

# Yountville Sun

## MEDIA KIT



Reach Yountville's Influencers.  
Engage Napa Valley's Decision Makers

# ABOUT THE YOUNTVILLE SUN

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## **Independent. Local. Trusted.**

The Yountville Sun is the only independent news source dedicated solely to Yountville, CA serving engaged residents, second homeowners, and a growing regional audience seeking meaningful insight into the people, politics, and culture shaping Napa Valley.

We cover everything from town council decisions and new restaurant openings to community events and resident voices; connecting civic life to real people, and helping advertisers build credibility through meaningful local engagement.

**Our mission is simple: to cultivate a well-informed Yountville and deepen community connection across Napa Valley**

With rapidly growing web traffic, an exceptionally engaged newsletter audience, and a commitment to editorial quality, the Yountville Sun offers the most direct, trusted pathway to an affluent, attentive, and loyal readership.

## **Part of a Regional Network**

As part of the *Napa Valley News Group*—alongside the Yountville Sun, Calistoga Tribune, and American Canyon Current - we deliver unmatched access to readers who care about the future of their communities.

*We are pioneering a new chapter in local journalism: sustainable; bicultural, community-focused, and independent.*



# YOUNTVILLE BY THE NUMBERS

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The only source for deeply local, independent journalism in Yountville. Trusted by readers and sought out daily.

- **76.77% Newsletter Open Rate:** our subscribers don't just receive our newsletter, they eagerly open it
- **49.3% Direct Traffic:** nearly half our readers come straight to us - no ads, no gimmicks. This is a loyal audience that values what we publish
- **Readers Stick Around:** with a 46% bounce rate and a 2.5 minute average session duration; readers don't just click - they stay, scroll, and engage

NEW

## WEBSITE

**2,796**

*Users per Month*

**6,382**

*Views per Month*

**2m 27s**

*Avg. Session Duration*

NEW

## NEWSLETTER

**518**

*Subscribers*

**72.27%**

*Avg. Open Rate*

**29%**

*Avg. Click Rate*

### WHY IT MATTERS

High open rates. Loyal direct traffic. Strong time-on-site. These are all signals of an engaged, targeted audience. One that's ready to hear your message.

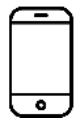


# AUDIENCE PROFILE

**Affluent. Engaged. Intentional.**

Whether they live here year-round or visit often, our readers are decision-makers who care about local culture, dining, development, and civic life. They read with intention, and that makes them more likely to notice and act on your message.

## DEVICE



**43.9%**  
Mobile



**54.3%**  
Desktop



**1.8%**  
Tablet

## DEMOGRAPHICS



**35 - 64**  
Core Age Range



**\$76.7 K**  
Avg. Household  
Income



**50.4%**  
Male %

**49.6%**  
Female %



### Reader Locations

- Los Angeles
- Napa
- San Jose
- San Francisco
- Yountville
- Ashburn

## STICKINESS



**28.6%**  
of monthly users  
return each week

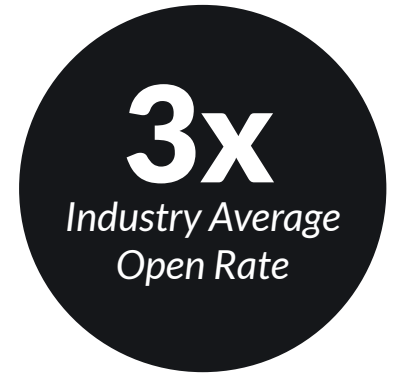
That's nearly  
1 in 3 readers  
checking in,  
showing strong  
interest & repeat  
engagement.



# NEWSLETTER ADS

## Get in Front of Yountville's Most Engaged Readers

With a 70%+ open rate and a loyal, affluent subscriber base, the Yountville Sun newsletter delivers unmatched visibility - direct to inboxes that open, read, and act.



- **Direct-to-Inbox:** No algorithms, no noise. Just your message, placed directly in front of readers who are already paying attention.
- **Ground-Floor Access:** Be among the first advertisers to reach our most loyal readers. Early sponsors enjoy cross-network exposure and long-term brand lift.
- **Flexible Options:** choose the ad size and format that fits your goals, select from a premium top placement, supporting sponsor, or featured listing.

## PREMIUM PLACEMENT

*Your brand featured at the very top - maximum visibility.*

- Directly below the feature story
- 320 x 480 pixel image
- Full-screen on mobile

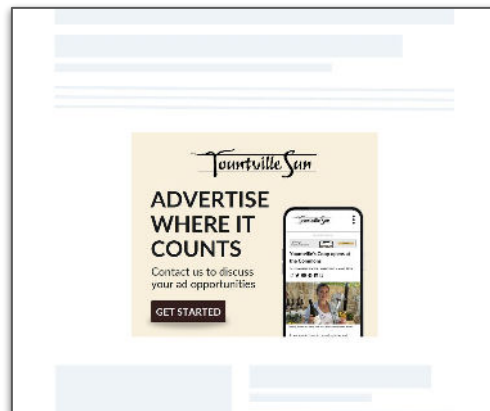


# NEWSLETTER ADS

## SUPPORTING PLACEMENT

*A mid-newsletter boost that blends visibility with context.*

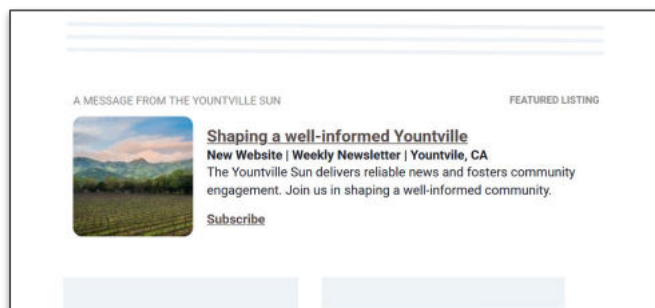
- Placed in the middle of newsletter content
- 300 x 250 pixel image



## FEATURED LISTING

*An integrated, native-style promotion ideal for events.*

- 600 x 200 pixel placement
- Includes a small image, linked title, event date/time/location, description, and linked CTA.



## WHY IT WORKS



Our newsletters consistently achieve open rates nearly 3x the industry average. With loyal, local readers and fewer distractions than social or search platforms, newsletter ads deliver high visibility, high trust, and high ROI.



# DISPLAY ADS

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## Put Your Brand Where Yountville Looks First

Our website ads appear where our readers are most engaged - on articles, category archives, and homepage features. With flat-rate monthly pricing, it's easy to plan and even easier to stand out.

PLACEMENT	BEST FOR	DEVICE	DISPLAY SIZES
Header & Archive	Maximum Brand Awareness	Mobile + Desktop	<ul style="list-style-type: none"><li>◦ 1,000 x 124</li><li>◦ 1,000 x 258</li><li>◦ 320 x 50</li></ul>
Inline <i>(within articles)</i>	High Engagement	Mobile + Desktop	<ul style="list-style-type: none"><li>◦ 300 x 250</li><li>◦ 1,000 x 124</li><li>◦ 1,000 x 258</li></ul>
Sidebar <i>(static, right rail)</i>	Consistent Offers	Desktop	<ul style="list-style-type: none"><li>◦ 300 x 250</li><li>◦ 300 x 600</li></ul>

**Want more than a banner?** Our native ad templates blend seamlessly with our content to drive higher clicks and credibility on all devices.

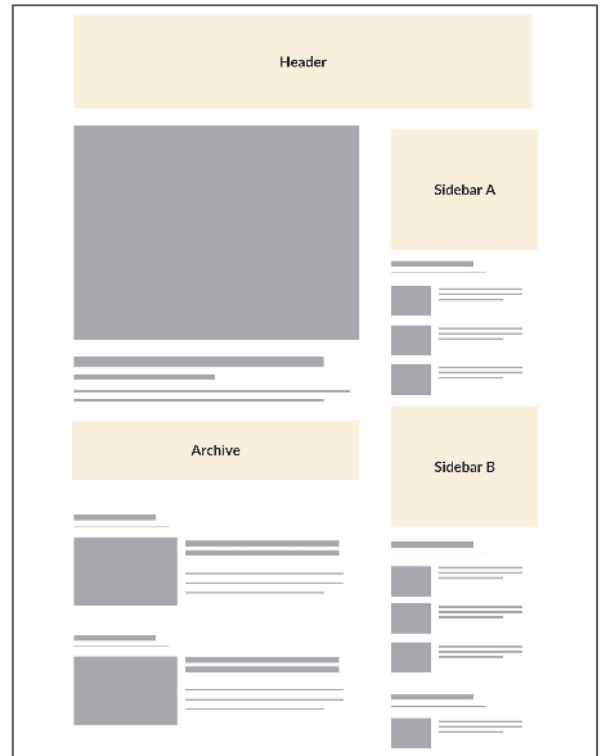


# DISPLAY AD LAYOUT

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Homepage  
(Desktop)



Category Archive Page  
(Desktop)



Article Page  
(Desktop)



# CONTENT SPONSORSHIPS

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Partner with us to tell your story or support the stories that matter most to our readers.

## SPONSORED CONTENT

Tell your brand's story in your own words, on a topic relevant to our audience. We'll collaborate with you to shape your article for maximum impact while ensuring transparency and trust through clear "Sponsored" labeling. *All content is subject to editorial review and approval.*

## CONTENT UNDERWRITING

Support meaningful journalism while staying behind the scenes. Your contribution helps fund independent reporting on important local topics—like small business, climate, arts, or health—and your brand is credited as a trusted community supporter. *Underwriting does not influence editorial coverage.*

## RECOGNITION

All sponsored content and underwritten coverage includes:

- **Your Logo** at the top of the article
- **Recognition** as "Sponsored by" or "Supported by"
- **Call to Action** with a direct link to your brand
- **Mobile-optimized** visibility across our site and newsletters



# Tountville Sun

## Ready to Reach the Heart of Napa Valley?

Let's build a custom campaign that connects your business with Napa Valley's most engaged, influential readers.

Whether you're looking to grow brand visibility, promote an event, or support local journalism; we'll help you stand out with authenticity and impact.

*Request our rate sheet or book your campaign today.*

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