

Leveraging Our Differences

FULCRUM



MEDIA KIT

Mission Statement

The Fulcrum is a nonpartisan, nonprofit news organization committed to strengthening American democracy by expanding public understanding of governance, civic engagement, election systems, and institutional reform.

We deliver fact-driven reporting, expert analysis, and solutions-focused journalism that helps readers navigate the forces shaping our democratic landscape.

Our mission is to inform, elevate, and connect people who care about improving how our democracy works.

Audience & Reach

Estimated Monthly Impressions

- **Website Pageviews:** 236,000–354,000
- **Newsletter Impressions:** 23,051
- **Social Media Reach:** 911,490

Digital Advertising Opportunities

Banner Ad Rate Table

Placement	Description	Monthly Rate
Leadership	Below top stories, before first story	\$850
Primary	Top of page, above Governance & Legislation	\$650
Secondary	Mid-page, above Civic Engagement & Education	\$450
Lower	Bottom of page, above Bridging & Common Ground	\$250

Weekly, multi-month, and bundled pricing is available upon request.

Contact Page

For more information about The Fulcrum — including advertising, sponsorship, or partnership opportunities — contact Hugo Balta, Executive Editor, at Hugo@thefulcrum.us