

The Marshall Project

Independent Journalism on the U.S. Justice System



The U.S. Supreme Court Building in Washington, D.C., in 2024. Nicolás Economou/NurPhoto, via Associated Press



A makeshift memorial in Copley Square, near the site of the Boston Marathon bombings. Mario Tama/Getty Images



Families and loved ones of people who died in Alabama's prisons rallied on the steps of the Alabama State Capitol in Montgomery, and are featured in the new documentary "The Alabama Solution." Courtesy of Charlotte Kaufman

Who We Are



The Marshall Project is the country's leading nonpartisan, nonprofit newsroom dedicated to investigative journalism on the U.S. criminal justice system. The newsroom was founded in 2014 to elevate criminal justice to a matter of national urgency. Today, it has grown into a powerhouse of more than 75 employees, with reporting partnerships across the country.

We reach millions of people — ranging from policymakers to people directly impacted by the system — and we're driving national conversations around policing, courts, incarceration, and reentry. Our rigorous journalism illuminates how these systems operate, who they affect, and what is at stake for fairness, safety, and human dignity.

In turn, our journalism has prompted real world accountability. Our reporting has spurred new legislation, prompted official probes, exposed abuses of power, and improved prison and jail conditions. Our work has earned two Pulitzer Prizes and been a finalist for four. We have won more than 100 top journalism honors, including two Peabody award nominations.

Where to Find Us

Audience Reach and Engagement

NEWSLETTERS

We publish our data-driven, investigative, and community-centered reporting on our website and in multiple newsletters, including:

- Opening Statement (daily)
- Closing Argument (weekly, Sat.)
- Life Inside (weekly, Fri.)
- Cleveland Local (biweekly, Thurs.)
- Jackson Local (monthly, Thurs.)

NEWS INSIDE

Our award-winning **print magazine** serves incarcerated readers, supplying trusted news and information.

INSIDE STORY

- The first **TV news show created by formerly incarcerated people** for people on both sides of the prison walls.
- Distributed to prisons and jails via tablets and closed-circuit TV.
- Also available on our website, **YouTube**, and **Instagram Reels**
- Season 3 planned for 2026.

LOCAL NEWS AND PARTNERSHIPS

In addition to our local newsrooms in **Cleveland, St. Louis** and **Jackson, Mississippi**, we co-publish and sometimes co-report with other news organizations. Our co-publishing model has shared content with hundreds of organizations and informed millions of people. That includes audiences of The Washington Post, The New York Times, NPR, and PBS, along with local and regional organizations.

By the Numbers

~**63,000** subscribers with **507,000** minimum impressions per month across our newsletter portfolio

- Two-thirds of our subscribers receive three or more newsletters

Awards: **2 Pulitzer Prizes** and 4 finalist nods, Peabody Award finalist, and 100+ journalism honors

~**36%** average **open rate** — well above industry benchmarks

We average **500,000 page views per month** on themarshallproject.org and on **Apple News**.

News Inside magazine distributed in **over 2,160 prisons and jails in the U.S., Canada, Mexico and Panama**

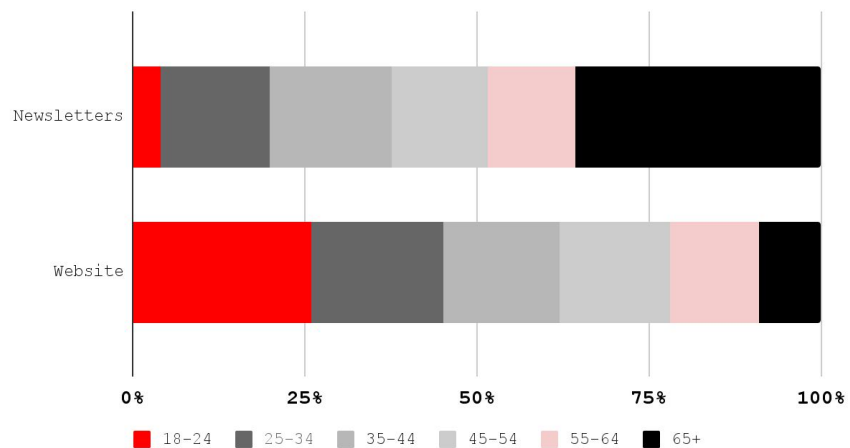
We also reach users on TikTok (~ 45K), Instagram (~68K), and YouTube (~89K).

Inside Story video series:

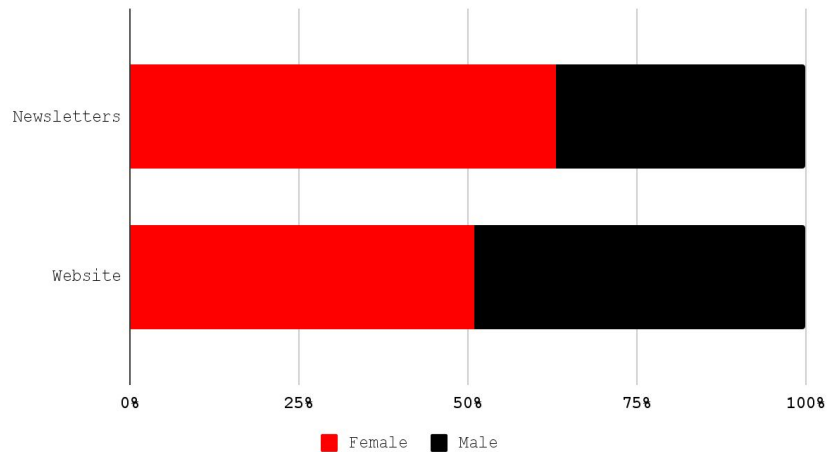
- Reaches **over 1,700 prisons and jails in 45 states and D.C.**
- **1.5M+ YouTube views** and hundreds of thousands of Instagram Reels views

Who Our Visitors Are

Age Range



Gender



Why It Matters



Beth Schwartzapel, The Marshall Project staff writer, interviews Sara Kielly, who is incarcerated in New York and has raised concerns about incarcerated people not having legally required representation.

The U.S. criminal justice system affects millions of lives every day. More than **50% of adults have had a family member incarcerated**. More than **2 million people are incarcerated** in the U.S., and many of them will be released someday.

Prisons and jails are some of the largest **“news deserts”** in the country. The Marshall Project fills this critical gap by providing **fact-based, independent journalism** to:

- Justice-impacted people and their families who need access to trusted information
- Policymakers and practitioners who shape laws
- Local and national media outlets that amplify stories
- The broader public who care about fairness, accountability, and transparency

Sponsorship Opportunities

NEWSLETTER SPONSORSHIPS

Available Titles: All listed newsletters

Ad Placement Options: Middle banner and Top Presenter

Title

File Specs: See more [details here](#)

Format: JPG or PNG under 3 MB.

NEWS INSIDE

Printed and Digital Magazine

Ad Placement Options: *See next slide*

INSIDE STORY

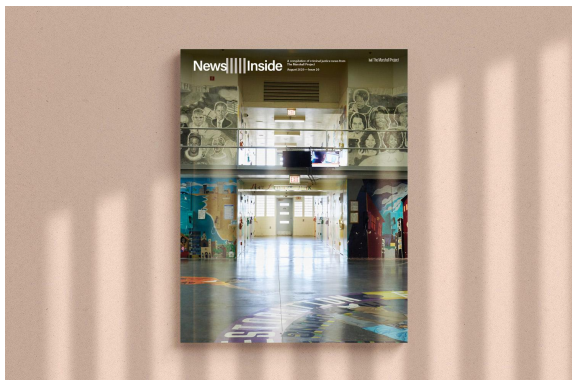
Custom video sponsorship packages available by the segment, year, or in combination with newsletters or News Inside.

CONTACT

For inquiries or to discuss custom placements, please contact The Marshall Project at media@themarshallproject.org

Ad Specs

News Inside Placements



PLACEMENT

Back Cover

Inside Front /
Inside Back Cover



AD SIZE

Full Page

DIMENSIONS

8.5" x 11"



AD SIZE

2/3 Page

DIMENSIONS

8.5" x 7.33"



AD SIZE

1/2 Page

DIMENSIONS

8.5" x 5.5"

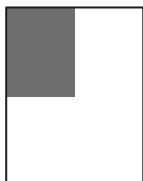


AD SIZE

1/3 Page

DIMENSIONS

8.5" x 3.67"



AD SIZE

1/4 Page

DIMENSIONS

4.25" x 5.5"

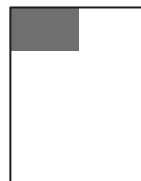


AD SIZE

1/6 Page

DIMENSIONS

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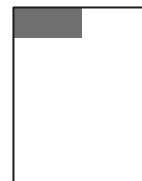


AD SIZE

1/6 Page

DIMENSIONS

4.25" x 2.75"



AD SIZE

1/12 Page

DIMENSIONS

4.25" x 1.84"

Ways to Support

PARTNER WITH US

The Marshall Project offers unique opportunities for sponsorship and partnership across newsletters, multimedia projects, and events. By supporting this work, partners can connect with engaged, diverse audiences while helping sustain independent journalism that drives real impact.

POLICIES

All advertising and sponsorship content must comply with The Marshall Project's editorial independence and ethics guidelines. [The full policy is here.](#)

HOW TO DONATE

Fueled by the support of our readers, our journalism forces accountability, exposes abuse, and examines solutions for a criminal justice system that touches millions of lives every day.

Fierce, independent journalism is more important now than ever. Our independence is our strength, and your donation makes us stronger. Donate and become a member of The Marshall Project today.

The Marshall Project is a 501(c)(3) non-profit organization. Donations can be made on our [website](#) or mailed to:

The Marshall Project
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New York, NY 10019



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