News that inspires movement of thought and action
Trusted

The Christian Science Monitor:
A credible source for influential citizens

• Founded in 1908
• 7 Pulitzer prizes
• 12 global bureaus
• Top 5 most-objective (Erdos & Morgan Print 2013)
• Top 25 most objective and credible among Congressional leaders (Erdos & Morgan Digital 2013)
Audience overview:

- Median age: 47
- Median HHI: $72,500
- Male/Female ratio: 52/48
- College degree: 35.2%
- Graduate degree: 13.8%

SOURCE: comScore Plan Metrix October 2013
Independent-minded readers

23% Republicans : 34% Democrats

SOURCE: comScore Plan Metrix October 2013
What we’re about

We inspire people to participate in the world a meaningful way.

THINK  SHARE  DO
What we do for you

1. **Educate and activate** citizens to engage with your clients’ initiatives

2. **Position** your **clients** as leaders in creating progress

3. **Elevate** executives as key influencers
Educate & Activate: Content customization

DC Decoder email subscribers
- 74% voted in past year
- 60% contacted a politician in the past year
- 53% consider themselves political activists

Case Study: ACCCE
- Delivered 12k Clean Coal site visitors against goal of 4K
- $0.80 cost per visitor
- 4.2% ACCCE video CTR (industry avg. 1.4%)

Government spending: Where your money goes

Custom DC Decoder:
- You asked: Government spending: Where your money goes
- Vote again: What can we decode for you next?
- Sponsor content: Tell your senators at home: Stop job losses
Educate & Activate: Citizen activation

Do-Something Box

• Module placed at end of articles
• Keyword targeting of sponsor links to relevant articles
• Readers vote-up or share “Act” + “Learn” links
• Sponsor content integrated prominently
• Average CTR .81% (September 2013)
• Learn links receive 3x more clicks than Act links

Case Study: Fix the Debt

CSM readers 3x more engaged than average site visitor

• 7.5 minutes – time spent on site
• 4.5 pages viewed per visitor
Position Clients: Shaping the news cycle

Case Study: AREVA
- Reached 143 reporters in four events
- 35 video pickups
- 22 photo pickups
- Delivered 2.5M impressions (4X goal)
Position Clients: Custom survey research

Opinion of increased non-military use of UAS if issues are addressed

21% Very supportive
34% Supportive
20% Neutral
13% Opposed
12% Very opposed

Case Study: AIA reader poll
• June 2013
• 7,632 respondents in 6 days
• Touted results on Hill + Paris air show
Elevate Executives: Creating content velocity

Moving our economy forward (Sponsored content)

If the president is serious about making our country competitive, he will help to overturn EPA regulations that will hurt the US economy, Tracey writes.

By Evan Tracey, American Coalition for Clean Coal Electricity (ACCCE) / November 9, 2012

Case Study: ACCCE

Receptive readers
- 3,700+ ‘likes’ on 1 blog post
- 4,700 unique visitors
- 4.2% Clean Coal video CTR (industry standard is 1.4%)
  - CSM ad completion rates are 68% (industry standard is 60%)*
  - 72% watch the video through 75% completion*

*Source: NDN video