

FREDERICKSBURG
**FREE
PRESS**

*The Region's Fastest Growing Source of
Local, Factual, and Independent News*

sponsorship opportunities

FALL 2025

FREDERICKSBURGFREEPRESS.COM

THE TRUTH IS FREE. AND LOCAL.

The Facts

- Newsroom launched on February 19, 2024
- 127k+ unique monthly website users*
- 281k+ monthly website page views*
- 11,000 daily newsletter subscribers*
- Approx. 40% open rate (industry avg: 27%)*
- 26,000+ social media followers*



Fredericksburg Region Market



OUR AUDIENCE

The Fredericksburg Region ...

includes the City of Fredericksburg, and Stafford, Spotsylvania, Caroline and King George Counties •

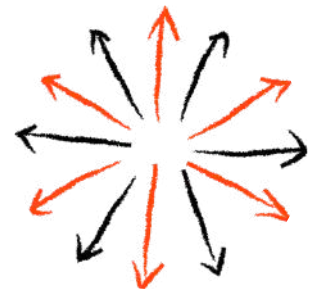
is the fourth largest region in Virginia by population •

is the fastest growing region in Virginia and currently has 380,000 residents •

Fredericksburg is Virginia's fastest growing market with access to 60% of the nation's population and global markets, boasting a highly educated labor force, lower cost of business and enviable quality of life.**

OUR IMPACT

- Our stories have been republished several hundred times in publications both near and far, including The Sun (UK), national and local lawmaker publications, industry publications, and Virginia publishers—and among many local residents and groups all over social media.
- We cover the stories of local nonprofits which they amplify in their outreach in the community to bring awareness to their cause.
- Our podcast "The Tribe" is a finalist in a national competition.
- We are grateful to receive many emails like this one: "Thank you. Thank you. Thank you for the publishers and the whole team. Just outstanding."



* As of September 1, 2025. All community reach indicators increase significantly every month.

** Source: MARKETBEAT, Retail Q2 2025 Report, Cushman & Wakefield/Thalhimer (including graphic)



Website & Newsletters

- **daily Free Press newsletter**
- **weekly Biz Beat Roundup newsletter**
- **weekly Biz Beat Clips video series**
- **weekly Biz Beat Banter podcast**
- **weekly Free Time with the Free Press newsletter**
- **monthly Coffee Shop podcasts**
- **Sponsored Content**

Sponsors benefit from the positive image associated with supporting a nonprofit nonpartisan news website that is dedicated to providing accurate and high-quality journalism.

Sponsors must commit to a minimum of 3 months (for the daily newsletter only), with discounted pricing available for 6-month and 1-year sponsorships.

Sponsorship Opportunities

Visibility

Daily Newsletter

The Fredericksburg Free Press daily newsletter is sent out every morning to 11,000 subscribers with the most up-to-date local news of the day.

prominent placement in newsletter
visible to all subscribers in each morning's newsletter



Judge orders Spotsylvania School Board, former superintendent to negotiate settlement

In another Spotsylvania County Public Schools legal matter, a judge ordered school board member Nicole Cole's attorney to pay attorney fees for two fellow board members that she is suing.

Today's news sponsored by:



Cast of thieves: Hawks' larceny on the bases ends Spotsylvania's season

Hanover ends the Spotsylvania High School baseball team's best season since a run to the 2018 Class 3 state title.



City, VDOT pave way for Dixon Park Connector Trail

Construction for the multi-use path, which is fully funded through VDOT's SMART SCALE, could begin as early as 2028.

prominent placement on website
visible to all website visitors



THE TRUTH IS FREE. AND LOCAL.

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On the Agenda, Aug. 25-29

by FFP staff | Aug 25, 2025

Your weekly look at upcoming public meetings in the region.

Today's news sponsored by:



Fredericksburg Biz Beat

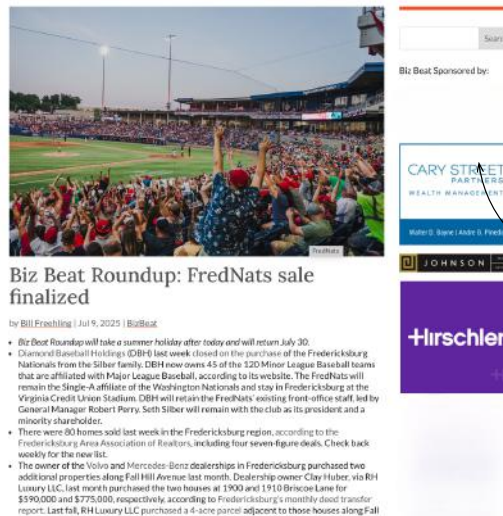


Sponsorship Opportunities

Biz Beat Sponsorships

Biz Beat Weekly Newsletter

Every Wednesday afternoon, Bill Freehling delivers the essential scoop on the dynamic developments within our local business scene in a special newsletter and on the website.



newsletter placement

Biz Beat Clips

Biz Beat Clips is a very popular weekly video series by Bill Freehling, available on our website and YouTube, that explores interesting small businesses in our region. Sponsors are thanked at the beginning and end of each video.



video placement

Biz Beat Banter

Biz Beat Banter is a weekly podcast hosted by Bill Freehling that features in-depth conversations with local business and community leaders, discussing their backgrounds, philosophies and their personal and professional journeys. New episodes are released weekly on Tuesdays and are available on streaming platforms like Spotify, Apple Podcasts, iHeartRadio, and Amazon Music, as well as the Biz Beat blog. Sponsors are thanked at the beginning and end of each podcast.



podcast visual placement

Biz Beat Banter: Antoine Carey

by Bill Freehling | Aug 12, 2025 | BizBeat, BizBeat Banter

This week, we sit down with [Antoine Carey](#), a local entrepreneur and public speaker who was once incarcerated.



Sponsorship Opportunities

Community Features Sponsorships

Free Time with the Free Press



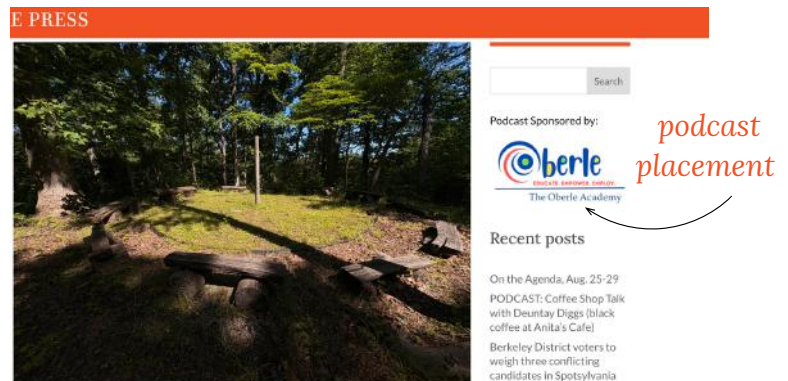
prominent placement in the Free Time newsletter



"Free Time with the Free Press" is our new—and already acclaimed—weekly entertainment newsletter, edited by Kathy Knotts, that shines a spotlight on the dynamic arts, music, and local entertainment scene in our community. Coupled with our calendar of events available on our website, every Thursday afternoon, Free Time with the Free Press delivers precisely what our readers crave in a special newsletter and on our website—the definitive answer to "What's happening around town this weekend?"

Podcasts

"Coffee Shop Talks" is a monthly podcast hosted by Joey LoMonaco, featuring informal conversations with local leaders in cozy coffee shops. The relaxed setting encourages candid discussions on issues relevant to the Fredericksburg community, such as local government and social topics. Listen on our website, Spotify, Apple Podcasts, iHeartRadio, and Amazon Music, where sponsors are also acknowledged.



Sponsored Content



The MWHC midwives: (back row) Lauren, Julie W., Megan, Erin; (front) Melissa, Olivia, and Julie F. (Photo courtesy MWHC)

SPONSORED CONTENT: MWHC midwifery program offers holistic care for every stage of life

by Mary Washington Healthcare | Aug. 4, 2025 | Health care, Sponsored Content

Editor's note: This article was provided by Mary Washington Healthcare, a corporate sponsor of the Fredericksburg Free Press. As part of its continued partnership with MWHC, the Free Press will publish monthly public health awareness content on topics such as wellness, preventative care and the latest advancements in healthcare.

Mary Washington Healthcare launched its Midwifery Program in July 2024, marking a significant milestone in women's healthcare in the region. As the first program of its size locally, it offers a comprehensive, holistic approach to care from menstruation through menopause—and especially during pregnancy, birth, and postpartum recovery. Voted the best birth support program in the 2025 FredParents' Family Favorites contest, the program is already making a meaningful impact on families across the region.

Pricing

Daily Newsletter

One day every week

Duration	Rate
3 months	\$4,000
6 months	\$7,000
1 year	\$11,000

Biz Beat

Biz Beat Roundup

Weekly Newsletter
up to six sponsors

Duration	Rate
6 months	\$5,000
1 year	\$8,500

Biz Beat Clips

Weekly Video Series
up to two sponsors - alternating weeks

Duration	Rate
6 months	\$6,500
1 year	\$12,000

Biz Beat Banter

Weekly Podcast
up to two sponsors - alternating weeks

Duration	Rate
6 months	\$6,500
1 year	\$12,000

Community Features

Free Time with the Free Press

Weekly Newsletter

Duration	Rate
6 months	\$4,500
1 year	\$7,500

Coffee Shop Talks

Monthly Podcast

Duration	Rate
6 months	\$2,500
1 year	\$4,000

Sponsored Content

new content monthly
policy focused - subj. to review

Duration	Rate
6 months	\$5,000
Bi-monthly (for 1 year)	\$5,000
1 year	\$9,000



Seth Silber, Co-Chair
Fredericksburg Free Press
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Provide clickable URL

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with our mission.

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