

NOLA Messenger

2021 MEDIA KIT



Daily local news online for
Uptown, Mid-City &
Gentilly New Orleans

rates valid thru 12/31/2021

About NOLA Messenger

Hyperlocal New Orleans News

A good community news source will engage people where they are and inform them about the issues and topics that hit close to home. NOLA Messenger goes against the popular sensational media practices of today to do just that.

We offer a free public news service for locals and natives of the Uptown, Mid-City, and Gentilly neighborhoods. This kit will explain why reaching our readers are a great investment for your brand, business or organization this year.



The current state of our local economy demands brand awareness and preference based on people's values and meeting them where they are. Unlike other local media options, NOLA Messenger is hyper-focused on just three neighborhoods: Uptown, Mid-City, and Gentilly. We report on the land use issues, business news, crimes, and cultural events that others overlook.

All three audiences are made of educated, affluent locals who prefer quality products/services and care about the small businesses in their neighborhoods.

For our readers, we are a trusted source offering quality, relevant news. For businesses, we offer our locally-engaged audience full of current and potential supporters.



Our Reach & Impact

Hyperlocal New Orleans News

Our daily, up-to-the-minute news reaches unique viewers and inboxes every day. Our journalists are professionals, locals who care about the improvement, preservation, and honest depiction of our great city. We cover the topics locals want and need to know about, such as:

- New restaurant openings and land use
- City planning and local politics
- Neighborhood organization meetings
- Daily crime reports and updates
- Mardi Gras & carnival news and krewes
- Art, music, and cultural news


By posting on our websites and sending email newsletters daily, NOLA Messenger tells the stories of local people and communities as they unfold.

Site Stats*


PV 111,700
Monthly Pageviews


UV 44,200
Unique Monthly Readers

ES 6350
Daily Email Subscribers

 56% read in New Orleans

 41% are 30–49 years old

 34% make \$100K+ yearly

 67% have college degrees
(24% grad degrees)



84,400 Pageviews
31,000 Unique Readers
43% Email Open Rate



23,300 Pageviews
11,100 Unique Readers
42% Email Open Rate



4,000 Pageviews
2,200 Unique Readers
48% Email Open Rate

*Pre-COVID-19 stats via Google Analytics

Advertising Options

Graphic Ads

Clickable ads that run on our sites and email newsletters

Header Banners

728x90x ads at the very top of our Uptown site

Standard Display Ads

Monthly 300x250px ads on all three website sidebars

Full Page Display Ads

2.5x the size of Standard Ads (300x600px) for more sidebar real estate

Email Ads

Graphics embedded into our newsletters, flexible size

Header Banner - 728x90px

**Standard Display
300x250px**

**Email Ad
300x250px
(flexible)**

**Full Page Display
300x600px**

Content Options

Advertiser Bulletins

Sponsored articles posted within our news feed that live on our site(s) forever. This is the perfect way to speak directly to our audience, especially for introducing your business, product, or special offer.

Business Profiles

SEO-optimized feature stories curated to capture your full voice and purpose. We create original content you can use anywhere via interviews and a photo shoot.