Every day, tens of thousands of people read ARLnow, Reston Now and PoPville to catch up on local news, events and other community happenings.

We are in a unique position to help regional brands and local businesses alike reach those who live and work locally. Our publications have served dozens of the D.C. area’s most prominent businesses since our founding in 2010 and we look forward to serving yours as well.

What our advertisers are saying…

“Hyperlocal is hyper rare.

ARLnow and PoPville are such unique forms of media, it’s hard to find a competitor for that. Where else can you get so many views and so much validation in your hyperlocal community?”

-Justin Levitch, president of Real Living at Home.
AKG Design Studio’s Reston Now Sponsored Column

Thanks to a column Anna Gibson with AKG Design sponsors for RestonNow.com, her crews are busy at work on two bathrooms.

Those coming “after we finished a beautiful kitchen [in Reston], and both customers found me on Reston Now.”

Thanks to her RestonNow.com column she receives feedback “from the community, from customers who found me through there…I get very good feedback.”

And not just feedback, but viable leads.

“Since customers read about other projects and interesting information about kitchen and bathroom design, they get to know my expertise before I even talk to them and its usually a done deal when they call,” she said.
Berry & Berry’s Legal Insider Column on ARLnow, Reston Now & PoPville

Berry & Berry recently went from having a column on Reston Now, to expanding their column to all three sites.

“I often ask clients how they found us and many mention they saw our posts on Reston Now and thought we could help,” said John Berry. “And we were able to.

Having an authoritative voice on Reston Now and LNN’s other sites is a powerful signal to potential clients.

“It very well provides credibility, but it’s more of having the consistency [on the site]. Readers may go back and look [at the site]” when they have an issue.
Rosslyn BID’s Display Ad on ARLnow

Maureen Goldman realizes the value in paid advertising, and to that end, she enjoys “the luxury of a standing sidebar [display ad] that we use all year round” in ARLnow.com.

Readers do pay attention

“Last fall we did our Harvest Fest for the first time and knew that we had to be catching people’s attention to get them to come to this new event,” she said.

“We did a monthly side bar ad with ARLnow and had several people at the event share that they heard about it through the site. It was great to see that they made it out to our event after seeing our ad on ARLnow.”

The sidebar ads are very visual so whether or not someone is clicking on them, they’re seeing our logo, seeing our color pallet, seeing our name. For us, [the advertising] is a big awareness campaign.”

“What ARLnow does, which is great for us, is we can give them two ads and they rotate them,” she said. “Like in June we have the [outdoor] movies and the farmers’ market. We can rotate those.”

“I use that sidebar to swap in and out advertisements about whatever maybe going on in the BID,” she said.

“We can push dining content or a specific event such as a jazz festival in the fall, or use it for a business engagement program.”
Wild Birds Unlimited column on ARLnow

Michael Zuiker has been advertising his 26-year-old Wild Birds Unlimited in Arlington’s Lee-Harrison Center in ARLnow.com for a year. And how does he feel about ARLnow now?

“I wasted gazillions of [marketing and advertising] dollars in my first 25 years here when nothing happened, and this has been a very good, a very positive thing for us,” he said.

In addition to the business profile and the press releases he receives as an ARLnow.com member, Zuicker also writes a sponsored column each week called “Flying Colors,” in which he dispenses the kind of bird watching- and -feeding expertise his customers receive in the store.

“I’m having a lot of fun with that and having good response from our customers who come in and say thanks for this, thanks for that,” he says. “It’s fun, and I like writing so it’s been fun for me.”

As with other businesses, Wild Birds Unlimited would like to find new business to add to the cadre of loyal customers, but it’s not easy finding what are essentially future hobbyists.

“The challenge is always to find new customers to discover us and learn about the hobby of backyard bird feeding and then get turned on by our great service and prices and just enjoy looking at the birds outside,” he says.

But the regular columns lead “at least five times a week people come into tell us they enjoy the articles,” he said. “It might be more.”