



MEDIA KIT

ABOUT THE BURN

The Burn is the uber-popular website in Ashburn, Virginia that covers restaurants, retail, shopping centers, entertainment venues, major road projects and other high interest news stories that people really want to know about.

That's why our readership has grown exponentially, our engagement is sky high and people are constantly buzzing about what they read on The Burn.

Founded in 2016 by a career journalist who knows how to dig for stories, The Burn covers news in eastern Loudoun County including Ashburn, Leesburg, Sterling, Dulles, Lansdowne, Aldie, South Riding and Stone Ridge, as well as some areas of Herndon, Reston and Chantilly.

WEB STATS

TRAFFIC

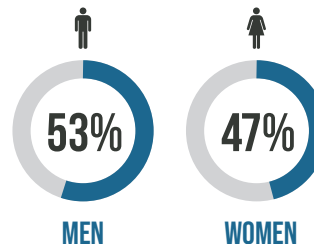
AVERAGE MONTHLY PAGE VIEWS

460,000+

AVERAGE UNIQUE MONTHLY VISITORS

175,000+

GENDER

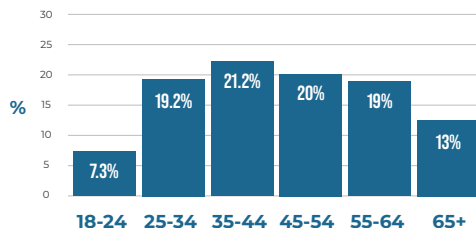


SOCIAL MEDIA

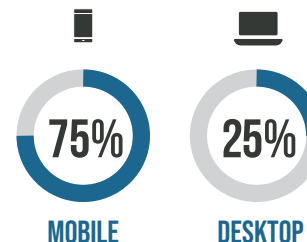
- 20K FOLLOWERS**
- 7.3K FOLLOWERS**
- 4K EMAIL SUBSCRIBERS**

DEMOGRAPHICS

AVERAGE AGE



USAGE



AVG. HOUSEHOLD INCOME \$151K+
core coverage area



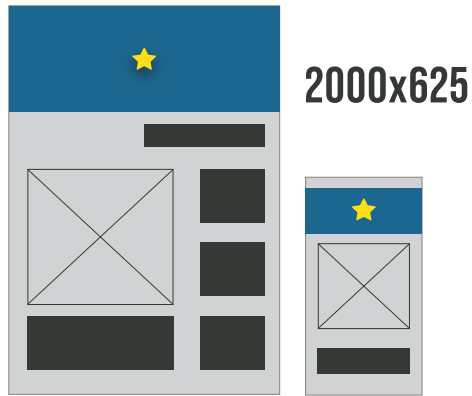
ADVERTISERS



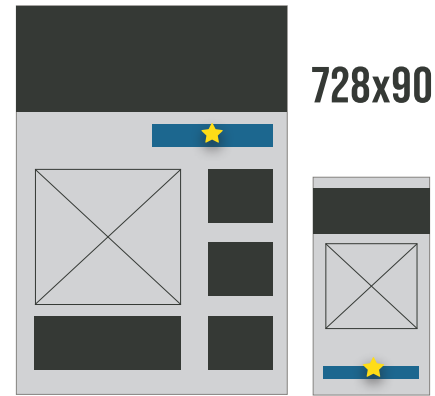


AVAILABLE SIZES

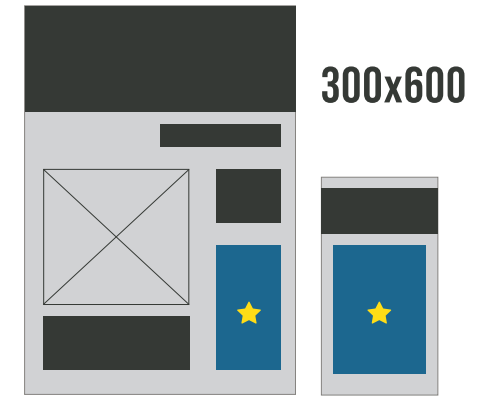
TOP BILLBOARD



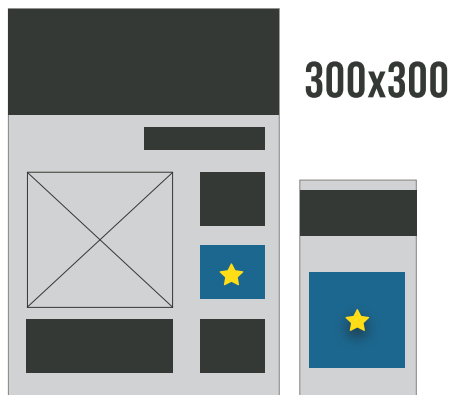
ROS LEADERBOARD



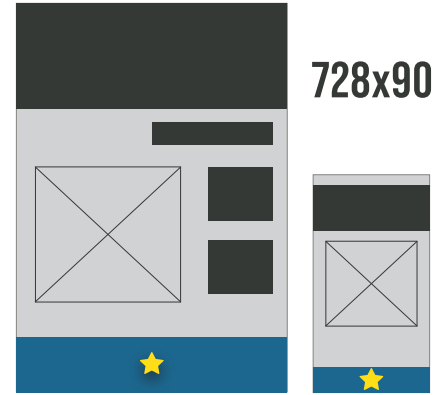
ROS HALF PAGE



ROS SQUARE



SNEAKER POP-UP



SPONSORED STORY

