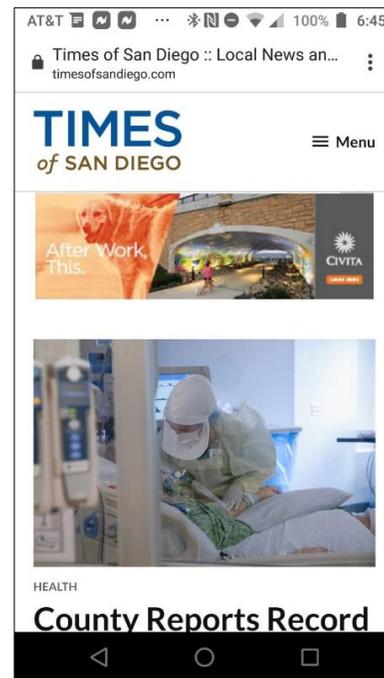
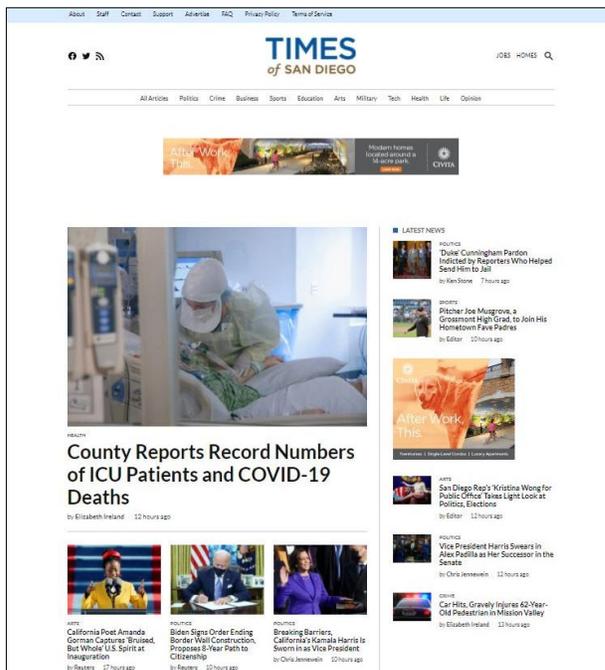


Mission

[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 25 articles a day. Times of San Diego has been recognized by the San Diego Press Club as the **best news website** four years in a row.

Design Philosophy

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



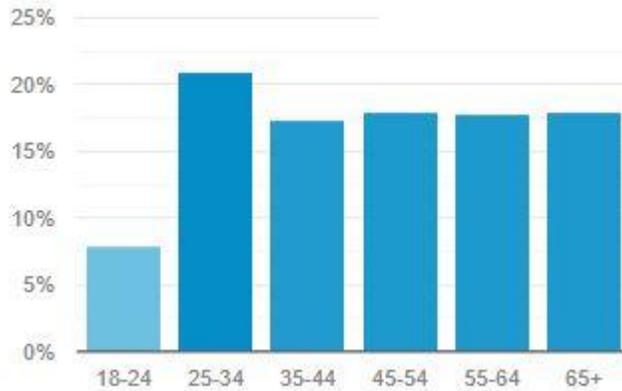
2-Year Tend in Monthly Readership

The site is read by over 650,000 in a typical month. Total traffic grew 90% from 2019 to 2020.



Source: Google Analytics

Demographics, Locations and Devices in 2020



Female – 50%

Male – 50%

City of San Diego – 27%

Other San Diego County – 21%

Other Southern California – 14%

Smartphone – 74%

Desktop & laptop – 22%

Tablet – 5%

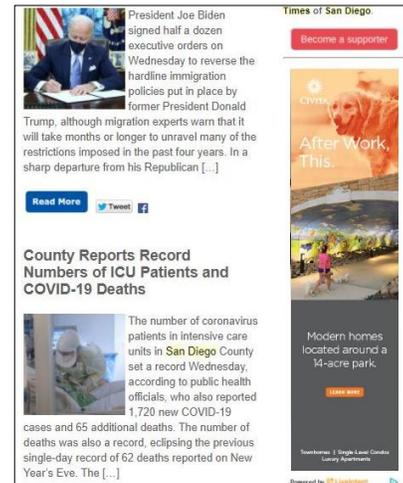
Source: Google Analytics

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 8,800 subscribers on Jan. 1, 2021.



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 – 970x250, 970x90, 728x90, 300x250, 300x600
- Tablet – 468x60
- Smartphone – 320x100, 320x50
- 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 or 858-369-0366.