combined with print authority and digital precision, we ensure your message reaches—and moves—the audiences that matter most.



A Voice in America's Power Centers

81 percent of subscribers praise The Washington Times for covering important stories not found in the mainstream media.

Only now, has social media showed what we've always known at The Washington Times. The right questions lead to important stories that others missed? Whether it's the daily print product, a suite of digital products, or one of the custom news products developed specifically for your message, you'll find engaged and interested audiences in The Washington Times. Let's face it, you want engaged readers interacting with your messaging. The Washington Times gives you that.

Your voice lives in America's power centers and in 195 countries around the world.

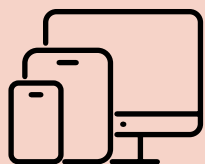
Key Statistics:



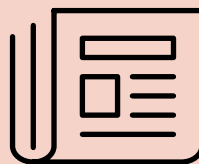
3M Weekly Readers



195 Countries Reached



9M Monthly Digital Visitors



3,863 Daily Congressional
Print Deliveries



The Stories Others Won't Tell

81%
of our subscribers:

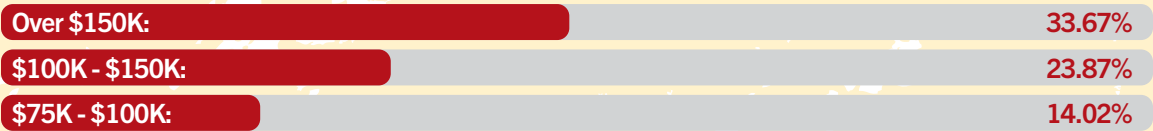
"The Washington Times covers important stories I don't see in the mainstream media."

This isn't just feedback—it's our promise. For over four decades, we've given voice to the perspectives and values that shape real American communities. When corporate media follows the same narrative, we ask the questions that need asking. When conventional wisdom dominates, we seek the truth that lies beneath.

An Audience That Shapes Policy

The Washington Times' clear focus on bridging the gap between The White House, Capitol Hill, The Pentagon, and their influencers means your messaging reaches important audiences, efficiently.

Financial Influence



57.54% earn \$100K+ annually

Your message reaches those with purchasing power and influence.

Experience & Wisdom



78.88% are established leaders 55+

Connect with seasoned professionals at the peak of their influence.

Where Power Resides

Our readers lead the institutions that shape American policy and business:



Government Officials



Think Tank Professionals



Military Leadership



Corporate Executives



Products Born Out of Intelligence

THREAT STATUS

ONE STEP AHEAD

Threat Status: Where intelligence meets insight, brings a sharp focus on all issues involving global and national security. The experienced, award-winning national security team of The Washington Times delivers news, expert analysis, and commentary from military leaders and from the leadership of the defense industry with a global perspective.

Five mornings a week, subscribers receive comprehensive briefings on:

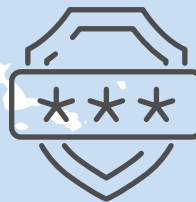


International Relations

Geopolitical shifts, diplomatic initiatives, global flashpoints.

National Security & Defense

Pentagon developments, military strategy, emerging threats.



Intelligence & Technology

Cyber warfare, AI implications, surveillance issues.



Expert Analysis

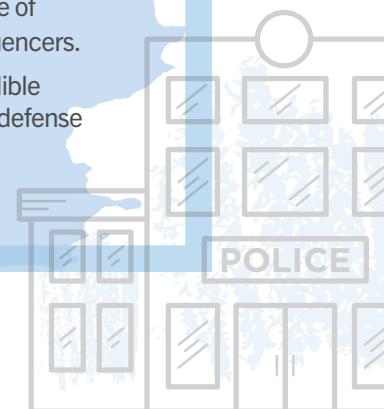
Commentary from former CIA officials, military strategists, and foreign correspondents.

Beyond the Newsletter

The Threat Status digital hub features:

- **Exclusive video interviews** with high-level policymakers
- **In-depth podcasts** with decision-makers
- **Premium sponsorship opportunities** that connect brands directly with this elite audience of national security professionals, defense contractors, technology leaders, and policy influencers.

This specialized platform allows sponsors to position their message alongside the most credible voices in national security and global affairs—reaching an audience that shapes America's defense and intelligence priorities.



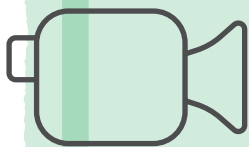
Complete Video Production Excellence

Imagine a senator speaking directly to your customers about the issues your industry faces. Picture a defense expert explaining your technology's strategic importance. Envision a thought leader making your case to millions.

This isn't imagination—it's what The Washington Times video team delivers every day. With complete in-house production capabilities, we transform your message into compelling video content that commands attention and drives action across every platform that matters.



Full Production Capabilities



- **Pre-Production:** Concept development, scripting, storyboarding, and guest coordination
- **Production:** Multi-camera shoots, professional lighting, broadcast-quality audio, on-location or in-studio
- **Post-Production:** Editing, motion graphics, color correction, sound mixing, closed captioning
- **Distribution:** Strategic placement across our entire media ecosystem

Omnipresent Distribution

One video production. Unlimited reach. Your sponsored content flows seamlessly across every channel where decision-makers consume media.

Distribution Channels:

- **WashingtonTimes.com** - Premium video hub placement
- **YouTube Channel** - Engaged subscriber base
- **Social Media** - 2.7M+ followers
- **17 Email Newsletters** - Embedded video content
- **Mobile Apps** - 100K+ app downloads
- **Partner Networks** - Conservative media syndication
- **Virtual Events** - Live streaming integration
- **Digital Portals** - Special section embeds

The Influencers Advantage

Our flagship interview series connects your brand with the leaders shaping America's future:

- **Government Officials** - From Capitol Hill to state houses
- **Defense & Security Experts** - Military leaders and strategists
- **Industry Innovators** - CEOs and technology pioneers
- **Policy Architects** - Think tank leaders and academics
- **Business Visionaries** - Entrepreneurs and executives



Recent guests include:

Senators, Cabinet members, Fortune 500 CEOs, and leading policy voices



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Some advertising delivers impressions. Our advocacy solutions deliver influence. For organizations that need to shape the policy conversation—not just participate in it—The Washington Times offers unmatched platforms for thought leadership.

Proven Impact: The Numbers Tell the Story

Since 2020, our special sections have featured:

15

Governors
Featured

58

U.S. Senators
Contributing
thought leadership

125

U.S. Representatives
Shaping public
discourse

When America's leaders want to influence policy, they choose The Washington Times Special Sections.

Print Special Sections

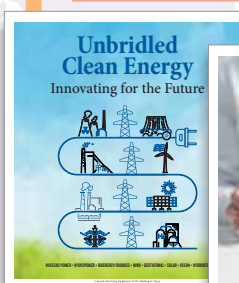
These aren't supplements—they're conversation starters. Published within our daily newspaper and distributed to every Congressional office, our special sections become the reference document for policy debates.

- **Infrastructure & Transportation:** Shape the future of American mobility
- **Healthcare & Innovation:** Lead the medical technology conversation
- **Energy & Environment:** Define America's energy independence
- **Defense & Security:** Influence military and homeland security policy
- **Rural America:** Give voice to heartland priorities

Digital Advocacy Portals

Your special section doesn't end with print. We create dedicated digital microsites that live permanently on WashingtonTimes.com, becoming searchable policy resources referenced long after publication.

- **Permanent Digital Presence:** Your content lives on as a policy resource
- **Enhanced Multimedia:** Embed videos, infographics, and interactive elements
- **Social Amplification:** Promoted across our 2.7M+ social followers
- **Newsletter Integration:** Featured in targeted email campaigns
- **SEO Optimized:** Discoverable by researchers and journalists



The Complete Advocacy Package

When you partner with The Washington Times for advocacy, you get more than ad space—you get a strategic partner committed to elevating your message:

Editorial Coordination

Our team helps recruit thought leaders and coordinates contributed content from policymakers aligned with your goals

Custom Content Creation

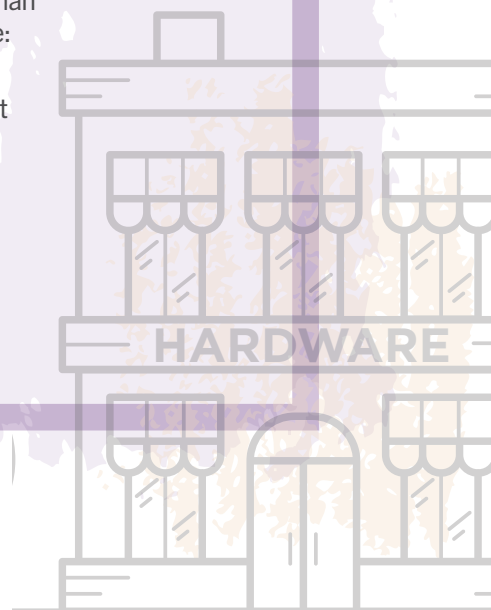
Professional writers and designers create publication-ready content that maintains our editorial standards

Distribution Strategy

Targeted delivery to Congressional offices, federal agencies, and key influencers in your industry



The Washington Times



Your Complete Integrated Solution

From the morning coffee on Capitol Hill to the evening news feed in boardrooms across America, we meet your audience where they are—with the message they need to hear, in the format that moves them to action.



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The Washington Times provides a physical presence in the rooms where America's future is decided. When it matters most, print delivers gravitas that digital can't match.

40k Daily Distribution: Your message reaches a massive, influential audience every morning.

Year-Round Presence: We print 5 days a week, 52 weeks a year for unwavering influence.

Decision-Maker Pipeline: Every weekday, 4k copies go directly to Congressional offices, the Pentagon, and federal agencies.

National & Policy Reach: Includes a National Weekly Edition and specialized Advocacy Sections.

Video Excellence

Full production capabilities that bring your message to life.

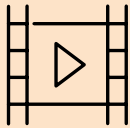
Influencers interview series

Complete production services

Multi-platform distribution

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Custom branded content



What Sets Us Apart

340,100+ Companies visit **WashingtonTimes.com**

5,950 Government agencies reach

Top 10 Digital news outlet



Digital Precision

Target the exact audience you need with data-driven digital solutions.

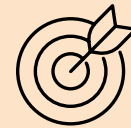
9M monthly unique visitors

17 targeted newsletters

Display & video advertising

Native content integration

Programmatic targeting



What Makes Us Different

Four Decades of Trust

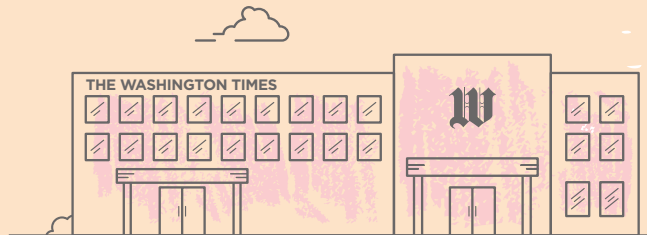
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Integrated Approach

Why choose between print, digital, or video when you can have it all? Our integrated campaigns ensure your message reinforces itself across every touchpoint.

Strategic Partnership

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**More than 5 Million
Followers Across All Socials**



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83%

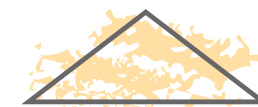
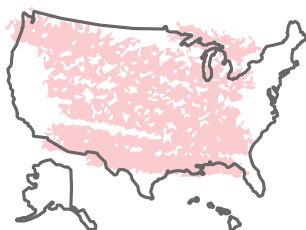
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Edition Every Day!!**



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Thought Leaders &
Policy Makers Daily!**



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Politico #22**
The Hill #25**

PRINT
Washington Times #5
Politico #8**
The Hill #10**



*** Bombora insights 2021

** Simmons Research 2018

*Erdos & Morgan Opinion Leaders Study 2015

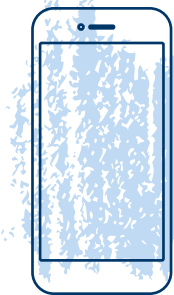
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More than **340,100**
Companies Visited
WashingtonTimes.com in 2024
With more than **5,950**
Government Agencies***

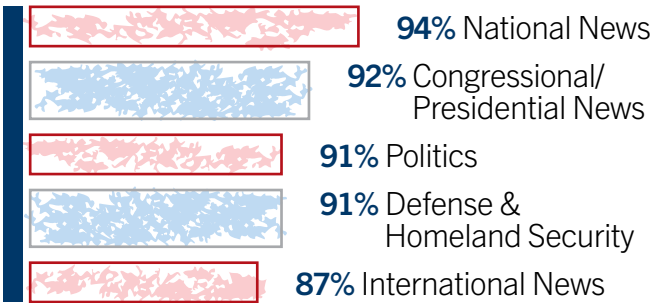
Every day we connect with Americans across the heartland through our email newsletters.



100K
Mobile app downloads
Over 2 Million
sends weekly – newsletter



Here's why people read
The Washington Times

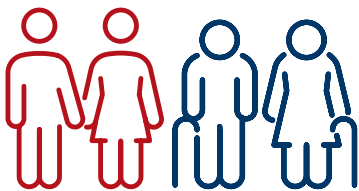


More Than 60% Say
The Washington Times
highlights facts other media ignores.
*Piano reader survey

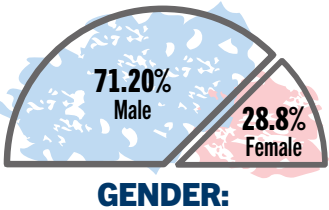
**Top 3 Most Widely
Read Newspapers**
among our competitors on
Capitol Hill!*



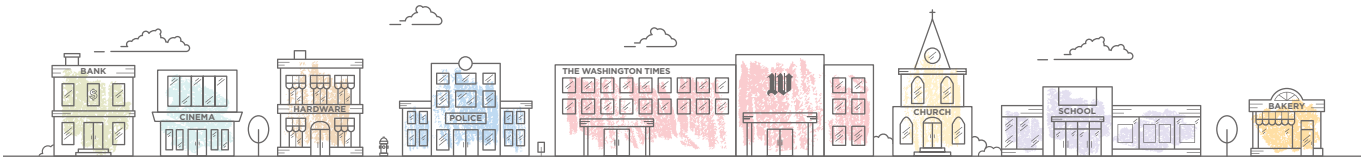
SUBSCRIBER DEMOGRAPHICS



AGE:
3.66% Under 35
17.45% 35-55
54.79% 55-75
24.09% Over 75
*2025 Zeta Report



INCOME:
14.64% Under \$50k
13.8% \$50-\$75K
14.02% \$75-\$100K
23.87% \$100 - 150K
33.67% Over \$150K



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Timely coverage of the hot-button issues affecting politics and popular culture.



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Start the day with must-read news delivered straight to your inbox.



Evening Edition (M-F)

In-depth reporting of the day's hard-hitting news you missed delivered straight to your inbox.



Today's Opinion (M-F)

From Tammy Bruce to Cal Thomas and former Wisconsin Gov. Scott Walker, our top columnists take on the issues of the day.



Weekly Edition (Sun.)

The week's top stories curated by the award-winning staff of The Washington Times.



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Digital version of the daily newspaper, delivered to you by email each weekday morning.



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Explore comprehensive reporting and hard-hitting analysis from the newsroom of The Washington Times.



Front Page Podcast (M-F)

Host George Gerbo brings you the day's top stories in five minutes or less directly from the newsroom of The Washington Times.



NEWSLETTERS

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Threat Status (Mon. - Fri.)

The world is a pretty scary place. We'll help you navigate the hazards at home -- and over the horizon.



Higher Ground (Tues., Thurs., Sun.)

Faith-focused news and analysis has never been more important in American culture and politics.



On Background (Fri.)

Get the scoop on all the political news impacting you and the world from our team with over 50 years of experience.



Seen, Heard and Whispered (Fri.)

Gives readers a peek behind closed doors in the nation's capital and details the whispers, explaining what is really going on and the moves that are being made before they're announced.



The Advocates (Tues.)

A weekly look at the political action players who drive the debate and shape policy outcomes in Washington from Kerry Picket.



Court Watch (Thurs.)

Breaks down the Supreme Court's major cases along with top news stories about justices, federal courts and perplexing legal battles with key insight from court watchers from both sides of the aisle.



The Best of Cheryl Chumley (Mon., Wed., Fri.)

Bold and blunt, online opinion editor Cheryl Chumley brings her no-holds-barred take on the big issues of the day.



The Best of Bill Gertz (Sat.)

Go "Inside the Ring" with longtime national security columnist Bill Gertz.



The Best of Michael McKenna (Fri.)

Michael McKenna, a columnist for The Washington Times, is the president of MWR Strategies.

Email/Newsletter Demographics

Age:

- 0.63% Under 25
- 5.44% 25-35
- 27.55% 35-55
- 46.61% 55-75
- 19.78% Over 75

Income:

- Under \$30k (14.06%)
- \$30k - \$59k (21.12%)
- \$60k - \$99k (25.18%)
- \$100k - \$199k (28.94%)
- \$200k+ (10.69%)

Gender:

- Male 53.02%
- Female 46.98%

*Source is 2025 Zeta Email Report

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THREAT STATUS

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- ✔ Insightful podcasts and interviews with high-level policymakers and decision-makers.
- ✔ Commentary and analysis from expert columnists and contributors, including lawmakers, high-level officials, industry experts and foreign correspondents from around the world.
- ✔ Insights from former CIA and intel community experts.
- ✔ Premium sponsorships tailored to connect brands with influencers and policymakers.
- ✔ The Threat Status digital hub at The Washington Times, featuring exclusive access to video interviews, analysis and commentary.



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WHERE INTELLIGENCE
MEETS INSIGHT
THREAT STATUS

The Washington Times 2026 Congressional Calendar

 Both chambers in session

 Senate only in session

 House only in session

JANUARY

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27	28	29	30	31		

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Shape the conversation on
CAPITOL HILL
and across the country on
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we are facing in America.

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25 February
Health Care
Space Reservation: 02/04

22 April
Energy & Environment
Space Reservation: 04/01

25 June
Rural America
Space Reservation: 06/04

23 September
Clean Energy
Space Reservation: 09/02

18 November
Health Care
Space Reservation: 10/27

26 March
Infrastructure
Space Reservation: 03/04

20 May
Transportation
Space Reservation: 04/29

23 July
Artificial Intelligence
Space Reservation: 07/02

14 October
Defense Technologies
Space Reservation: 09/30

16 December
Rural America
Space Reservation: 11/30

RATE CARDS



The Washington Times

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DAILY BROADSHEET – AD UNITS & RATES

Standard Units

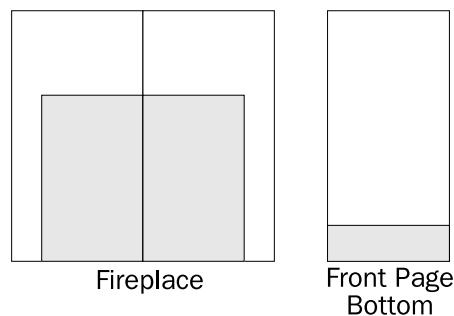
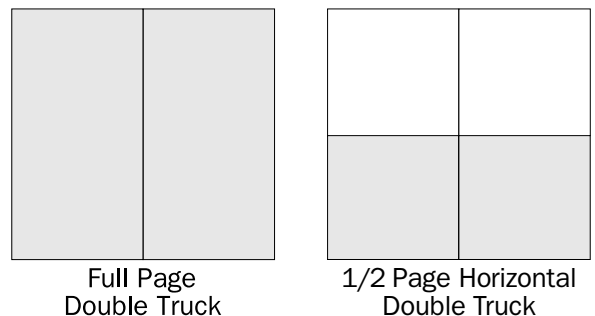
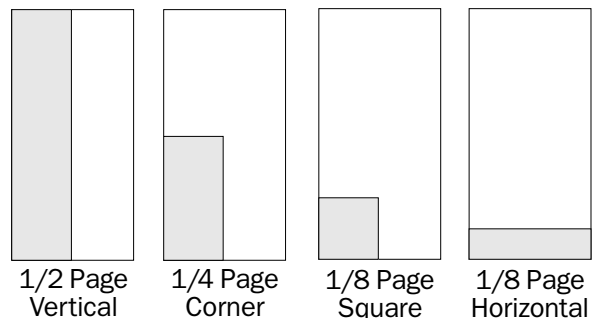
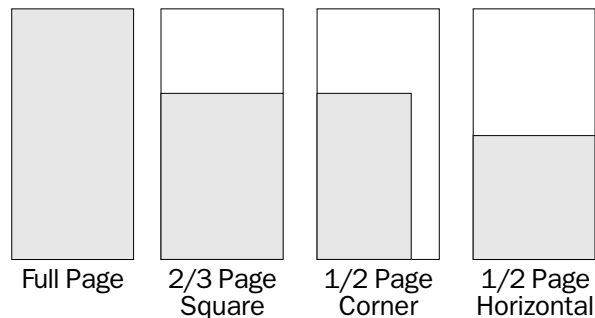
Size	Dimensions	4-Color	B&W
Full Page	11.5" x 20.5"	\$14,500	\$13,000
$\frac{2}{3}$ Page Square	11.5" x 13.611"	\$10,125	\$8,625
$\frac{1}{2}$ Page Corner	8.583" x 13.611"	\$8,000	\$6,500
$\frac{1}{2}$ Page Horizontal	11.5" x 10.167"	\$8,000	\$6,500
$\frac{1}{2}$ Page Vertical	5.667" x 20.5"	\$8,000	\$6,500
$\frac{1}{4}$ Page Corner	5.667" x 10.167"	\$4,850	\$3,350
$\frac{1}{8}$ Page Square	5.667" x 5"	\$3,250	\$1,725
$\frac{1}{8}$ Page Horizontal	11.5" x 2.417"	\$3,250	\$1,725

Special Units

Size	Dimensions	4-Color	B&W
Full Page Double Truck	24" x 20.5"	\$29,000	\$26,000
$\frac{1}{2}$ Page Horz. Double Truck	24" x 10.167"	\$16,000	\$13,000
Fireplace	18.167" x 13.611"	\$19,500	
Front Page Bottom	11.5" x 3"	\$3,750	

Publication dates: Monday through Friday
Space reservations: 72 hours before publication date
Artwork deadlines: 48 hours before publication date

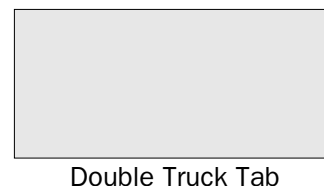
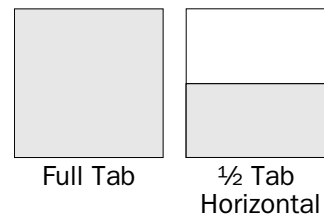
Ad requirements:
 CMYK. No bleeds. 100 dpi line screen. File format: Acrobat PDF/X-1a.
 Max ink density: 240. Max dot gain: 23%. Photo resolution: 300 dpi.



SPECIAL SECTION – AD UNITS & RATES

Standard Units

Size	Dimensions	4-Color	B&W
Full Tab Page	9.556" x 11.5"	\$8,000	\$6,500
½ Tab Horizontal	9.556" x 5.667"	\$4,850	\$3,350
Double Truck Tab	20" x 11.5"	\$16,000	



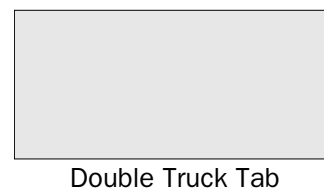
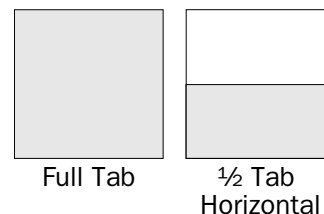
Publication dates: Monday through Friday
Space reservations: 3 weeks before publication date
Artwork deadlines: 1 week before publication date

Ad requirements:
 CMYK. No bleeds. 100 dpi line screen. File format: Acrobat PDF/X-1a.
 Max ink density: 240. Max dot gain: 23%. Photo resolution: 300 dpi.

NATIONAL WEEKLY EDITION – AD UNITS & RATES

Standard Units

Size	Dimensions	4-Color	B&W
Full Page	9.5" x 12.5"	\$3,400	\$2,900
½ Page Horizontal	9.5" x 6"	\$1,800	\$1,500
Double Truck	20.042" x 12.5"	\$6,000	\$5,000



Publication dates: Every Monday
Space reservations: 72 hours before publication date
Artwork deadlines: 48 hours before publication date

Ad requirements:
 CMYK. No bleeds. 100 dpi line screen. File format: Acrobat PDF/X-1a.
 Max ink density: 240. Max dot gain: 23%. Photo resolution: 300 dpi.



DIGITAL – AD UNITS & RATES

Desktop (Web) Standard Ad Units

National \$35 CPM ■ DC Only \$50 CPM

Position	Dem. (pixels)	Initial Load
Medium Rectangle	300x250	150k
Half-Page	300x600	250k
Billboard	970x250	250k



———— 970 x 250 ————

Mobile Ad Units

National \$35 CPM ■ DC Only \$50 CPM

Size	Dem. (pixels)	Initial Load
Smartphone Banner	300x50	50k
	320x50	50k
Medium Rectangle	300x250	150K
Half-Page	300x600	200k



———— 300 x 250 ————

Email Ad Units

Position	Dem. (pixels)	Size
Medium Rectangle	300x250	60k
Billboard	970x250	200k

Newsletters: National Only \$20 CPM based on open rates

Dedicated Email Sends: \$2,500 sponsorship rate per send to a list size of 200K

Contact our team today to explore the wide range of custom web opportunities designed to meet your unique needs.



———— 300 x 600 ————

Ad requirements:

RGB. 72 DPI. GIF, JPG, PNG or third-party tag formats accepted. Maximum animation length is 30 seconds. Include URL link.



THREAT STATUS

ONE STEP AHEAD

The Washington Times

Digital Banner ads

\$45 Blended Rate w/Mobile (Individual Sizes Available)

970x250, 728x90, 300x600, 300x250, 300x50

High Impact - Digital

Custom (\$5K per day for HPTO)

Built on Request

Daily Newsletter

\$10K per week (M-F), \$3K for IndoPac Newsletter (Sat)

300x250, 970x250, Company Logo

Threat Status - Podcast

\$3K per episode

300x250, Script Read, URL and Social Post

Threat Status - Influencers Video

\$30K for an on-site video displayed & promoted by TWT/TS

Speaker (SME), Logo, 300x250, SME, URL,
Social Media Accounts

Sponsored Content

\$10K for a Native Article promoted by TWT/TS

700-1,000 Word Essay, Logo, 300x250, Images, URL

Threat Status - Live

\$25K (Morning/Half-Day Event), \$50K (Full-Day Event)

Logo, URL, SME, Speaker List, Date, Invitations,
Promotional Activity, Video

Threat Status - Solutions Brief

\$25K

Logo, URL, 10-12 Person Discussion with Document

Contact our team today to explore the wide range of custom web opportunities designed to meet your unique needs.

Ad requirements:

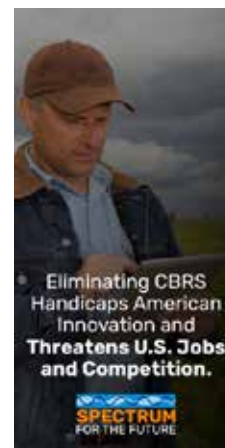
RGB. 72 DPI. GIF, JPG, PNG or third-party tag formats accepted. Maximum animation length is 30 seconds. Include URL link.



———— 970 x 250 ————



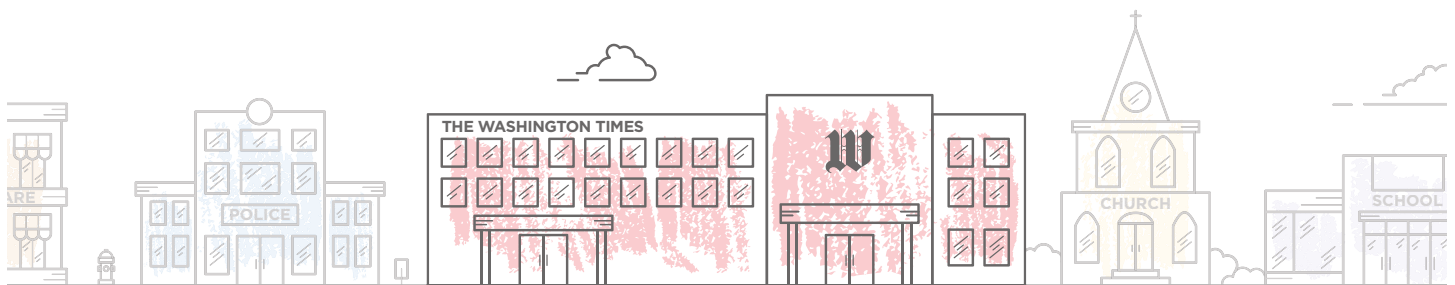
———— 300 x 250 ————



———— 300 x 600 ————



———— Influencers Video ————



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