# Just the News. MEDIA KIT 2022





### **JUST THE NEWS OVERVIEW**

Just the News was founded in 2020 by DC's leading investigative journalist, John Solomon. Solomon built Just the News on a foundation of journalistic integrity, and a mission to revive the fourth estate.

Since its genesis, Just the News has developed a multi-faceted approach, including a podcast network, TV, video and print. Just the News has partnered with One Performance Media to deliver a weeknight prime time TV show, airing on America's Voice News (cable & OTT).

# **JUST THE NEWS WEBSITE**

Our reporters keep an eye toward covering events in the nation's capital for those who live outside the beltway.

### **Digital Snapshot**

10 Million Page Views Per Month7 Million Unique Page Views Per Month80,000 Daily Newsletter Subscribers

#### **Audience Demo**

70.3% of readers are male, 29.7% female 60.79% of readers are 45 years of age or older 37% Independent Voters, 63% center/center-right

### **Rich Content Syndication**

Responsible for 70% of Just the News' website traffic







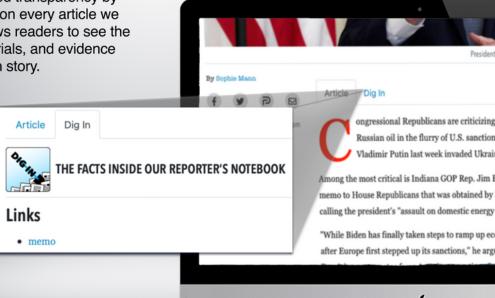






# **JUST THE NEWS DIG DEEPER**

In a twist of old and new, Just the News delivers unprecedented transparency by offering a 'Dig In' tool on every article we publish. The tool allows readers to see the underlying core materials, and evidence that substantiate each story.



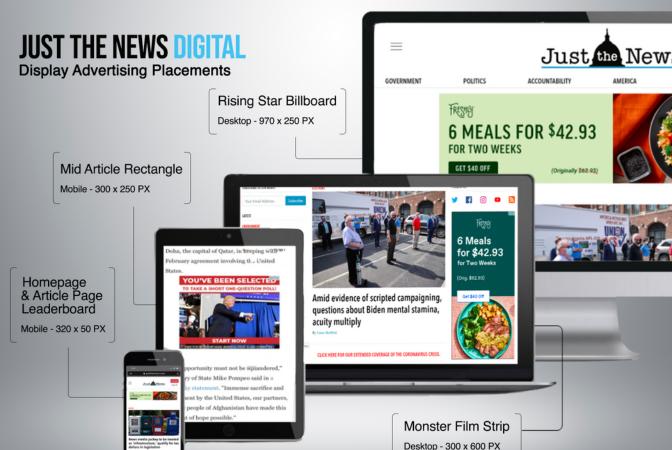


# JUST THE NEWS NOW

Daily short-form, **1 minute** videos of Just the News headlines & breaking news. Just the News Now videos play on the website, and are sent out to Just the News Rumble subscribers (433K) via email for maximum reach. Videos receive between 250K - 400K views.

Featured reporters from Just the News TV include broadcast journalist, Sophie Mann, and producer, Madison Foglio.

Sponsorship opportunities available

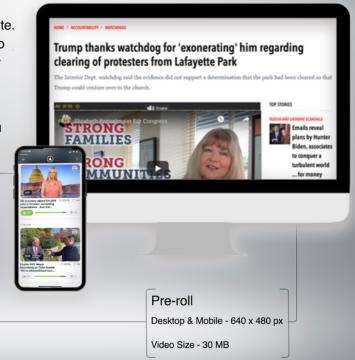


# **JUST THE NEWS + RUMBLE**

#### Video Advertising Partnership

Pre-roll impressions go far beyond our website. Just the News and Rumble have partnered to give our advertisers maximum reach for their digital campaigns.

Just the News has *exclusive* rights to place pre-roll on the Rumble homepage. When you buy our pre-roll, the video syndicates on both JustTheNews.com & Rumble.com.



## **JUST THE NEWS TV INSIGHTS**

### Digital Snapshot

VAST Compliant
250M+ IMP's / Month
> 95% Completion Rate
Reaches 70 Million Homes

#### **Audience Demo**

Target Demo - A45+
60 % Male / 40 % Female
Homeownership - 75 % +
Median Income - \$75,000+

### **OTT & CABLE DISTRIBUTION PARTNERS**



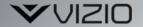








Just the News App Android & IOS



**ROKU TV** 













# **JUST THE NEWS TV LINEUP**



### **JUST THE NEWS, NOT NOISE**

with John Solomon & Amanda Head

Just the News, Not Noise is an American breaking news, and opinion based talk show airing weeknights at 6PM ET. The show features investigative journalist, John Solomon, and co-host Amanda Head. Together they deliver the unfettered truth, and give political commentary to cut out Washington's white noise.

### **JUST THE NEWS, SPECIAL REPORT**

John Solomon - Live from Washington, D.C.

In the prime-time, hour-long special on Real America's Voice Network, John Solomon interviews expert panelists to educate viewers about the proposed issue, and the impact it would have on America's most vital institutions.

# JUST THE NEWS TV ADS

### OTT TV Commercial Placements | :30, :60, and 1:20 Spots

Just the News TV, partnered with ROKU, SamsungTV, and Americas Voice News to make sure your commercial stands out among the political white noise. Currently, our show can deliver over 50K commercial ad impressions per-night.

### Stitch-In Commercial Placements | :30, :60, and 1:20 Spots

During *Just the News, Not Noise* TV show, a 'stitch-in commercial' will appear within the program. A 'stitch-in' is prerecorded and edited into the program. John Solomon will promote the product/service in accordance with the sponsors objectives. Just the News TV producers will work with the sponsor to develop a script and coordinate production needs.

The stitch-in will be seen on all social media, cable, local affiliate channels, and all OTT distribution partners. The show delivers over 2 million viewing minutes per-night.

Includes: Sponsor logo in the background, and TV production of the commercial.

# **JUST THE NEWS PAID TV PARTNERS**

### Just the News, Not Noise TV Show | Sponsored Segments

Just the News, Not Noise weeknight TV show, will have a dedicated segment to educate viewers on the sponsor's proposed topic. The segment series will have a general theme, with a clear, and concise message to resonate with the audience.

Our producers will work with the sponsor to develop the segment series. The segments are aproximately 10 minutes long, and will have the sponsors logo prominently displayed on screen. The segment is shown on all Just the News TV platforms; cable, OTT distribution partners, and local channels. On average the show generates over 2 million viewing minutes.

Sponsored Segment Includes:

Logo on prominently displayed on the screen during the segment

Licensed video after the segment airs to use at the sponsors descretion

Just the News TV Production Team (i.e. script writing, editing, filming, booking)

# **SPONSORED SPECIAL REPORT**

In the prime-time, hour-long special, John Solomon will interview expert panelists to educate viewers about the proposed issue, and the impact it would have on America's most vital institutions. Just the News TV producers will work with the sponsor to develop a TV show with a clear, and concise message. The TV program is simulcast over social media, cable, OTT and local channels. Our most recent special report generated over 6.6 million viewing minutes. The special report package includes advertising across all of Just the News platforms.

### **Digital Ad Placements**

Display advertising on Just the News Pre-roll on Just the News Website & Rumble Dedicated email blast to 80K newsletter subscribers Rumble JTN Daily Update email blast to over 433K subscribers

### John Solomon Reports Podcast

Organic mention and audio transfer from the report

#### TV Commercial Placements

Promotion on Just the News, Not Noise TV show Sponsor logo on screen, and in the chyron Commercials on ROKU, Samsung TV, America's Voice News website & app (50K IMP)

### Nationwide Coverage

Nationwide press release sent to John Solomon's network of over 10K reporters



# **JUST THE NEWS NEWSLETTERS**

Just the News provides daily headlines every morning to aproximately 80,000 engaged email subscribers. Newsletter subscribers are the first to receive breaking news alerts and developing stories. Available advertising includes both native, and display ad placements.

### **Daily Newsletter**

Native Ad Placement in the Daily Headlines Display Ads; Billboard & Mid Rec Placements

### **Breaking News Alerts**

Display Ads; Billboard & Mid Rec Placements Dedicated Email









#### **BREAKING NEWS**

NEW FREE SPEECH PHONE STRIKES BIG BLOW TO TECH!

The Freedom Phone: Read what you like. Watch what you like. Think what you like. Nothing is censored.

Youngest Bitcoin millionaire Erik Finman and his Freedom Phone are bringing back free speech and creating a future in which Big Tech cannot censor that constitutional right.

The <u>Freedom Phone</u> is a free speech, privacy-first focused mobile device that protects your data with such features as tracking blockers and an uncensorable app store. Just remove the SIM card from your old phone and put it in this one. It's that easy.

Enter promo code JUSTTHENEWS at checkout to receive \$50 off your purchase



flow previously signed up to neceive newsletters and email alerts from **Aust the News**. You don't need to so anything to stay subscribed. This is just a confirmation you are on our list. You may want to go into your email settings and list just thenews.com as one of trusted domains so that our newsletters don't accidentally go to your spain folder.

#### LISTEN TO OUR PODCASTS







### **JUST THE NEWS SPONSORED EMAIL**

### Dedicated 'Breaking News Alert' Email

Using a breaking news alert format, our subscribers will receive a dedicated email. To maintain journalistic integrity, the news alert must be based off of reported content such as an article, podcast, or press release. The advertiser will receive all digital placements in the email, including a billboard display ad, and a display mid rectangle ad.

### Newsletter Anchor Sponsor

All emdedded placements within the breaking news alert, or daily newsletter would be reserved for an individual anchor sponsor.



### JOHN SOLOMON REPORTS PODCAST

The John Solomon Reports Podcast takes a daily deep dive into Washington, D.C. politics, and showcases Just the News' exclusive reporting with two interviews per-episode.

Host, John Solomon, uses his 3 decades of investigative experience, including unraveling the bogus Russia collusion hoax, to bring our listeners the unvarnished truth.

Receiving over **3 million downloads-per-month**, the podcast is a resource to millions of concerned Americans.

Podcast Ad Spot

Podcast ads & sponsored episodes

# **JUST THE NEWS SOCIAL MEDIA**



















### 4.7 MILLION FOLLOWERS

Just the News syndicates daily headlines, daily podcasts, live streamed nightly TV shows, special reports, and breaking news to over 4.7 million social media followers.