

clutch.

JUSTICE

Investigative journalism for the people who hold courts, prosecutors, and public institutions to account.

PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

17,500+

MONTHLY VISITORS

6:30+

AVG. SESSION DURATION

52.6%

NEWSLETTER OPEN RATE

3,800+

LINKEDIN FOLLOWERS

clutchjustice.com

Prepared for prospective sponsors & partners

OUR MISSION

Accountability journalism for the justice system's blind spots.

Clutch Justice is an independent investigative publication built on public records, court filings, and primary-source documentation — covering the institutions that too rarely get covered.

Clutch Justice investigates the systems that most local and national outlets don't have the time, access, or appetite to pursue in depth: judicial conduct, prosecutorial decision-making, public corruption, and the procedural machinery that determines who gets due process and who doesn't.

The publication is built around primary documents — FOIA productions, sworn complaints, judicial disciplinary filings, sentencing data — rather than press releases or secondhand reporting. That documentation-first approach is what separates Clutch Justice from commentary and opinion outlets covering the same subject matter.

Clutch Justice is edited and published by Rita Williams, an investigative journalist and Michigan notary public with a background in federal program management and institutional operations, currently completing doctoral research on service access for individuals harmed by state and judicial misconduct.

WHAT WE COVER

Judicial Accountability

Prosecutorial Accountability

Public Corruption

Government Transparency

Wrongful Convictions

Public Records & FOIA

Cold Cases

Institutional Accountability

Every major investigation is built on **obtained documents** — FOIA productions, disciplinary filings, sworn complaints — not press releases.

Why readers trust Clutch Justice

Attention is the scarcest resource in publishing. Clutch Justice readers give more of it, for longer, than the audience of a typical digital news outlet.

"Readers don't skim Clutch Justice. They study it."

AVERAGE SESSION DURATION EXCEEDS SIX MINUTES

- **Primary-source reporting.** Investigations are built on obtained documents — not summaries of other outlets' work.
- **Editorial independence.** Coverage decisions are made without sponsor input, and sponsorship never determines investigative subject matter.
- **Depth over volume.** Clutch Justice publishes fewer, denser pieces rather than high-volume aggregation — which is reflected directly in time-on-page.
- **Direct, loyal readership.** A significant share of monthly traffic arrives directly rather than through social referral — a strong signal of brand recall and repeat readership.
- **Professional, self-selecting audience.** Readers arrive because the subject matter is directly relevant to their casework, research, reporting, or lived experience — not because of viral distribution.
- **Consistent publishing cadence.** Weekly investigative output plus a growing library of interactive accountability tools keeps the audience returning.

The takeaway for sponsors: reach on Clutch Justice is not rented attention. It is earned engagement from a professional audience that actively works in — or is directly affected by — the justice system.

AUDIENCE METRICS

A small, dense, highly engaged audience

Current monthly performance across web, newsletter, and social channels.

Website

17,500+

MONTHLY VISITORS

24,000+

MONTHLY PAGEVIEWS

20,000+

MONTHLY SESSIONS

6:30+

AVG. SESSION DURATION

10,000+

MONTHLY DIRECT VISITORS



ORGANIC SEARCH GROWTH

Steady month-over-month growth in Google-referred traffic

Newsletter & Social

639

NEWSLETTER SUBSCRIBERS

52.6%

AVG. OPEN RATE

2.2%

AVG. CLICK-THROUGH RATE

3,800+

LINKEDIN FOLLOWERS

1,100+

LINKEDIN NEWSLETTER SUBS.



PROFESSIONAL AUDIENCE GROWTH

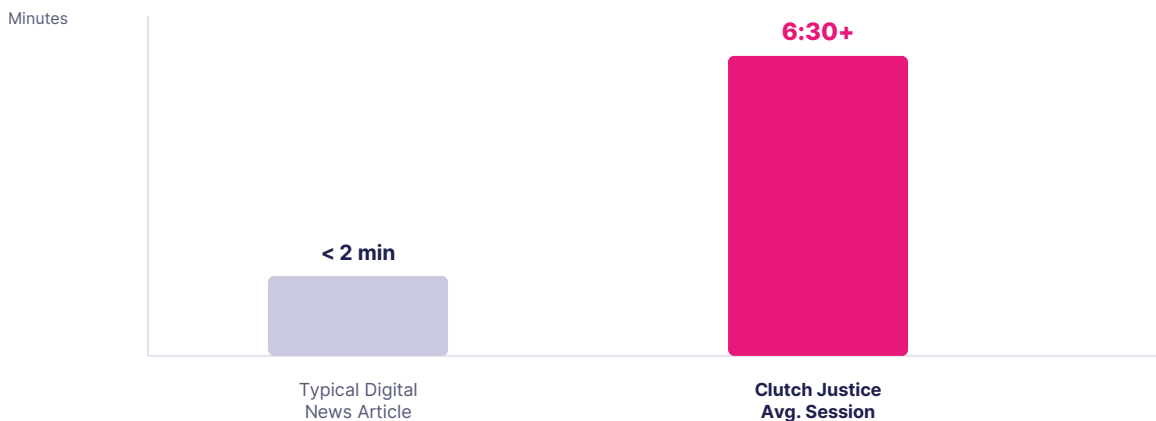
Follower base skews toward legal, government & advocacy roles

For scale, general newsletter industry benchmarks for open rates typically fall in the **20-25%** range. Clutch Justice's **52.6%** average open rate reflects an audience that opted in deliberately and reads consistently — not a purchased or incentivized list.

ENGAGEMENT DEPTH

Time on page, not just traffic volume

Clutch Justice optimizes for a reader who finishes the piece — not for the shortest possible bounce.



Illustrative comparison. "Typical digital news article" reflects commonly cited industry engagement ranges for general-interest news content, not a specific competitor's published data.

Why this matters to sponsors: a placement on Clutch Justice isn't competing with a five-second scroll-past. Readers are actively engaged with dense, document-heavy investigative content for minutes at a time — which means sponsor placements, newsletter mentions, and Lab tool sponsorships are seen, not skipped.

Growth trajectory: organic search traffic and direct traffic are both trending upward month over month as the investigative archive compounds. Long-form investigative work continues to generate search traffic well after publication, giving sponsor placements embedded in articles ongoing exposure rather than a single day's spike.

READER DEMOGRAPHICS

Who reads Clutch Justice

A professional, self-selecting readership working in and around the justice system — not a general-interest crime audience.

The Litigator

ATTORNEYS & PUBLIC DEFENDERS

Uses investigative findings, FOIA methodology, and pattern documentation as working reference material for active casework and appeals.

The Watchdog

JOURNALISTS, INVESTIGATORS & RESEARCHERS

Follows Clutch Justice for sourcing, cross-referencing, and story leads across judicial and prosecutorial accountability beats.

The Policy Professional

GOVERNMENT STAFF & ADVOCACY ORGANIZATIONS

Reads for institutional pattern analysis that informs oversight, policy proposals, and reform advocacy at the state and local level.

The Impacted Reader

FAMILIES NAVIGATING THE JUSTICE SYSTEM

Arrives searching for accountability on a specific court, prosecutor, or agency — and stays for the broader investigative archive.

This is a **B2B and B2P (business-to-professional) audience** before it is a general-interest one. Sponsors reach decision-makers and practitioners directly relevant to legal technology, investigative tooling, and justice-reform products — with minimal wasted impressions.

What we investigate

Recurring editorial beats, built around Michigan judicial and institutional accountability with national relevance.

- **Judicial Conduct & Discipline** — sitting and retired judges, judicial tenure commission filings, ethics complaints.
- **Prosecutorial Accountability** — charging patterns, plea pipelines, disparities in outcomes.
- **Public Corruption & Institutional Failure** — agency-level accountability across county and state systems.
- **Wrongful Convictions & Cold Cases** — reinvestigation of unresolved and disputed cases using public records.
- **Public Records & FOIA Systems** — structural gaps in transparency infrastructure and denial patterns.
- **Government Transparency** — data-driven accountability series tracking systemic patterns over time.

Beyond narrative investigations, Clutch Justice maintains **The Lab** — a growing library of interactive research tools, reference databases, and public-accountability utilities used directly by attorneys, researchers, and advocates. This positions Clutch Justice as a working resource, not just a publication — and creates sponsorship inventory beyond traditional article placements.

THE LAB · INTERACTIVE TOOL LIBRARY

FOIA Denial Generator

Judicial History Database

Brady/Giglio Database

Docket & Case Tools

Research Reference Libraries

Accountability Puzzles

Ways to reach this audience

Sponsorship inventory across newsletter, website, tools, and custom research — sized for a niche, high-trust publication.

- 01 Newsletter Sponsor**
A dedicated placement in the Clutch Justice Weekly newsletter, reaching an engaged subscriber base with a 52.6% average open rate.

- 02 Website Display Sponsor**
Rotating placement across the site, seen by readers spending 6+ minutes per session with investigative content.

- 03 Homepage Feature Sponsor**
Premium above-the-fold placement on the highest-traffic page of the publication.

- 04 The Lab Sponsor**
"Presented by" sponsorship of the interactive tool library — direct association with practitioner-grade accountability tools.

- 05 Database Sponsor**
Sponsorship of a specific reference database (e.g., judicial history, FOIA tools) used repeatedly by return visitors.

- 06 Article Series Sponsor**
Sponsorship of a defined investigative series, with consistent, contextual placement across every installment.

- 07 Sponsored Resource**
A co-branded guide, checklist, or template distributed to the audience as a practical resource.

- 08 Podcast Sponsor**
Reserved inventory for an upcoming Clutch Justice audio format. (Coming soon.)

- 09 Annual Strategic Partner**
A bundled, year-long partnership spanning newsletter, web, and Lab placements at a fixed annual rate.

- 10 Sponsored Research Project**
Underwriting of a defined, larger-scope investigative or data project, scoped and quoted individually.

- 11 Custom Campaigns**
Built around a specific sponsor goal — product launch, report release, hiring campaign, or awareness initiative.

SPONSORSHIP PACKAGES

Indicative rate card

Pricing is built around audience quality and specificity, not raw traffic volume. Final rates are confirmed per campaign scope — contact for a formal quote.

PACKAGE	PLACEMENT	TERM	INDICATIVE RATE
Newsletter Sponsor	Dedicated block, Clutch Justice Weekly	Per issue	\$250 – \$450
Website Display Sponsor	Rotating site-wide placement	Monthly	\$300 – \$600
Homepage Feature Sponsor	Above-the-fold, homepage	Monthly	\$500 – \$900
The Lab Sponsor	"Presented by" — full tool library	Quarterly	\$1,200 – \$2,200
Database Sponsor	Single reference database	Quarterly	\$600 – \$1,000
Article Series Sponsor	Full investigative series	Per series	\$800 – \$2,000
Sponsored Resource	Co-branded guide / template	One-time	\$750 – \$1,500
Annual Strategic Partner	Bundled newsletter + web + Lab	Annual	\$8,000 – \$18,000
Sponsored Research Project	Custom investigative underwriting	Scoped	Quoted individually
Custom Campaign	Built to sponsor objective	Scoped	Quoted individually

Why quality-based pricing: Clutch Justice's rates are not benchmarked against generic CPM traffic pricing. They reflect a professional, opted-in, high-dwell-time audience of attorneys, investigators, policy staff, and directly affected readers — a segment that is difficult to reach at any volume through general-interest media.

EXAMPLE PLACEMENTS

What sponsorship looks like

Illustrative mockups only. No sponsorship shown here reflects an existing or confirmed partner.

NEWSLETTER — CLUTCH JUSTICE WEEKLY

SPONSOR PLACEHOLDER

"This week's investigation is supported by **[Sponsor Name]** — [one-line description of sponsor's relevance to the justice-accountability audience]."

HOMEPAGE — FEATURE SPONSOR BLOCK

SPONSOR PLACEHOLDER

A single above-the-fold module reading "In partnership with [Sponsor Name]," linked directly to the sponsor's site — positioned above the weekly investigative feature.

THE LAB — TOOL LIBRARY SPONSOR

SPONSOR PLACEHOLDER

"The Lab is presented by **[Sponsor Name]**" — displayed persistently across all 16+ interactive research tools, reaching return users of the highest-utility section of the site.

ARTICLE — SERIES SPONSOR CREDIT

SPONSOR PLACEHOLDER

A consistent sponsor credit line appearing at the top of every installment of a defined investigative series, e.g., "This series is supported by [Sponsor Name]."

What readers say

Real reader feedback. Additional attorney, journalist, and partner testimonials will be added as they're collected.

“Rita puts herself on the line supporting and spreading stories of injustice. I personally watched her devote many hours to help people she didn't know. She has a good heart.”

— GREG S., CLUTCH JUSTICE READER

“Thank you so much for shining light on the danger my sister and her family have been in.”

— CABRIELLE, CLUTCH JUSTICE READER

“I am so grateful there is someone out there who is looking out for those who have been incarcerated in Michigan. Please don't give up what you're doing. The people need you. The system needs to be changed. As I've learned in AA, nothing changes if nothing changes.”

— LAUREN, CLUTCH JUSTICE READER

“[Placeholder — quote from a practicing attorney or journalist on how Clutch Justice reporting has informed casework or research.]”

— ATTORNEY / JOURNALIST, TBD

Have a quote to contribute, or want to be featured here as a launch partner? Reach out — early sponsors get first inclusion in this section of future media kit editions.

EDITORIAL STANDARDS

Editorial independence policy

Trust is the product. These standards are non-negotiable, for every sponsor, every time.

Sponsorship never determines coverage

Sponsors, advertisers, and partners have no input into which investigations Clutch Justice pursues, how they are reported, or when they are published. No editorial commitment is made or implied in exchange for sponsorship.

Clear labeling, always

All sponsored placements — newsletter blocks, website modules, Lab credits, and sponsored resources — are clearly and consistently labeled as sponsor content, distinct from editorial reporting.

No pay-for-coverage

Clutch Justice does not accept payment in exchange for favorable coverage, coverage of a specific subject, or suppression of a story. Sponsorship inventory is limited to the defined placements in this kit.

Right of editorial refusal

Clutch Justice reserves the right to decline any sponsorship inquiry that presents a conflict of interest with active or anticipated investigative coverage.

Brand-safe environment

Coverage is fact-based, document-driven, and professionally presented — appropriate for legal, government, and institutional sponsor brands seeking a credible, non-sensational environment.

LET'S TALK

Reach a professional audience that reads to the end.

Clutch Justice partners with a limited number of sponsors per quarter to protect the integrity of the reader experience. Reach out to discuss availability and a custom proposal.

EDITOR & FOUNDER

Rita Williams

WEBSITE

clutchjustice.com

SPONSORSHIP INQUIRIES

clutchjustice.com/sponsor

All figures in this media kit reflect current platform metrics as of publication and are updated periodically. Rate card figures are indicative starting points; final pricing is confirmed per campaign scope.