

We are focused on the nexus of Florida business, policy and politics, bringing together government and elected officials, business leaders and influencers

## Executive Summary

- The Capitolist is a digital media platform providing original reporting and aggregated news summaries
- We seek to tell more complete stories about the businesses, industries and policy initiatives that drive Florida's economy
- We seek support for our mission through sponsorships, advertising and sponsored content

## Our Editorial Strategy

- Focus on the nexus of Florida business, policy and politics
- Establish a pro-business voice that supports smart, sustainable growth in Florida
- Be known for reaching an influential audience with content they find engaging
- Be a place where businesses seek to tell their story to policymakers and influencers

## Our Industry Focus

- We are in the process of expanding our existing coverage of Florida's energy and healthcare industries
- We are actively expanding into other industries that are essential to Florida's growth, including agriculture, telecommunications, tourism, financial services, insurance and gaming, among others

## Our Team

- **Brian Burgess** - Publisher & Editor-in-Chief with 15 years of media and journalism experience.
- **Jordan Kirkland** - State Politics Reporter and a veteran of political campaigns in Florida and Georgia with several years of experience covering Florida's capital.
- **Karen Murphy** - Capitol Reporter with 18 years of journalism experience including an award winning stint at the Thomasville Times-Enterprise

## History

- *The Capitolist's* digital media platform includes a website, a large and growing Facebook audience, and *The ReCap* daily email with over 9,500 subscribers, including over 1,000 elected officials and opinion leaders who read it daily.
- It is led by Brian Burgess, former communications director to Governor Rick Scott
- It has been in operation since 2016 with very strong annual growth

## Capitolist readers are engaged on major issues facing the state

Historically, a broad range of issues have attracted readers including:

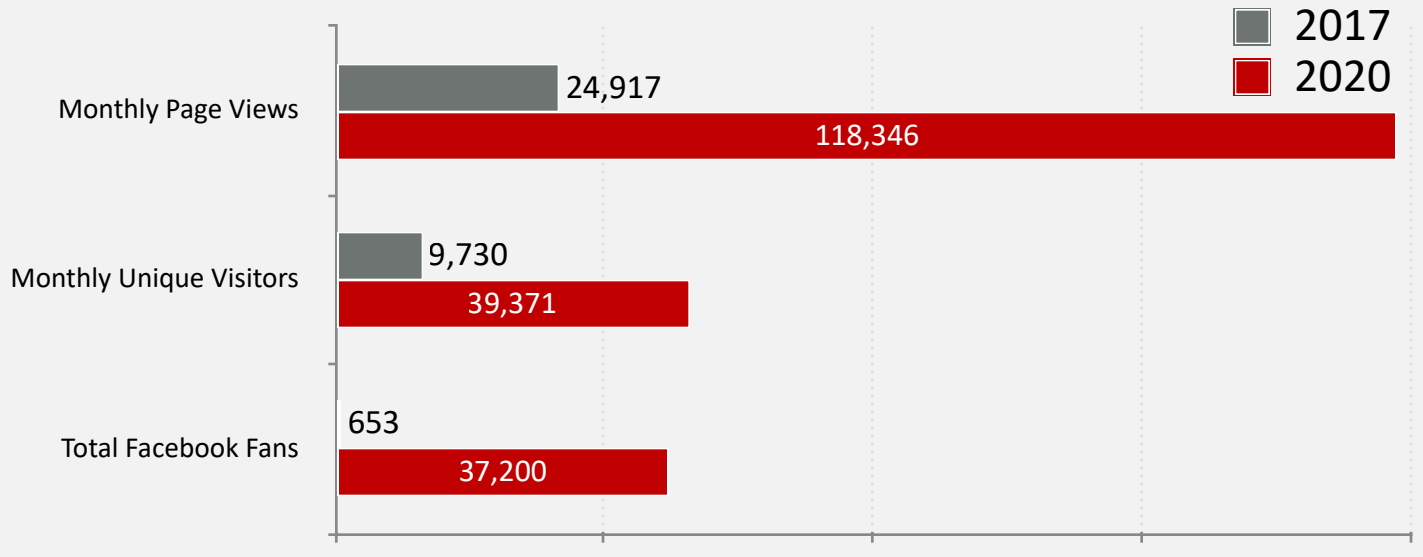
- Insider analysis
- Environment
- Energy
- Healthcare
- Media & Journalism
- Education
- Human Interest
- Medical Marijuana
- Telecom
- Tourism and Travel

## Send us news

- [news@thecapitolist.com](mailto:news@thecapitolist.com)

## Readership of The Capitolist has increased exponentially during our history

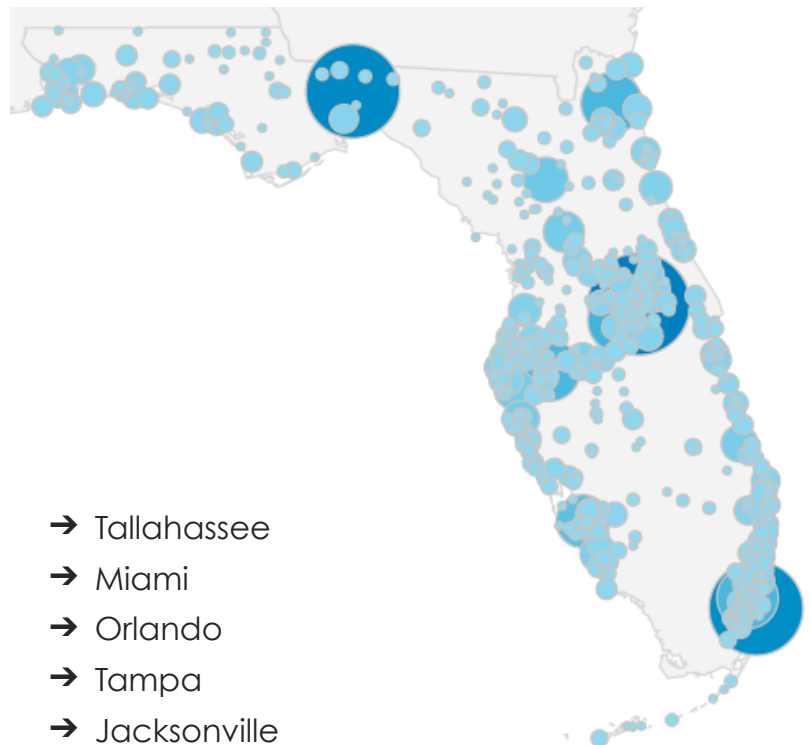
Normalized monthly traffic data excludes spikes from viral stories



## Readership of The Capitolist as measured by Facebook followers is highly competitive

Page	Total Page Likes
1  Miami Herald	342.6K
2  Tampa Bay Times	327.5K
YOU 3  The Capitolist	37.4K
4  Florida Daily	35K
5  FloridaPolitics	22.7K
6  Florida Phoenix News	11.4K
7  The Floridian	8.9K
8  Florida Trend	8.4K
9  POLITICO Florida	5K
10  FloridaBulldog.org	3.8K

## The Capitolist has a statewide audience with large concentrations of readers in all major media markets. (Source: Google Analytics)



### Contact:

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