



The Assembly Network

MEDIAKIT

01 ABOUT US

02 BRAND OPPORTUNITIES

The Assembly Network tells the stories shaping North Carolina.

↓ **What We Do**

We empower our network of state-wide and local newsrooms to deliver revelatory, rigorous reporting across our suite of digital publications, newsletters, and in-person events.

THE
Assembly

THE
Thread

THE
Quad

THE
Caucus

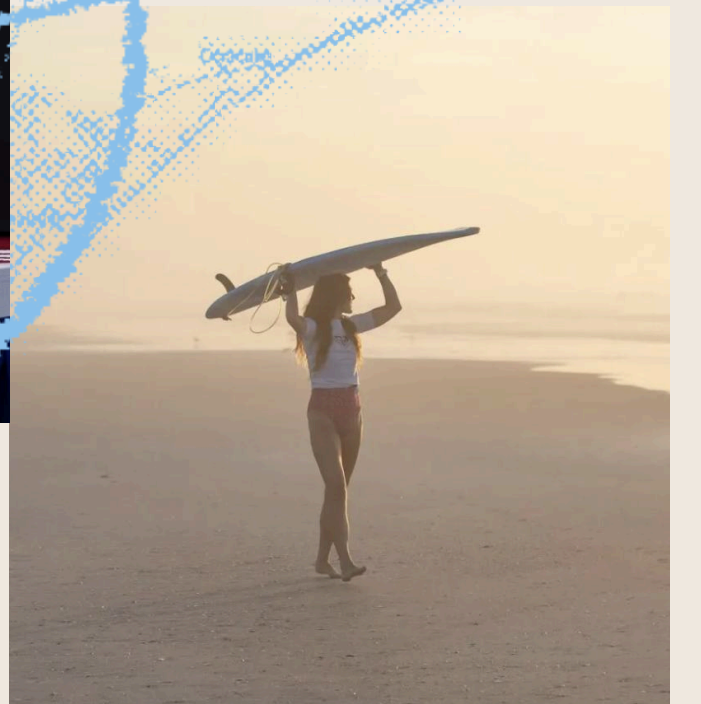
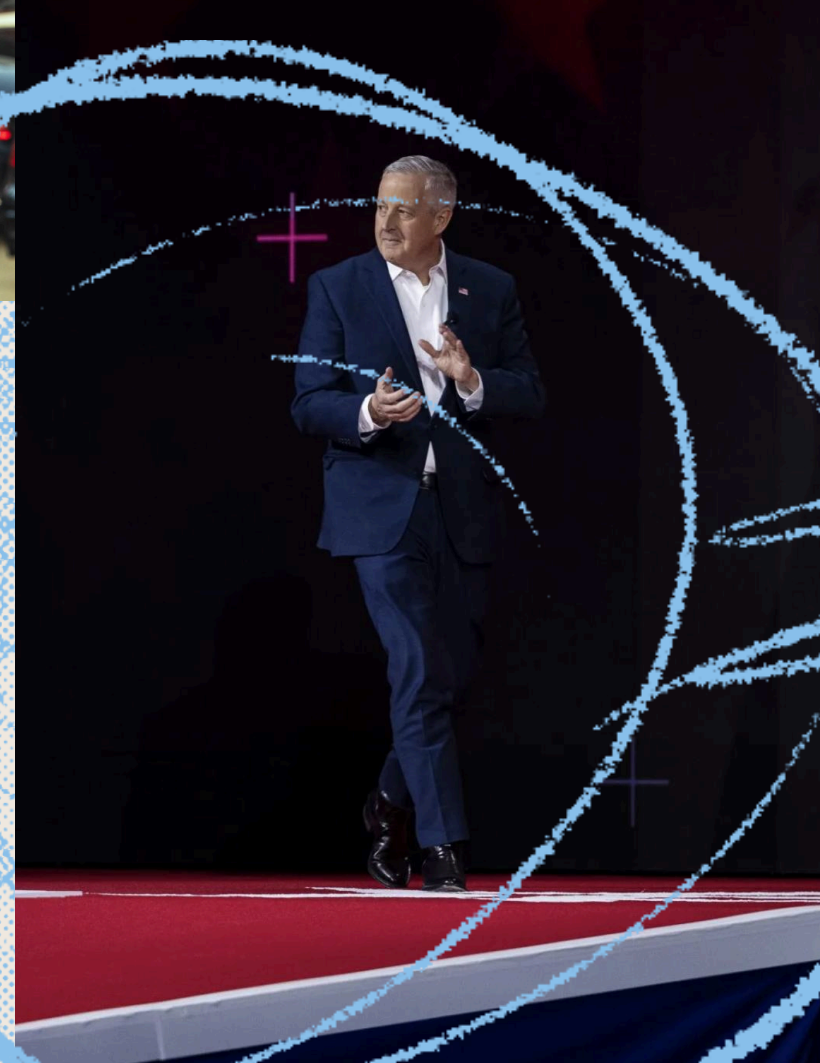
INDY

BORDER BELT
INDEPENDENT

CITYVIEW

THE
Line

The Assembly
Network Events





“ We’re bringing together a mosaic of vibrant, locally-rooted newsrooms to illuminate truth, foster dialogue, and enrich life in communities across every corner of our state.


 Kyle Villemain • Founder of The Assembly Network

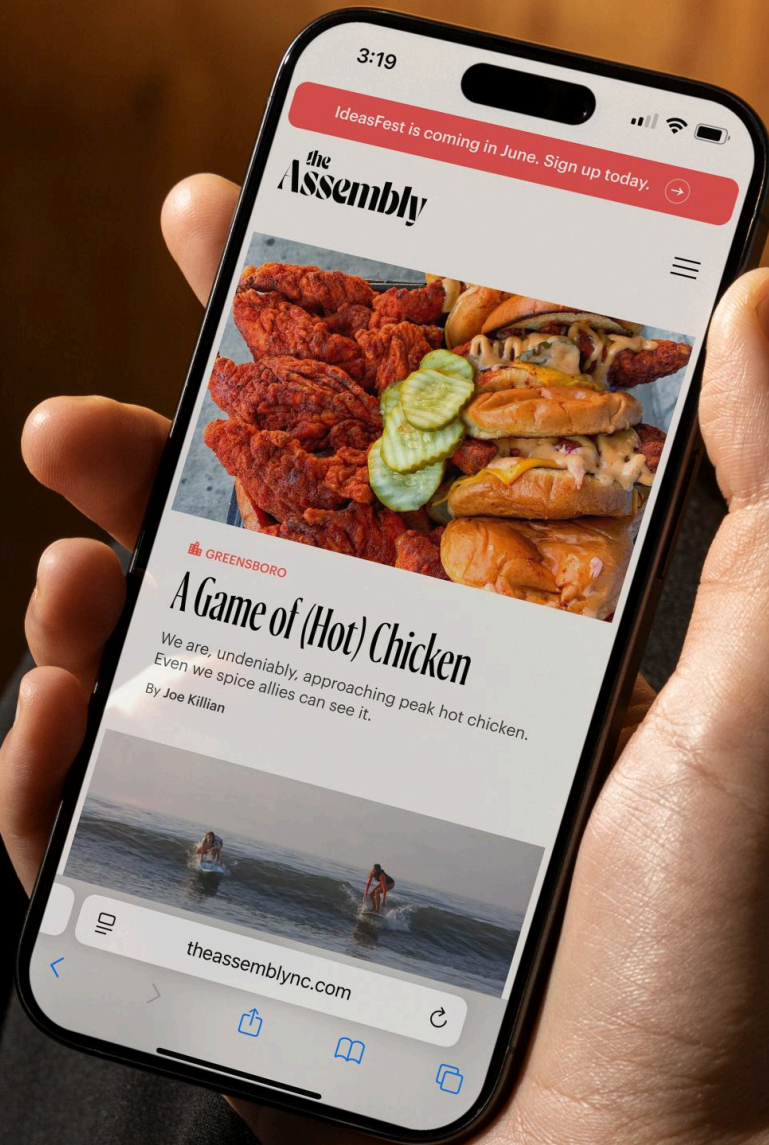
Images: Juan Diego Reyes, Cornell Watson, TillDeathDoUsArt, Graeme Sloan, Madeline Gray

We tell North Carolina's ever-evolving story through top-tier digital, print, and event experiences.

 **Digital**—Flagship websites and newsletters with broad reach and deep reporting

 **Print**—Widely circulated and beloved community news and culture publications

 **Events**—A growing suite of conversations and festivals centered on the ideas and people shaping our state



Our audience gives a damn about North Carolina.

↓ Who They Are

They are active participants in their communities and leaders within institutions —change-makers, policy influencers, cultural drivers, and decision-makers across business, policy, education, and beyond.

↓ By The Numbers

80%

Have a bachelor's degree or higher

>\$100K

Majority of our audience reports high household income

75%

Live in economic centers of Charlotte, Triad, and the Triangle.

9 out of 10

Say The Assembly deepens their understanding of NC

And they trust the stories we're telling.

↓ What We Do

Our content runs the gamut from in-depth, revelatory reporting to stories driving culture and lifestyle in North Carolina. And our audience grows by the month.

↓ By The Numbers

7M

Page views over the past year across Assembly Network websites

45%

Open rate across our newsletters (2x industry average)

130K+

Email subscribers, and growing

8.3M

Engaged minutes annually

4M+

Total site visitors across the Network

Our award-winning stories resonate with influential audiences.



↑ The Assembly is the proud winner of the 2025 Murrow Award for General Excellence.

“ The Assembly is important to read. Will you please just forward me what they write each week? Much appreciated.



Peter Hans • UNC System President

Our Editorial Priorities

POLITICS CULTURE
COURTS HEALTHCARE
HIGHER ED **K-12** ED

Our network is growing, and we have big plans in 2026.

Doubling Down on the Triangle

We'll put more resources behind our work in the Triangle. We'll fill gaps in coverage, leveraging our existing local newsrooms and establishing new bureaus to serve one of the fastest growing regions in the nation.

Deepening Our Coverage

We're deepening our reporting on health care, business and economic development, and arts and culture, examining the systems shaping North Carolina with greater depth, context, and continuity.

Supercharging Our Events

Our inaugural events already drew world-class speakers and attendees alike. In 2026, we're stepping it up, curating more events in more markets to cover more of the topics that our readers are interested in, presented by expert voices they trust.



We're identifying visionary brands
to be a part of that growth with us.


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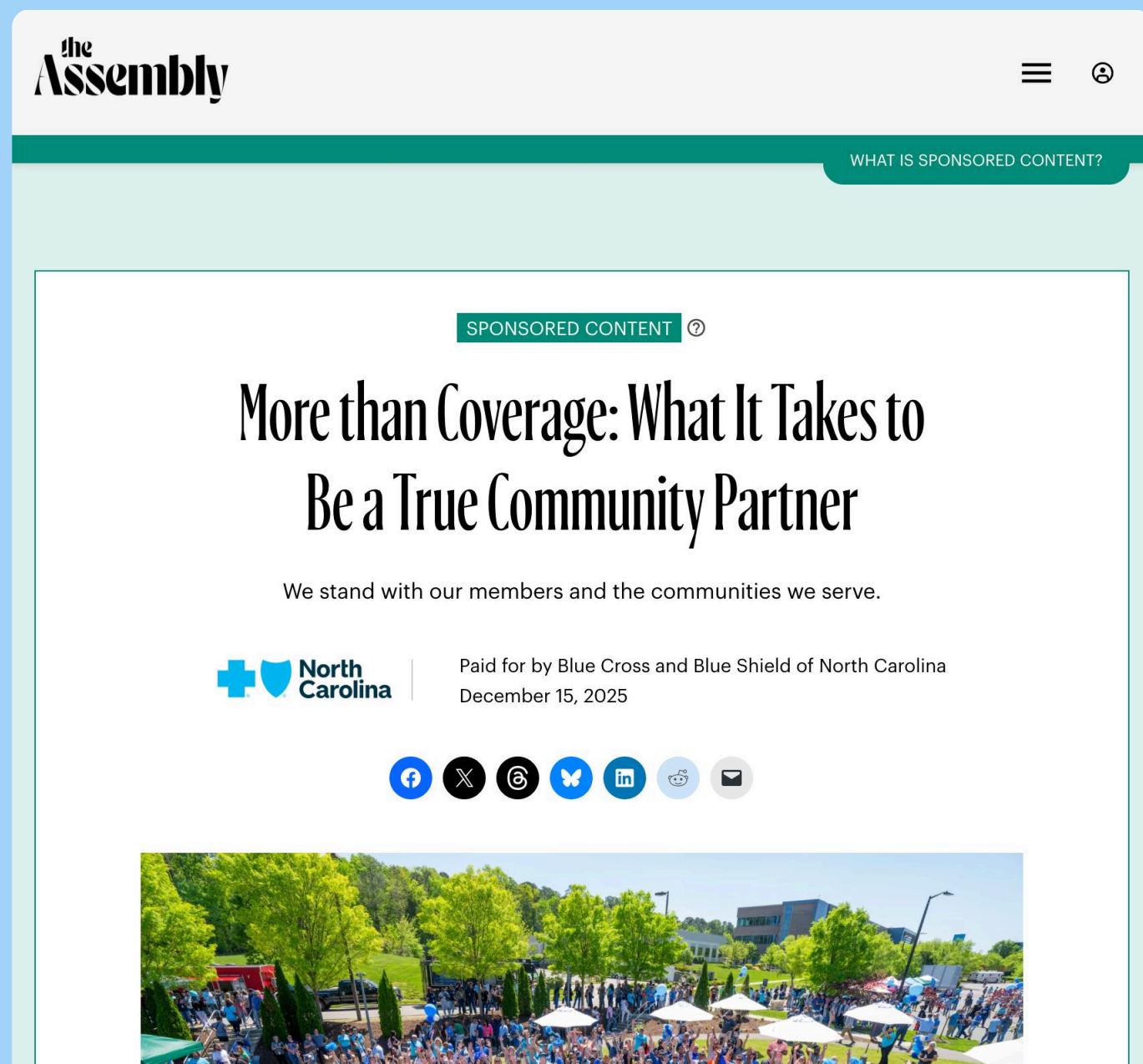
The Assembly Network puts your brand
in front of North Carolina's most engaged
and influential audiences.

We offer high-visibility content marketing, sponsorship, and advertising programs across our integrated network of digital & print media and events.

 **Content Marketing**—Publish and promote your brand's key messages within our environments, or alongside our stories

 **Events Sponsorships**—Join the vibrant conversations that influence our state

 **Advertising**—Leverage the depth and reach of our network to amplify your brand



Publish and promote your brand's key messages within our environments.

↓ **Example**—Sponsored content in partnership with INDY

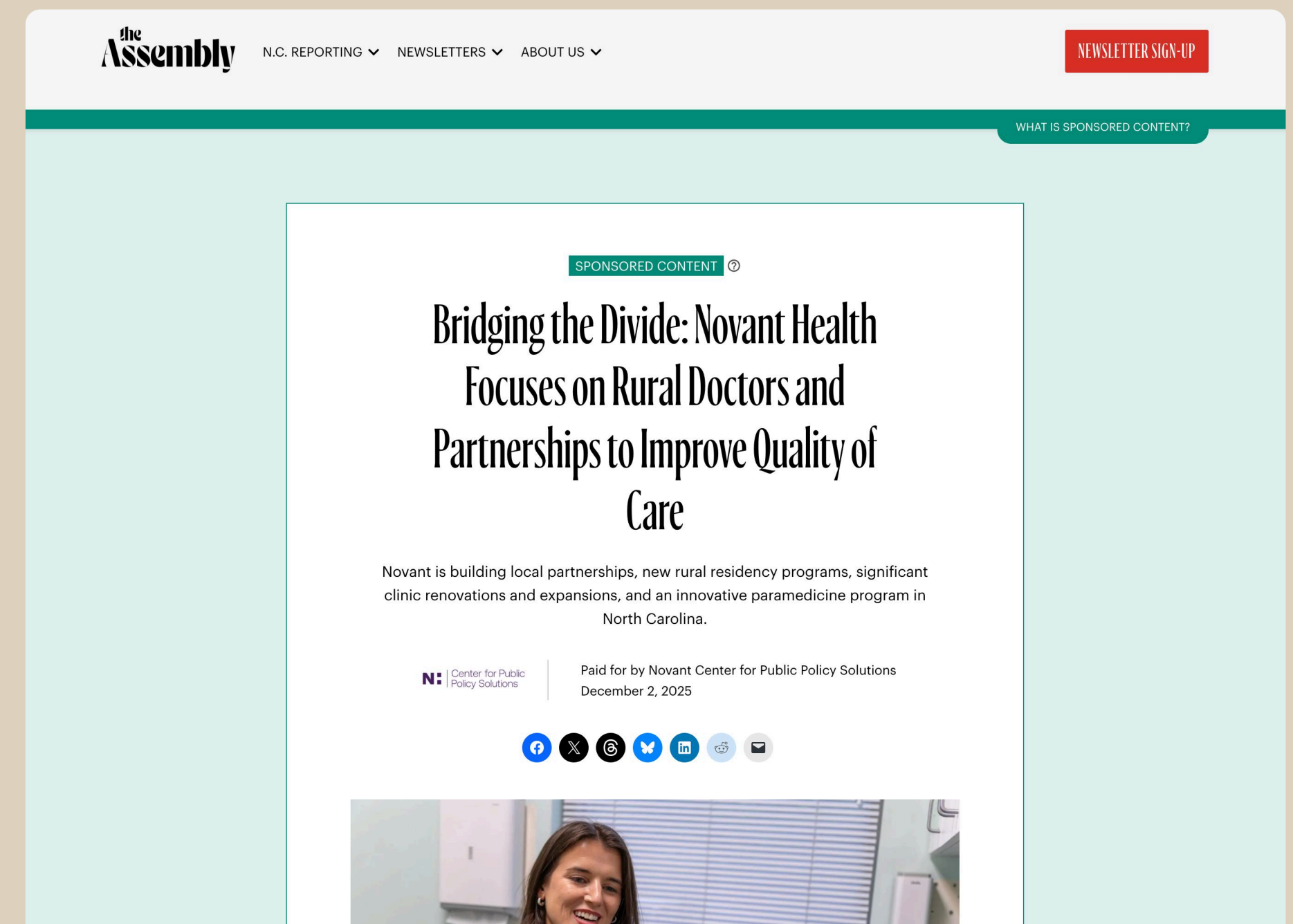


The screenshot shows a sponsored article on the INDY week website. The header includes the INDY week logo and a 'SUPPORT US' button. The article title is 'Boost Your Homeschool Learning with a Trip to Marbles Kids Museum'. It is attributed to 'by INDY staff' and dated '09/18/2023'. Below the title is a row of social media sharing icons. The main image shows a young child playing with colorful marbles on a table. To the right, there is a 'LATEST NEWS' section with a link to 'UNC-Chapel Hill Unveils Plan to Cut \$70 Million in Response to Funding Pressure' and an 'ARTS & CULTURE' section with a link to 'INDY Selects: What to Do in the...'. The text at the bottom of the article reads 'Creative, play-based experiences are how children learn best and Marbles Kids Museum is full of fun, creative and'.

What We Offer

Align your brand with the content most relevant to you, and with the audience you want to reach. Shift perceptions, elevate key messages, advance your brand storytelling, or drive thought leadership across our statewide network or in strategic local markets.

↓ **Example**—Sponsored content in partnership with The Assembly



The screenshot shows a sponsored article on the the Assembly website. The header includes the the Assembly logo, navigation links for 'N.C. REPORTING', 'NEWSLETTERS', and 'ABOUT US', and a 'NEWSLETTER SIGN-UP' button. The article title is 'Bridging the Divide: Novant Health Focuses on Rural Doctors and Partnerships to Improve Quality of Care'. It is marked as 'SPONSORED CONTENT'. The text below the title reads 'Novant is building local partnerships, new rural residency programs, significant clinic renovations and expansions, and an innovative paramedicine program in North Carolina.' Below the text, it says 'Paid for by Novant Center for Public Policy Solutions December 2, 2025'. At the bottom, there is a row of social media sharing icons and a partial image of a woman smiling.

Join the vibrant conversations that influence our state

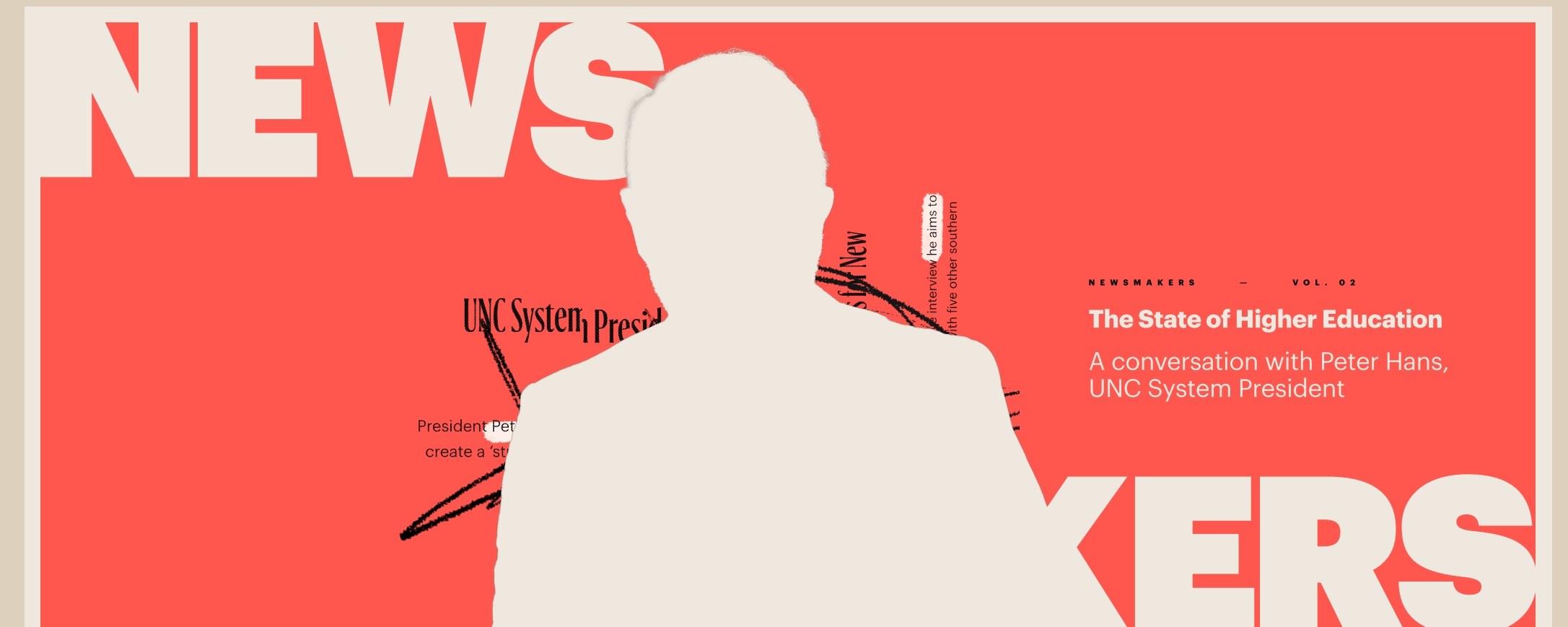
↓ **Example**—Presenting sponsorship for INDY’s Durham 2030



What We Offer

The Assembly Network’s events cater to a variety of important topics in myriad formats. A sponsorship puts you in front of our most engaged and active readers from across the network.

↓ **Example**—Presenting sponsorship for the Newsmakers series



An **Assembly Network** Event

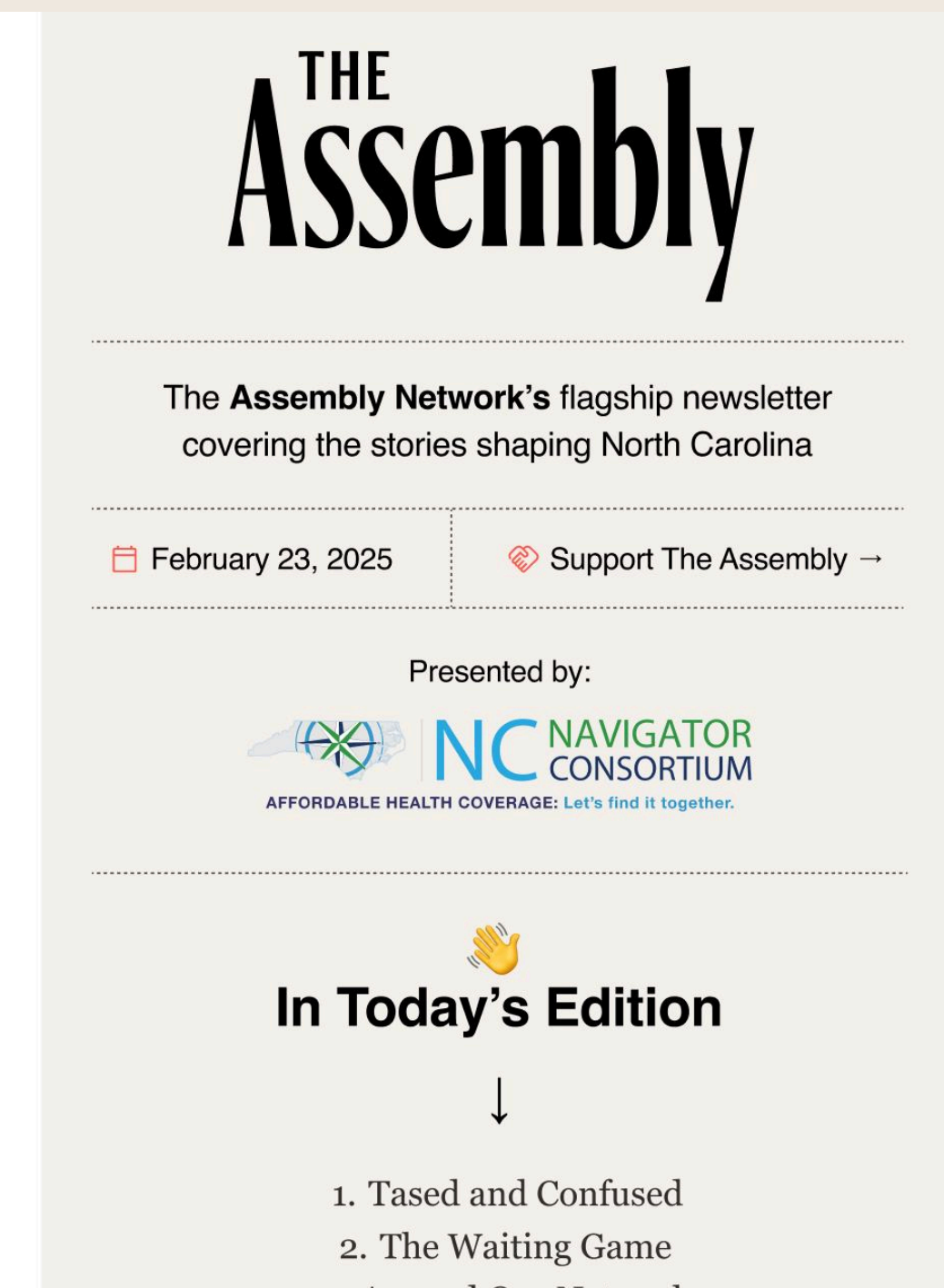
Presented by **BURROUGHS
WELLCOME
FUND** 

Leverage the depth and reach of our network to amplify your brand

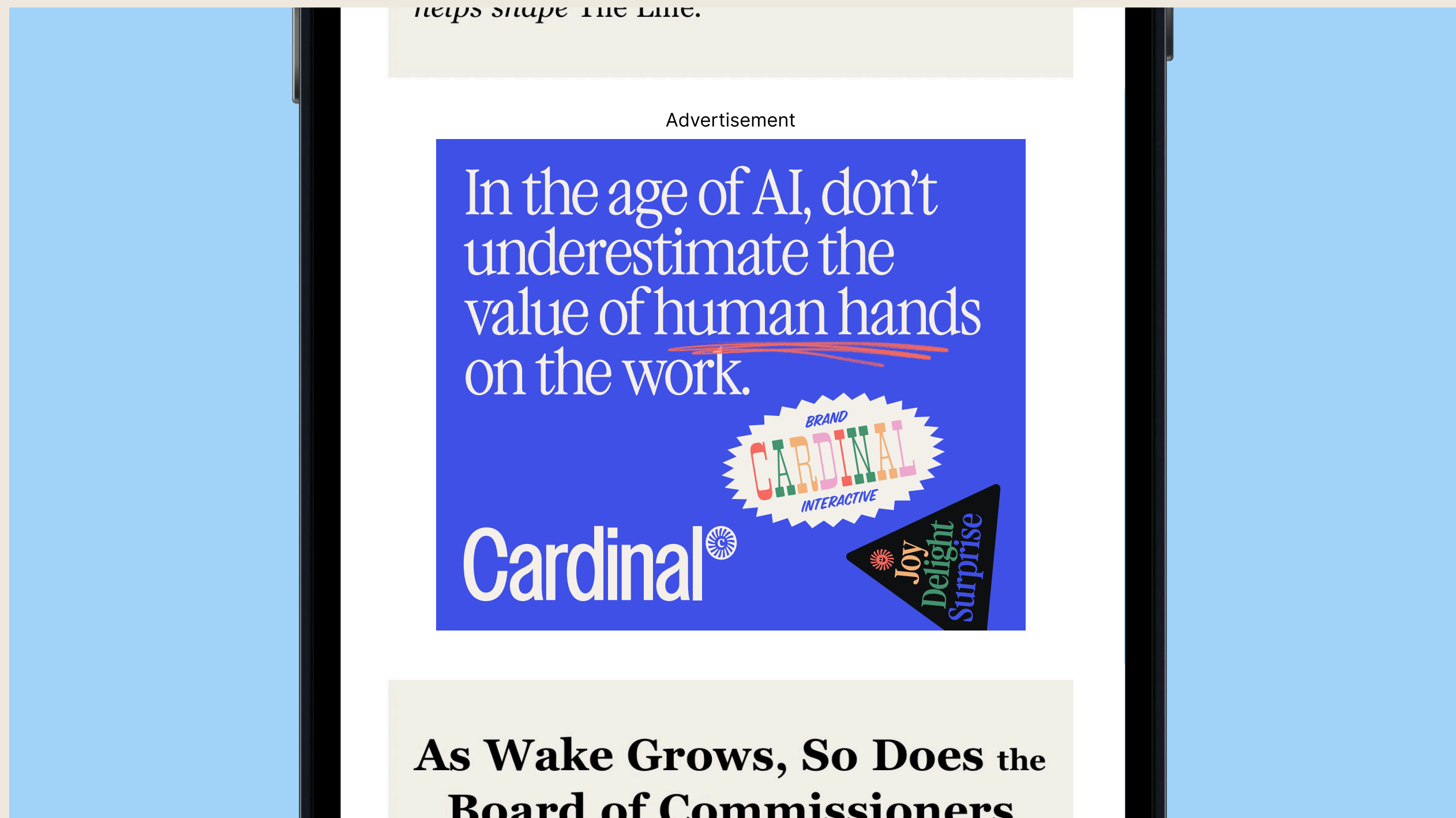
What We Offer

The Assembly Network's family of products offers an array of newsletter sponsorships and digital advertising placements, in weekly or monthly runs. Expand your brand's reach and awareness by running creative across our entire network, or hone into a local market to target more specific audiences.

↓ **Example**—Newsletter sponsorship with The Assembly



↓ **Example**—Newsletter sponsorship with The Line



Unlock access to our full network of high-impact audiences with one streamlined, powerful buy.

Reach and connect with engaged, highly educated, influential audiences—statewide and in specific communities across North Carolina—through the state’s largest independent news network, winner of the 2025 Edward R. Murrow Award for journalism excellence.

↓ We Deliver on Your Marketing Goals

Our customized partnerships provide brands with unique platforms that align to key brand marketing goals like:

 Elevate brand awareness

 Deliver key messages

 Further strategic storytelling and thought leadership

 Cultivate community connections

↓ Key Programs to Deliver Value

Our network buy is a mix of high-visibility programs developed and fulfilled by a dedicated, North Carolina-based team.

Sponsored Content

Share your original stories across The Assembly Network with strategic messaging that **elevates thought leadership, celebrates community** and **customer success**, and **drives impact**. Our multi-channel promotion ensures **strong visibility and engagement** with the audiences that matter most.

Events Activations & Sponsorships

Secure your place in the conversations shaping North Carolina by sponsoring and activating events that **convene thought leaders, decision makers**, and **community voices**—positioning your brand as a **visible partner in driving ideas and progress** across the state.

Newsletter Sponsorships & Advertising

Our high-visibility newsletter sponsorships put your brand in front of North Carolina’s most engaged readers, **aligning with trusted journalism and daily routines**. This consistent presence **builds credibility, drives engagement**, and **connects your brand** with the audiences shaping culture, community, and commerce across the state.

Example Network Buy

1

Sponsored Content

Promoted on The Assembly and in specific, targeted network markets

2

Email Newsletter Sponsorship & Advertising

Across The Assembly’s flagship newsletter, premium topical newsletters, and network market-specific newsletters

3

Events Activation & Sponsorship

Presenting sponsorship of The Assembly’s popular Newsmakers event series

Tell your brand's story on The Assembly Network.

↓ **Get Started**

Reach out to The Assembly to begin
planning your brand's campaign.

Email us

partnerships@theassemblync.com

