



WISCONSINWATCH.ORG

Invest in Investigative Journalism

REACHING ENGAGED AUDIENCES IN WISCONSIN

Sponsorship Solutions for Maximum Impact with Wisconsin Watch



For more information:

Lauren Furhmann

Chief Revenue Officer

lfurhmann@wisconsinwatch.org

ABOUT US

Wisconsin Watch is a nonpartisan, nonprofit investigative news outlet dedicated to reporting fearlessly on issues of importance to the state of Wisconsin. Their mission is to increase the quality and quantity of investigative journalism, while training current and future investigative journalists. They are a project of the Wisconsin Center for Investigative Journalism and collaborate with media outlets across Wisconsin and the nation.



JUSTICE SYSTEM

Investigative reporting on the criminal justice system, law enforcement, and legal matters.



ENVIRONMENT

Investigative reporting on environmental issues, regulations, and polluters.



GOVERNMENT & POLITICS

Investigative reporting on government actions, policies, and political figures.



HEALTH

Investigative reporting on healthcare access, costs, and policy issues.



EDUCATION

Investigative reporting on the education system, including funding, policy, and student outcomes.



ECONOMY & BUSINESS

Investigative reporting on economic issues, business practices, and corporate influence.

Wisconsin Watch
is a member of:



2021

National Headliner
Award for Public
Service Journalism

2020

Society of Professional
Journalists - Sigma Delta
Chi Award for Investigative
Reporting

2019

IRE Award for Short
Investigative Feature

OUR AUDIENCE

Wisconsin Watch, a leading investigative journalism nonprofit, prioritizes audience engagement beyond simply informing readers. Building on the Wisconsin Center for Investigative Journalism's dedication to user experience, Wisconsin Watch offers a seamless multi-platform approach. They reach their audience across a variety of platforms, making vital news accessible through their website, newsletters, social media (including text alerts), podcasts, and even video content. This commitment to diverse platforms integrates investigative news into the daily lives of Wisconsin residents.

49.9 M

TOTAL ESTIMATED
AUDIENCE

85K+

Average Monthly
Unique Visitors

143K+

Monthly pageviews

27K+

Total Subscribers

HEAT MAP OF COVERAGE

65

MAJOR INVESTIGATIVE
REPORTS

1500+

PICKUPS, MENTIONS, COLUMNS,
EDITORIALS AND FOLLOW-UP AND
LOCALIZED REPORTS

280+

NEWS ORGANIZATIONS PUBLISHED,
BROADCAST OR CITED OUR WORK

ADVERTISING & SPONSORSHIP OPPORTUNITIES

Wisconsin Watch cultivates a loyal audience for investigative journalism through a multi-platform approach. Our website serves as the central hub, offering in-depth articles, multimedia content, and archives. Curated content is delivered directly to subscribers' inboxes via email newsletters like "The Wednesday Report," "Wisconsin Weekly," and "Forward." Social media engagement thrives on Twitter, Facebook, and Instagram, allowing them to share content and spark conversation. Expanding accessibility, Wisconsin Watch offers investigative journalism in podcast format. Finally, collaborations with local and national media outlets amplify their reach by sharing stories.

Website Takeover



Website Sidebar

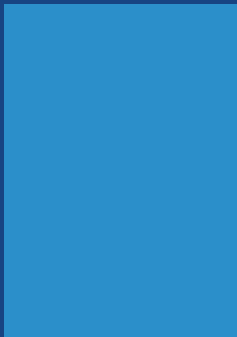
- Sized 300 x 250 pixels
- Placed in sidebar



Website Banner

- Sized 728 x 90 pixels
- Placed inline

Mobile Takeover



Mobile Banner

Displays in the mobile app on its own slide between stories

Premium Positions



Leaderboard PLUS

- Sized 728x90
- Placed In Article



Skyscraper PLUS

- Sized 300x600 pixels
- Placed in sidebar above the fold
- Added as necessary, one (1) available

Newsletters



Newsletter Ads

Displays on any designated section of newsletter

Wisconsin Watch

Position	Weekly	Monthly
300x250 Homepage	\$700	\$2,380
728x90 Homepage	\$700	\$2,380
300x600 Skyscraper	\$1,050	\$3,570
1100x800 Mobile Banner	\$1,400	\$4,760

Newsletter

Position	Monthly
320x250 Newsletter	\$1,125
300x250 Newsletter	\$1,350