

Napa County Times

MEDIA KIT



More Than News - We're a Community Platform for Your Brand

ABOUT *THE NAPA COUNTY TIMES*

Trusted Local News with a Bilingual Voice

The Napa County Times is an independent, nonprofit newsroom dedicated to telling the stories that shape Napa County - city council decisions, cultural milestones, economic trends, and the people driving change.

We publish original reporting in both English and Spanish to ensure vital information is accessible to everyone across our diverse communities. Our mission: to inform residents, connect neighbors, and strengthen civic life across the valley.

Why Advertisers Choose Us

We offer a trusted platform to reach an affluent, community-minded audience in one of California's most iconic regions. Our readers don't just scan headlines - they engage deeply with our coverage, click through, and take action.

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.

THE TIMES BY THE NUMBERS

Our readers span the valley and beyond, from Napa to San Francisco and Los Angeles. They are united by a commitment to staying informed, supporting local business, and engaging in civic life.

NEW

WEBSITE

3,052

Users per Month

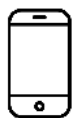
5,325

Views per Month

2m 43s

Avg. Session Duration

DEVICE



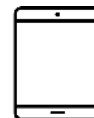
52.6%

Mobile



46.1%

Desktop



1.3%

Tablet

DEMOGRAPHICS



25 - 54

Core Age Range



\$108.9 K

Avg. Household Income



55.2%

Male %

44.8%

Female %



Reader Locations

- Napa
- San Jose
- San Francisco
- Los Angeles
- American Canyon

STICKINESS



31.87%

WAU/MAU*

A significant portion of our digital audience return weekly.

* WAU/MAU: The percentage of monthly users who access the site weekly

DISPLAY ADS

Position Your Brand Where It Counts.

Reach our most engaged readers with high-visibility ad placements across the Napa County Times website. Our clean, reader-first layout ensures your message stands out, while flat-rate monthly pricing makes campaign planning simple and stress-free.

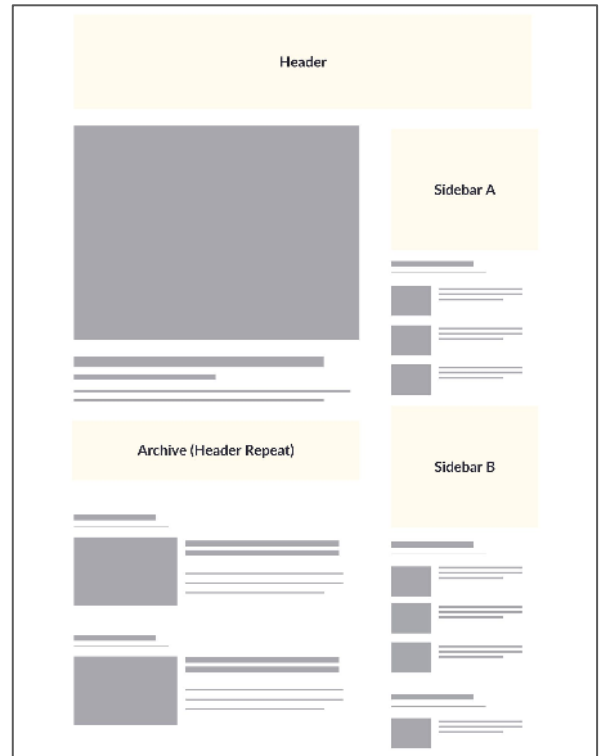
PLACEMENT	BEST FOR	DEVICE	DISPLAY SIZES
Header & Archive	Maximum Brand Awareness	Mobile + Desktop	<ul style="list-style-type: none">◦ 1,000 x 124◦ 1,000 x 258◦ 320 x 50
Inline <i>(within articles)</i>	High Engagement	Mobile + Desktop	<ul style="list-style-type: none">◦ 300 x 250◦ 1,000 x 124◦ 1,000 x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

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



Homepage
(Desktop)



Category Archive Page
(Desktop)



Article Page
(Desktop)

CONTENT PARTNERSHIPS

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

Napa County Times

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.

CHRISTY FITZPATRICK-WEBB

Advertising Sales

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