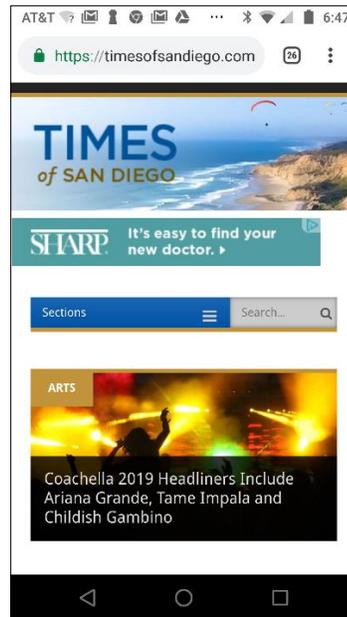
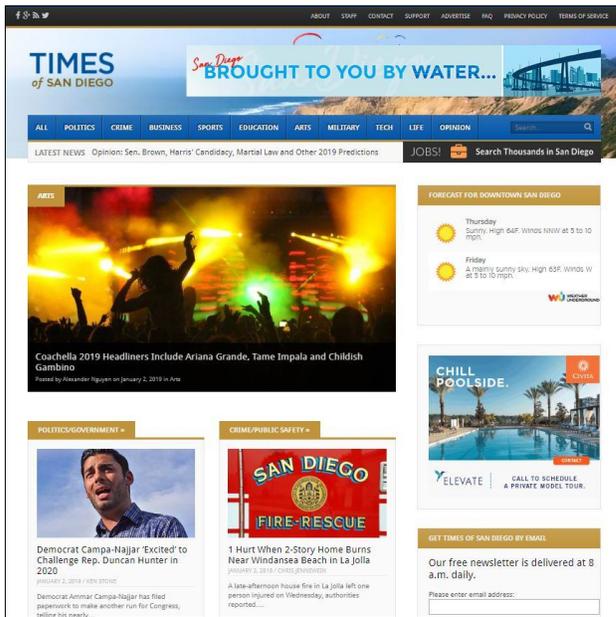


## Mission

[Times of San Diego](#) was founded in March 2014 to provide accurate, comprehensive and unbiased news coverage of the San Diego metropolitan area. Our target audience is Millennials and Gen-Xers, a group that thirsts for quality local news coverage but doesn't read newspapers or watch local broadcast TV. A staff of six experienced editors and photographers publishes 20 articles a day. Times of San Diego has been recognized by the San Diego Press Club as the **best news website** in 2016, 2017 and 2018.

## Design Philosophy

Times of San Diego uses responsive design to automatically format pages and deliver the optimal ads on desktops, tablets and smartphones.

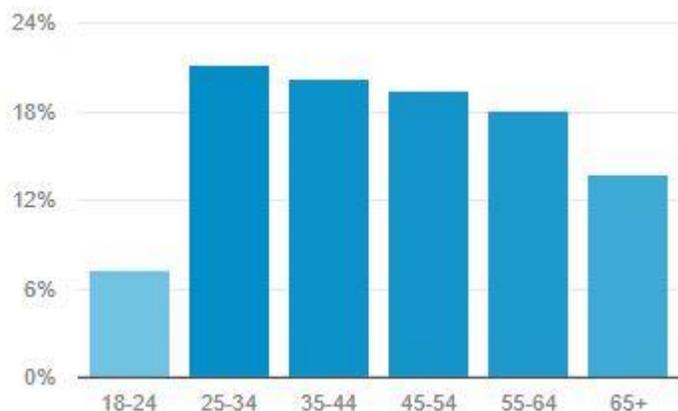


## 2-Year Tend in Monthly Readership

The site is read by 250,000 in a typical month. Traffic grew 14.4 percent from 2017 to 2018.



## Demographics, Locations and Devices in 2018



**Male – 56%**  
Female – 44%

**City of San Diego – 31%**  
Other San Diego County – 15%  
Other Southern California – 12%

**Smartphone – 57%**  
Desktop & laptop – 36%  
Tablet – 7%

Source: Google Analytics

## Daily Newsletter

A free email newsletter with the 10 top news articles of the past 24 hours is emailed at 8 a.m. daily.

The newsletter includes four positions for local advertising and can be utilized in conjunction with the website to increase the frequency of any advertising message.

There were 5,400 subscribers on Jan. 1, 2019.

The latest local news for Thursday, January 3, 2019

**Democrat Campa-Najjar 'Excited' to Challenge Rep. Duncan Hunter in 2020**

Democrat Ammar Campa-Najjar has filed paperwork to make another run for Congress, telling his nearly 29,000 Twitter followers: "I'm ready to pour my heart & soul into this race, community organize, listen, learn, and become the representative #CA50 deserves." In November, he was defeated by five-term incumbent Rep. Duncan D. Hunter, who with his wife [...]

Support independent local journalism. Sign up for a monthly contribution to **Times of San Diego**.

[Become a supporter](#)

**PCH Publishers Clearing House**

**WIN \$5,000**  
a week

## Advertising Specifications

Times of San Diego encourages advertisers to produce advertising in six standard sizes to fit all common devices. Turnaround for a new campaign or new creative is typically one business day.

- Desktop – 728x90, 300x250, 300x600
- Tablet – 468x60
- Smartphone – 320x100
- Newsletter – 160x600

## Advertising Rates

The basic advertising rate is \$4.95 per 1,000 impressions with a 10 percent discount for multi-month campaigns.

Our most popular package, consisting of 70,000 web impressions and 30,000 newsletter impressions over a one-month period, costs just \$495.

## Questions?

Contact Chris Jennewein, editor & publisher, at [chrisj@timesofsandiego.com](mailto:chrisj@timesofsandiego.com) or 858-369-0366.