

# POLITICO

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AT BDZV-ZEITUNGSKONGRESS 2014

**John F. Harris**

**Co-Founder and Editor-in-Chief**

CO-FOUNDER AND EDITOR-IN-CHIEF

# OUR READERSHIP

**Mass Audience**

**Elite Audiences**

**Broader Washington conversation**

**Innermost  
powerful  
audience**

# OUR PLATFORMS



Online

OLUUG



Print

PLUUG



Email

ELUUG



Mobile

MOUUG



Events

EAGUUG



Video

VIUUG

# OUR SECRET SAUCE

**Journalists as  
Entrepreneurs**

**Narrow Focus**

**Overwhelming  
Force**

**Editorial and  
Business  
Strategies  
Working in  
Tandem**

Journalism

# WHAT WE'RE NOT

LOL





# BUILDING A JOURNALISTIC POWERHOUSE



WAKES UP TO

# 7+ YEARS OF INNOVATION AND CONTINUED GROWTH

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**15** daily policy and politics newsletters

**4+ million** monthly unique visitors

**50+** million monthly page views

**13** POLITICO PRO subscription verticals

**1,500+** enterprise PRO subscribers

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