

Every day, The Capitolist delivers Florida business, policy and political news to over **55,000** email subscribers, **40,000** Facebook fans, and **thousands** of Florida's most influential leaders.

Executive Summary

- The Capitolist is a digital media platform providing original reporting and aggregated news summaries
- We have access to the state's top political insiders, newsmakers and decision-makers and leverage their insights to create compelling news content and thoughtful analysis.
- The Capitolist tells more complete stories about the business, industry and policy initiatives that drive Florida's economy, while too often, the legacy media leaves those stories untold.
- We seek support for our mission through sponsorships, advertising and sponsored content

Our Audience Includes:

- Florida's highest ranking federal and state election officials and staff in Tallahassee and Washington D.C.
- State agency leaders and senior decision makers
- Members of the Florida Legislature and their staff
- Top Florida opinion leaders and influencers
- Senior business leaders across the state
- Advocacy groups in virtually every industry
- Local leaders from Pensacola to Key West

Our Industry Focus

- The Capitolist reports extensively on key Florida industries and institutions, including energy, health care, education, agriculture, telecommunications, tourism, financial services, insurance, and gaming, among others.

History

- Launched in 2016 as a Florida-focused political news website
- Led by Brian Burgess, former communications director to Governor Rick Scott
- More than 2 million unique visitors have viewed over 6.4 million pages of The Capitolist's content since launch. The site set new readership records for both site visitors and page views in 2022.

Capitolist readers are engaged on major issues facing the state

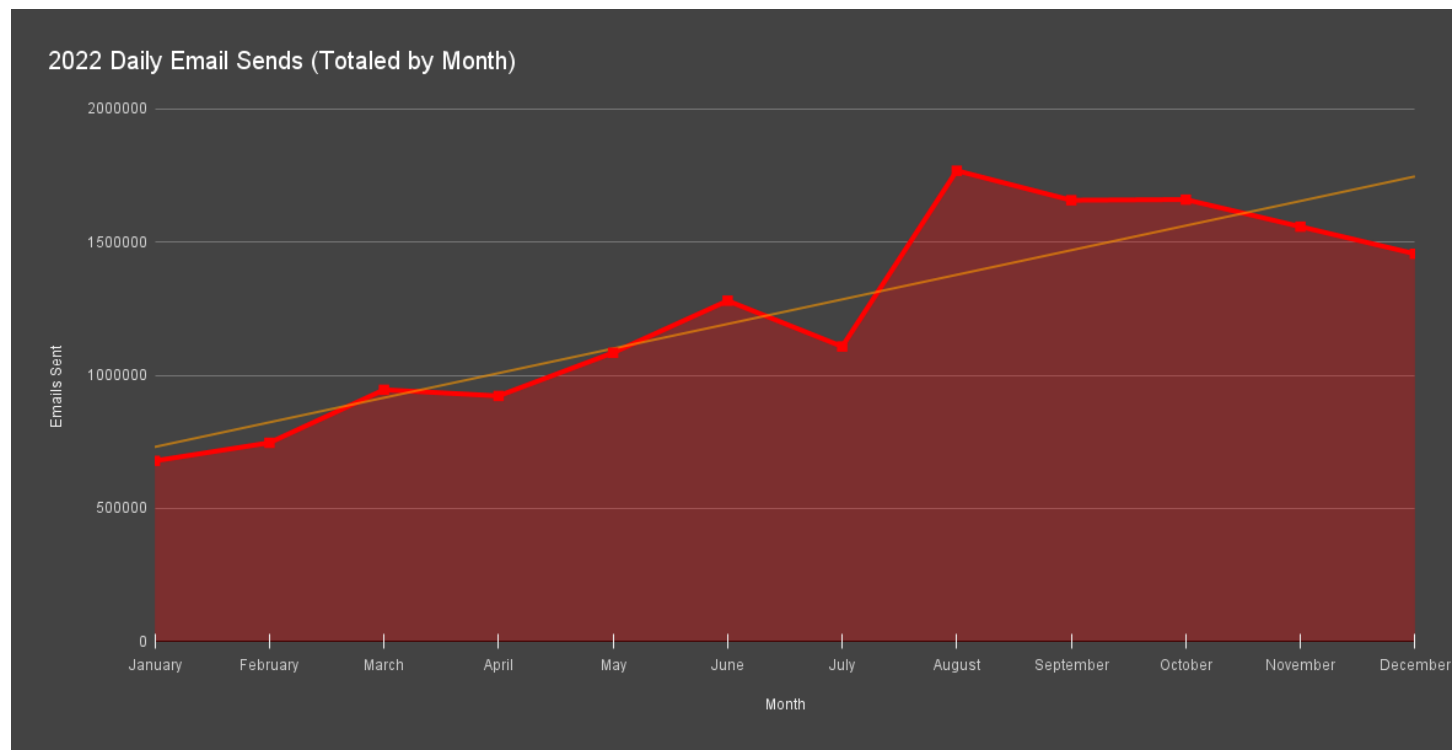
Historically, a broad range of issues have attracted readers including:

- Politics and policy analysis
- Education and schools
- Healthcare
- Economic news and analysis
- Legislative updates
- Insurance news
- Real estate
- Courts, law firms and legal rulings
- Energy industry

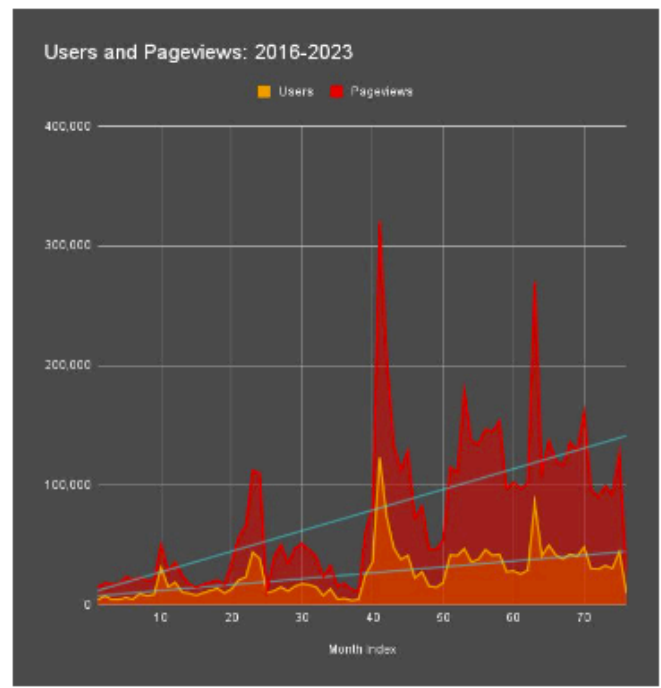
Send us your news!

- news@thecapitolist.com
- (850) 273-2770

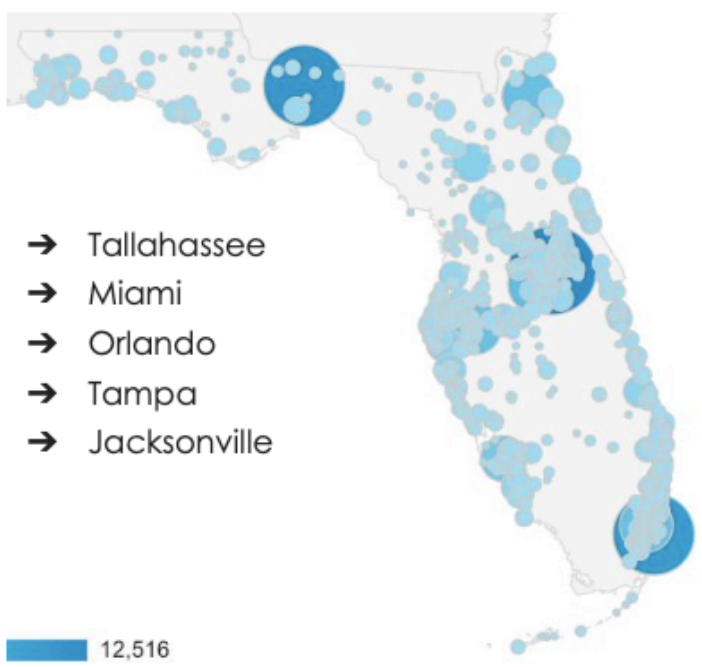
Every weekday, we send over 110,000 emails to our highly-engaged subscribers



In 2022, we set new readership records for users and page views



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



Contact:
Brian Burgess • Editor-in-Chief & Publisher
850-273-2770 • brianjburgess@gmail.com

