HELPING COMPANIES
ACTIVATE AUDIENCES
THAT MATTER MOST
TO THEIR BUSINESS
SECURITY INFLUENTIALS

CONNECTING WITH TOP SECURITY PLAYERS ABOUT YOUR KEY ISSUES

250K SECURITY/FOREIGN POLICY THINKERS PER MONTH

- 3.4% of those who influence military modernization reform visit csmonitor.com (more than The Atlantic)
- 6.8% of those who influence weapons-system acquisition visit csmonitor.com (more than The Atlantic)

(SOURCE: Erdos & Morgan 2013)

SOLUTIONS

- **Targeted advertising in “Security Watch”:** Boots-on-the-ground reporting delivers insight and foresight from the global frontlines to top security influencers.
- **Sponsored content:** Security Voices: Your content integrated into a curated blog forum with top security experts.
- **Custom research:** Issue insights; brand/industry awareness; communications insights.

CASE STUDY: CUSTOM POLL DRIVES IMPACT FOR AIA

AIA boosted visibility for Paris Air Show event with custom CSM poll.

7,000+ responses from US/global audience in 6 days.

**FINDINGS:** Monitor readers support increased non-military use of UAS if concerns are addressed

**IMPACT:** Results used in Paris Air Show press conference, CEO speeches, Capitol Hill events.
SETTING THE TABLE FOR SUBSTANTIAL POLICY DISCUSSIONS WITH PEOPLE WHO MATTER

OUR DC DIGITAL AUDIENCE

- 300k+ unique visitors from DC DMA; 1.1 million page views
- 11.2% of Congressional Branch visit CSMonitor.com
- Top 25 most-credible, most-objective source among congressional leaders*
- 1,200+ weekly magazine subscriptions to Congress, White House and DC area

(SOURCE: Erdos & Morgan 2013)

SOLUTIONS

- The Monitor Breakfast: Since 1966, four presidents and 3,700 other DC VIPs have joined 30-40 top reporters (NYT, WaPo, Politico, NPR, etc.) for civilized conversation. Reach DC VIPs and key media via full sponsor integration.
- Custom events: As a convener of conversations, CSM engages political leaders, think tanks and industry experts via custom event sessions.
- Ads targeting key influentials: Monitor Weekly magazine delivered to administration officials, members of Congress, top think-tanks, Sunday TV show producers, etc.

CASE STUDY: BREAKFAST SERIES RAISES AREVA’S PROFILE

The French power firm aimed to boost visibility among DC reporters + VIPs
Sponsored 4 Monitor Breakfasts with full custom integration
Reached 143 reporters
Exceeded targeted Beltway impressions by 366% (2.5M)
Post-event salon included AREVA exec, think-tank scholars and industry press
ENGAGED CITIZENS

POWERING CIVILIZED, FORWARD-THINKING DISCUSSIONS ON ESSENTIAL POLICY TOPICS

2 MILLION ACTIVE-CITIZEN READERS/MONTH
10,000 of whom are email subscribers:

- 60% contacted a politician in the last year
- Voted in 2012 more than readers of Atlantic, Economist, HuffPo, NYT, WSJ, etc.*
- 1 in 3 have been part of a group aiming to influence public policy**

(SOURCE: DC Decoder Poll)

SOLUTIONS

Activate the Grassroots
- DC Decoder engages and activates outside-the-Beltway citizens by explaining key topics and providing pathways to action.
  - “You Pick. We Decode.” Readers get custom emails on the topics they choose.
  - Do-Something Box: Module on every story includes Act and Learn options. Sponsor activation links included.

CASE STUDY: CLEAN COAL SPREADS MESSAGE TO CITIZEN INFLUENTIALS

Clean Coal wanted thought-movers to understand coal’s importance to the economy.
Sponsor content beat traffic goal by 3x.
4.2% Clean Coal video CTR (industry avg: 1.4%)
Efficient citizen activation: $0.80 cost per visitor.