

THE NORTHERNER

the independent student news organization of northern kentucky university

Media Kit
2025-26

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Media Kit
2025-2026

Who Are We?

- **The Northerner** is an independent student-run media outlet innovatively providing relevant and credible content to facilitate informed discussion within the Northern Kentucky University community. While upholding the ethical standards of traditional journalism, we are constantly evolving into the digital age.
- **The Northerner** is also a print magazine published monthly and an online newsletter published weekly. thenortherner.com is a student-produced news website that publishes new content daily. The Northerner, thenortherner.com and its staff are members in good standing of the Kentucky Press Association and the College Media Association.

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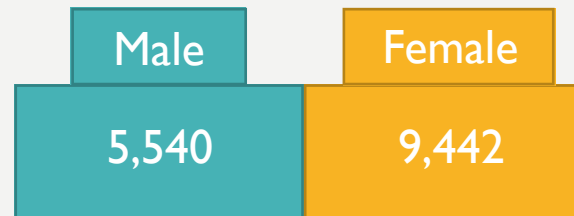
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University Statistics (2022)

STUDENT ENROLLMENT



GENDER



ATTENDANCE



FACULTY AND STAFF



DIVISION I TEAMS



STUDENT-FACULTY RATIO

19:1

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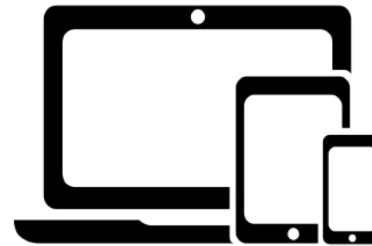
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Northerner Online Statistics

We publish nearly daily to our online website thenortherner.com and it is directly linked through our social media.

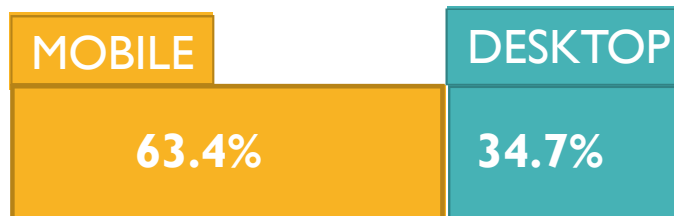
| | | | |
|---------------|-----------|--------------|--------|
| All Site Data | Last Year | Last 30 Days | Last 7 |
|---------------|-----------|--------------|--------|

Page Views: 261,913 Stories Read: 159,766



USERS

The Northerner's
website was visited
262 THOUSAND
times in 2024-2025.



VIEWS PER MONTH:

86,873

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| Story Title | Views |
|---|-------|
| What is Amendment 1? And what could it mean for Ke... | 7266 |
| Breaking down Amendment 2, one of the hottest issu... | 3926 |
| Before Vegas, there was Newport: The glamor, dange... | 3646 |
| VIDEO: Sports break: Horizon League tourney, new h... | 3378 |
| NKU in hot water over April Fools' Day post | 2986 |

**Top online stories
for 2024-2025
were clicked on
over 3,000
times.**

**We published over
350 stories
for the 2023-24
year.**

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Northerner Newsletter Statistics

Our newsletter goes out once a week and highlights our top stories of the week.

**We currently have
17,040 recipients
of our newsletter, and
this grows each year
with new freshman
emails.**

**We averaged a 16-18%
open and click rate for
2024-25, meaning around
2,900 recipients opened
and read through the
newsletter each week.**

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Northerner Newsletter Statistics

Our newsletter goes out once a week and highlights our top stories of the week.

Email performance

April 11, 2025 - August 16, 2025



Open rate

18.8%

3189 opened



Click rate

0.73%

124 clicked



Bounce rate

0.05%

9 bounced



Unsubscribe rate

0.02%

3 unsubscribed

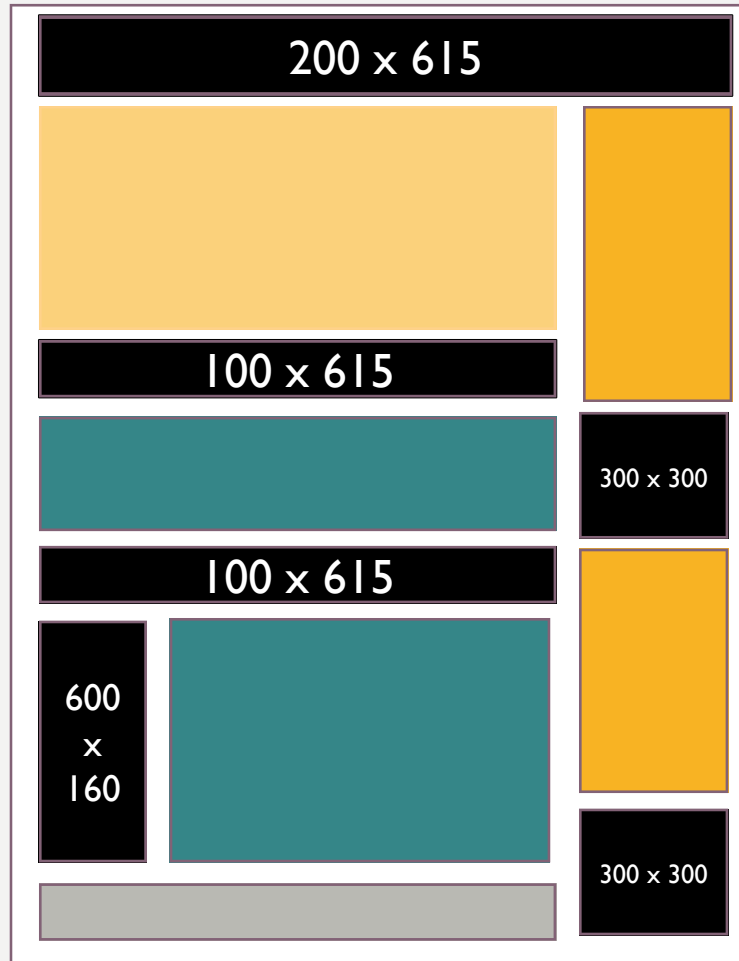
Our highest open rate for 2025 was on Thursday, April. 11 with an open rate of 18.8%.

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Online Advertising and Newsletter



Online Sizes and Prices:

BOX (300 pi x 300 pi): \$300 per month

SIDE RAIL (600 pi x 160 pi): \$300 per month

TOP CENTER (100 pi x 615 pi): \$325 per month

BANNER (200 pi x 615 pi): \$350 per month

*All online ads must be submitted in JPG, PNG or Flash format. Ads must be formatted to correct size and be 72dpi.

Newsletter Sizes and Prices:

TOP BANNER (200 pi x 615 pi):

\$110 per newsletter (\$100 for campus)

MEDIUM RECTANGLE (250 pi x 300 pi):

\$90 per newsletter (\$80 for campus)

BOTTOM BANNER (200 pi x 615 pi):

\$80 per newsletter (\$70 for campus)

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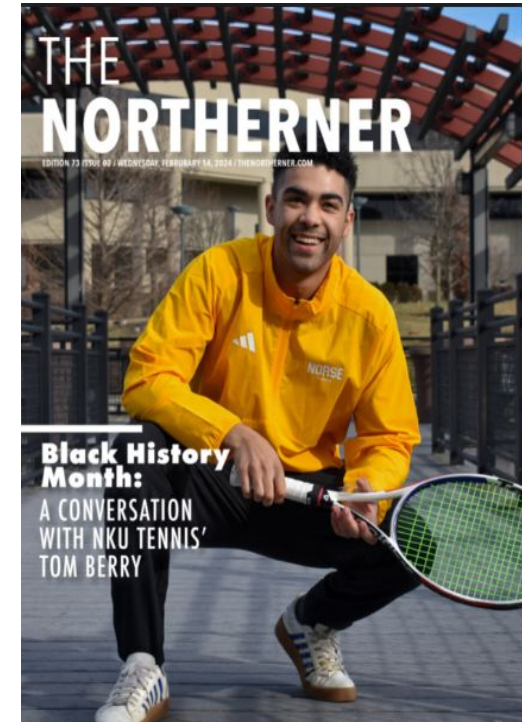
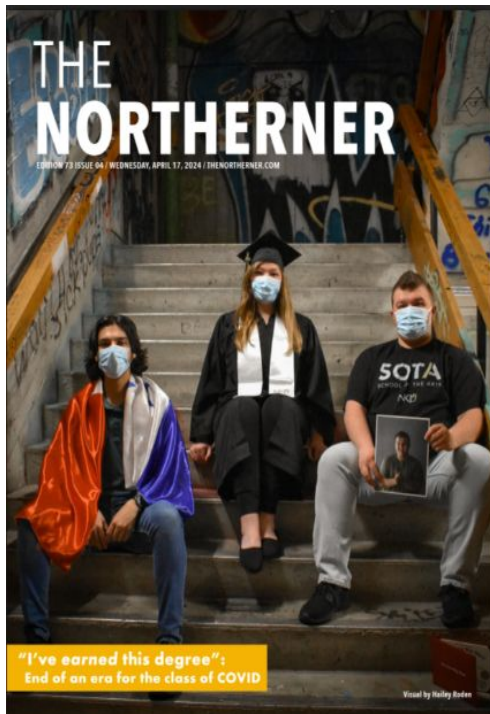
Northerner Print Magazine

Our print magazine is published once a month and distributed throughout the community.

Magazines are printed on *high definition, glossy* pages.

We currently publish a 16-page magazine with a circulation of 750 copies.

These are distributed into every building on campus.



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Print Advertising

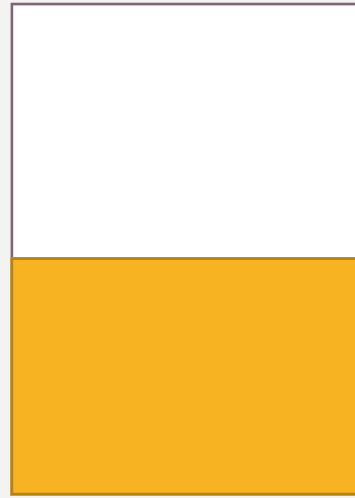


Full Page

(11 in x 8.5 in)

Campus: \$560

Standard: \$640

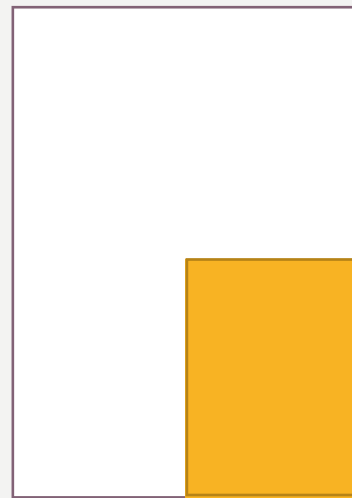


1/2 Page

(5.5 in x 8.5 in)

Campus: \$300

Standard: \$350



1/4 Page

(5.5 in x 4.25 in)

Campus: \$165

Standard: \$190

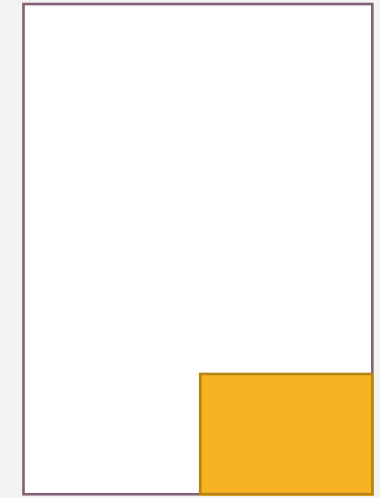


Front Page

(2.75 in x 8.5 in)

Campus: \$175

Standard: \$200



1/8 Page

(2.75 in x 4.25 in)

Campus: \$105

Standard: \$120

INSERTS

Campus: \$100 per 1,000

Open: \$125 per 1,000

Additional charges may be applied for delivery to printer

A digital form of your ad is due by 5 p.m. the Thursday before publication.

Acceptable file types for advertising includes:

PDF (.pdf)
TIFF (.tiff)
JPEG (.jpg)
Photoshop (.psd)
Illustrator (.ai)
InDesign (.indd)

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General Information

GENERAL POLICIES

- Advertising copy is subject to the approval of The Northerner staff. Student editors may refuse any advertisement.
- All ads require a signed insertion agreement. Verbal agreements, promises or waivers of any nature not contained on the signed insertion agreement shall not be binding.
- The Northerner shall not be responsible for incorrect copy submitted or approved after the deadline.
- Position/page request will be honored when possible, but not guaranteed.
- Advertisements having the appearance of news articles must have the words "Paid Advertisement" printed above them.
- You can submit your own ad creatives, or our team of award-winning graphic designers can develop one for your business, for a \$50 charge.

PAYMENT POLICIES

- Invoices will be sent out the day after the ad appears online or in our print edition.
- Campus ads will be due within two weeks of publication and open ads will be due within 30 days of publication.

You can reach one of our Account Executives at:

Phone: 770-655-6246

Email: crawfordh5@nku.edu Editor-in-Chief Henry Crawford

Email: hammockl2@nku.edu Faculty Advisor Annie Hammock