



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

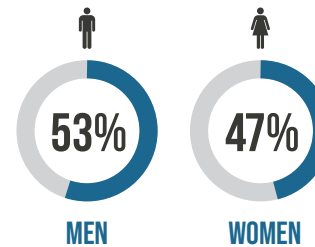
AVERAGE MONTHLY PAGE VIEWS

600,000+

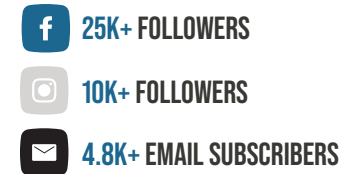
AVERAGE UNIQUE MONTHLY VISITORS

250,000+

GENDER

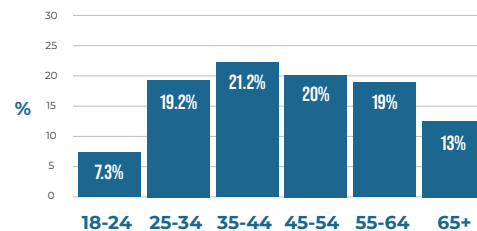


SOCIAL MEDIA

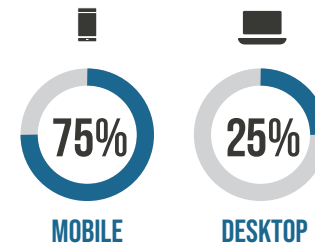


DEMOGRAPHICS

AVERAGE AGE



USAGE



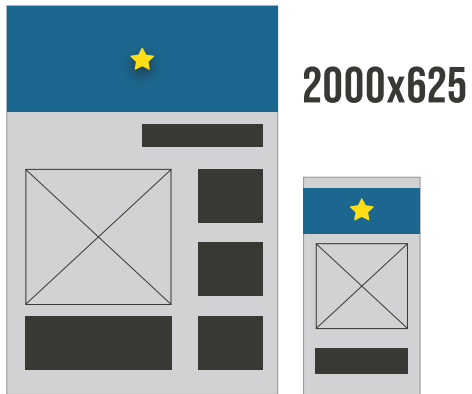
AVG. HOUSEHOLD INCOME \$151K+
core coverage area



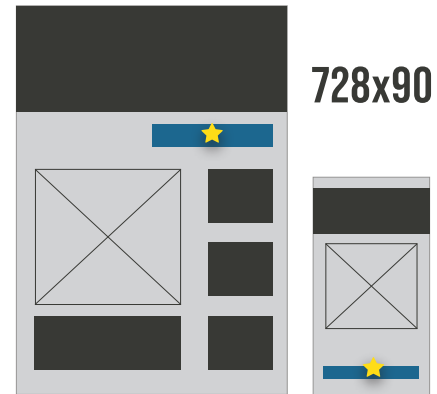


AVAILABLE SIZES

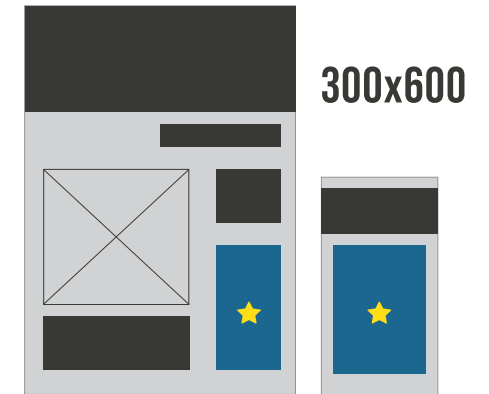
ROS TOP BILLBOARD



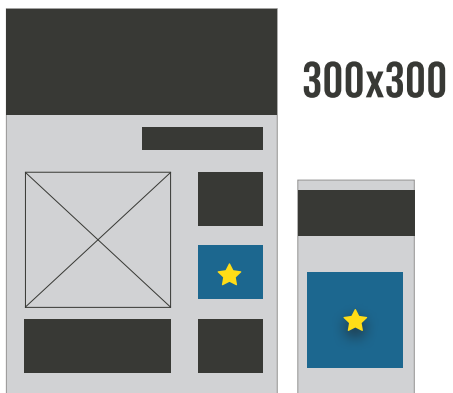
ROS LEADERBOARD



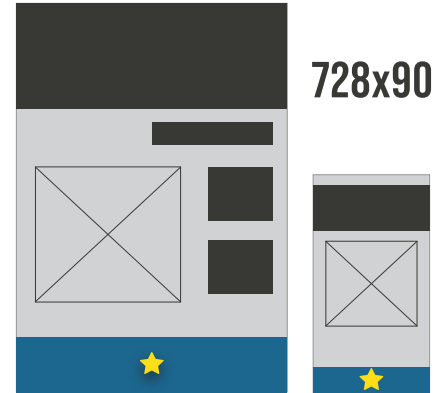
ROS HALF PAGE



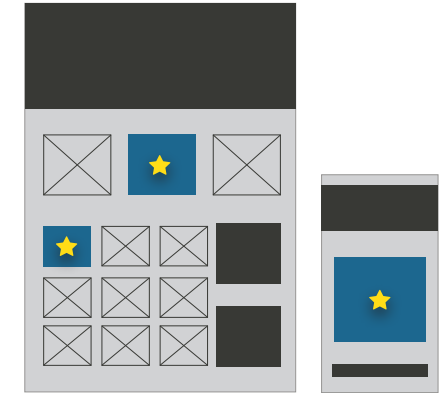
ROS SQUARE



ROS SNEAKER POP-UP



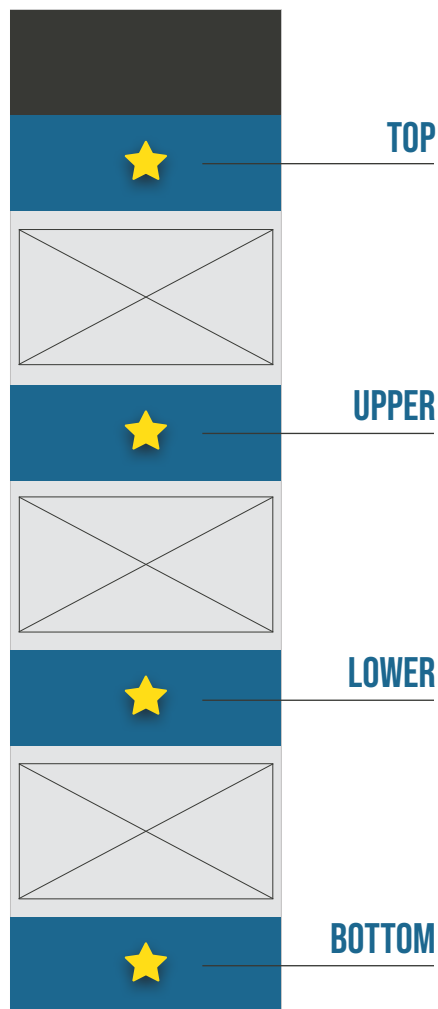
SPONSORED STORY





ADVERTISING

E-NEWSLETTER



ADVERTISERS



TESTIMONIALS

"We had a great return from the Burn sponsored ad we ran, and we continue to have calls and appointments due to the ad."

— Dr. Vishal Verma, Integrated Healthcare Centers

"As a new business in the One Loudoun area, advertising on The Burn has been instrumental in not only helping increase visibility for our new Ted's Bulletin location, but also driving conversion for some of our fall and winter promotions."

— Laura Rankin, Chief Brand Marketing Officer, Catalogue

"We have seen great results from our campaigns on The Burn promoting our new menu. Additionally, Chris and his team are very responsive and easy to work with."

— Scott Bilstad, Owner, Bilstad's Beignets