

Anchorage's alt-weekly is back.

Coverage of Alaska politics, the environment, and the arts & culture that make Anchorage move.

THE RESPONSE, IN OUR FIRST TWO WEEKS BACK

200+

volunteer sign-ups

200K+

organic social impressions

\$15K

raised from the community

Anchorage is excited the Press is back. Get your audience in front of that momentum.

**First print edition:
September 2, 2026**

Monthly, full-color, free distribution across Anchorage

**Digital & newsletter:
August, 2026**

Daily, free distribution across Alaska

WHAT ADVERTISERS GET ON DAY ONE

~5,000

NEWSLETTER SUBS

Doubling to ~10,000 in August

50–60%

OPEN RATE

Roughly 3× the industry average

93%

BRAND RECOGNITION

Among Anchorage-area adults

12,000

PRINT COPIES AT LAUNCH

Estimated 30,000 individual readers

We're still building and defining our full reach and audience as we ramp toward launch — but we already have a strong built-in audience from both former Press readers as well as current subscribers to the Northern Journal, soon to be acquired by the Press. **We anticipate web traffic will start between 5-10k monthly unique visitors.**

A RARE, BRAND-SAFE ENVIRONMENT

Trust in the Press spans the political spectrum. While its opinion coverage historically skewed progressive, **2024 Trump voters found it useful for entertainment (47%) and food & restaurants (43%)**. In a fragmented media climate, the Press reaches across the aisle — the whole market, in one buy.

AUDIENCE PROFILES

Decision-Makers

DIRECT IMPACT

Current newsletter has audience with high influence on policy issues, driving tangible outcomes

Culture-Seekers

VIBRANT AND ENGAGED

Creating community through a much more engaged than average residents, according to past polling

The Newcomer

SEEKING INFORMATION

Anchorage's highly transient population drives need for free, accessible information

The Loyalists

LONG-TIME FANS

Community members identify with the Press, read it as habit, and are ready to spring into action.

ONE BUY, EVERY CHANNEL

Pair print with newsletter, web, and social for a campaign that reaches Anchorage on the rack **and** where they're at. See the **2026 Rate Card** for sizes, pricing, and discount offers.

Poll data: Change Research, survey of 870 adults in the Anchorage media market, January 23–28, 2025 (±3.6%). Newsletter and print figures reflect current subscribers and planned launch targets; audience metrics are being refined as the relaunch ramps up.