



THE HILL'S MIDTERM ELECTION COVERAGE SETS NEW AUDIENCE RECORD

Non-Partisan Platform for Political and Policy News Generates Nearly 30 Million Page Views

Readers Spend More Than Three Million Hours on TheHill.com on Election Day

Washington, D.C. (November 17, 2022)—Millions of Americans turned to The Hill, America's premier source for political and policy news, to navigate the recent midterm elections. The Hill's owned-and-operated digital platforms earned nearly 30 million page views¹ last week and received more than 20 million additional views from syndication partners. On Election Day itself, readers spent more than 3 million hours on TheHill.com². This represents more readership than any prior midterm election cycle and reflects the nation's need for The Hill's trusted, credible and non-partisan reporting.

In the days since the election, traffic has remained nearly double month over month for TheHill.com³, as its reporters continue helping lawmakers, policymakers, and influential digital consumers from Capitol Hill to Main Street understand how the shifting balances of power in Washington impact their pocketbooks, communities, and lives.

"We're proud to offer in-depth yet accessible perspectives that help people make sense of the news," said Jason Jedlinski, General Manager of The Hill. "Whether you're thinking of buying a home or electric car, or planning your business strategy for 2023, The Hill's reporting helps people make more informed decisions by quickly decoding and translating what's happening in DC."

This election is the first for the recently launched The Hill TV streaming channel, which brought The Hill's essential, agenda-setting programming to OTT (Over the Top) viewers. The coverage on The Hill TV included exclusive interviews and on-the-ground reporting from Nexstar's local television stations and NewsNation, the company's national cable news network reaching 70 million U.S. television households.

The Hill is part of Nexstar Digital, the digital business of Nexstar Media Group, Inc. (Nasdaq: NXST), the largest local broadcaster in the U.S. with 200 owned or partner stations in 116 U.S. markets. The Hill's editors and reporters appeared on NewsNation's decision desk before, during, and after the election and contributed national perspective to local newscasts on Nexstar stations from El Paso, TX, and Charlotte, NC, to Providence, RI, and Burlington, VT.

¹ 28.5 million; Source: Google Analytics 360

² 197 million minutes reading articles, following the live blog or watching videos; Source: Chartbeat

³ November 9-15 was +81% compared to October 9-15; Source: Google Analytics

Nexstar Digital operates 125 websites and 239 mobile apps and collectively its digital assets are a Top 10 U.S. digital news and information property. The Hill is the centerpiece of Nexstar Digital's political news portfolio and delivers highly engaged and valuable audiences – a powerful opportunity for advertisers.

Learn more at www.nexstardigital.com and www.thehill.com.

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About The Hill

Established in 1994, The Hill is the country's definitive digital source for non-partisan political news and information. The Hill's properties include TheHill.com, reaching an average monthly audience of 31M in Q1 2022 as reported by Comscore; The Hill TV, the largest independent video platform within the Beltway; The Hill's print edition, one of the most influential sources for law and policy makers; K Street Studios, creating breakthrough branded content offerings; and The Hill Events, which hosted 70 events last year, featuring 92 Members of Congress and 88 industry leaders in meaningful policy discussions.

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