Newsweek
NEXT

COMBINING THE HERITAGE OF THE 85 YEAR OLD PRINT BRAND WITH A MODERN ***DIGITAL-FIRST APPROACH.***

DELIVERING AWARD-WINNING, SMART, DIGESTIBLE ***MEDIA FOR THE SCREEN AGE***.

Newsweek

DIGITAL SNAPSHOT

45M+	MONTHLY GLOBAL UNIQUES (1)
142M+	MONTHLY GLOBAL PAGE VIEWS (1)
5.2M+	SOCIAL FOLLOWERS (3)
36M+	USERS (1)

VIDEO

+90M MONTHLY VIDEO IMPS (2)

+70% VIEWABILITY (2)

+75% VIDEO COMPLETION RATE (2)

DISPLAY

+500M MONTHLY AD IMPS (2)

+50% VIEWABILITY (2)

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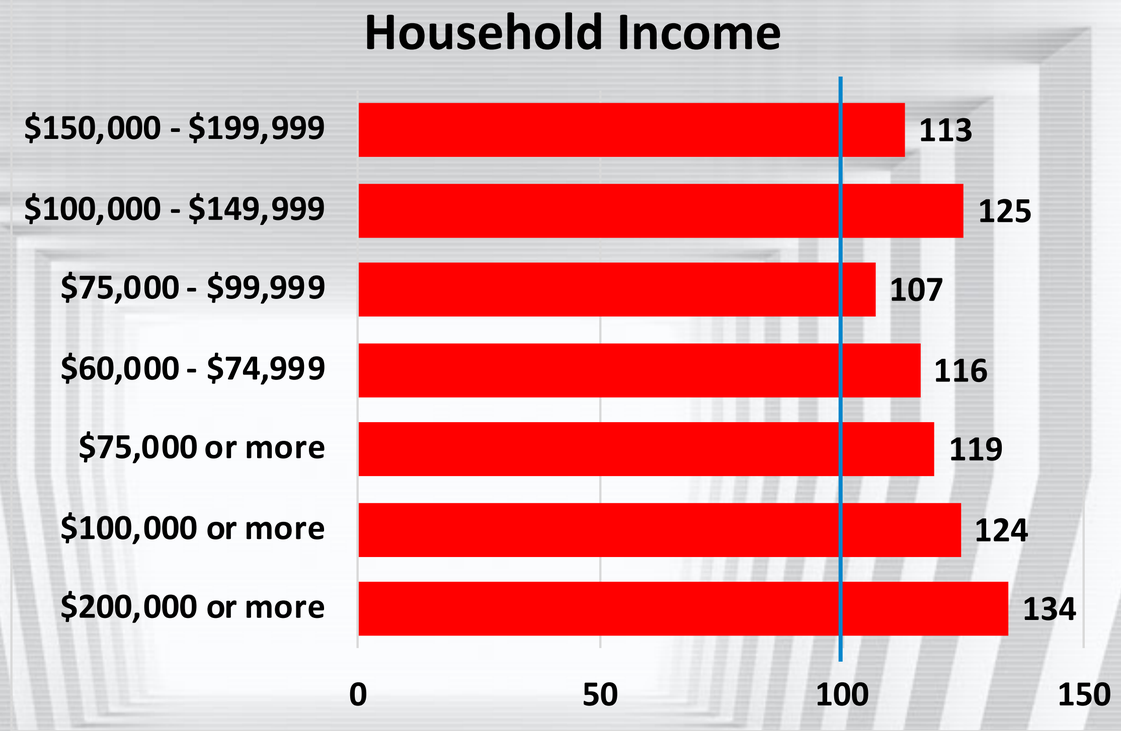
September/2018 data from following sources:
(1) - Google Analytics + Apple News (duplicated)
(2) - DFP
(3) - Social Media

DEMOGRAPHIC INFORMATION

Newsweek Over Index the Market:



$100K+	***HHI = 49% of total Users***
$75K+	***HHI = 67% of total Users***
60/40	***Male / Female***
55%	***Age 18-49***
21%	***Age 25-34 (competitive Index UV: 110)***
80%	***US IP Traffic (*)***

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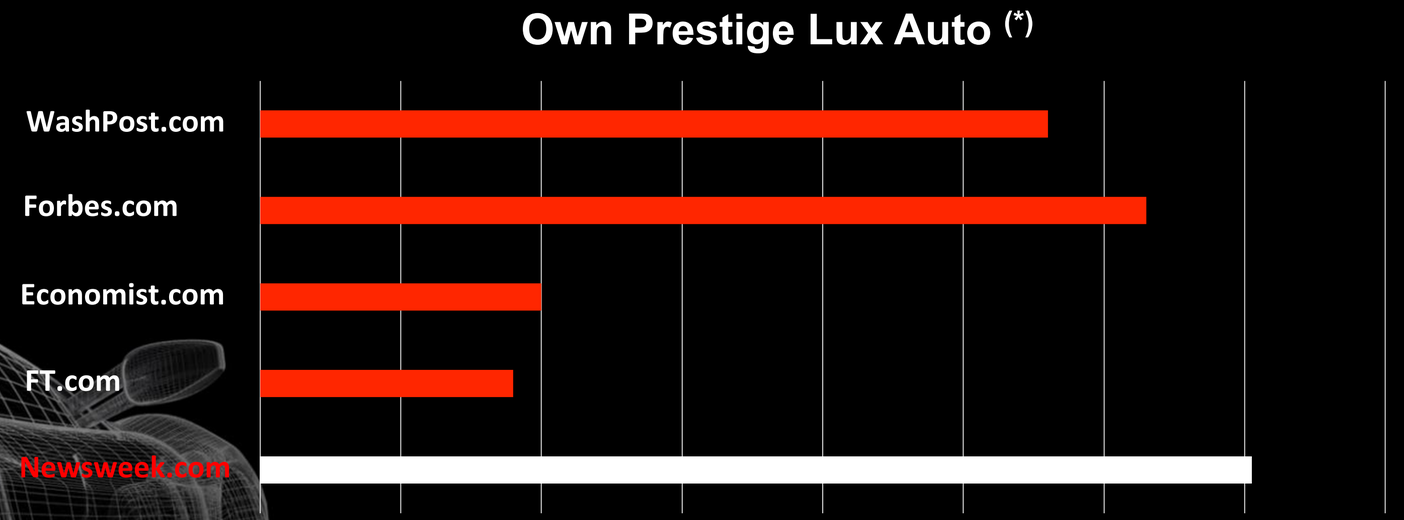
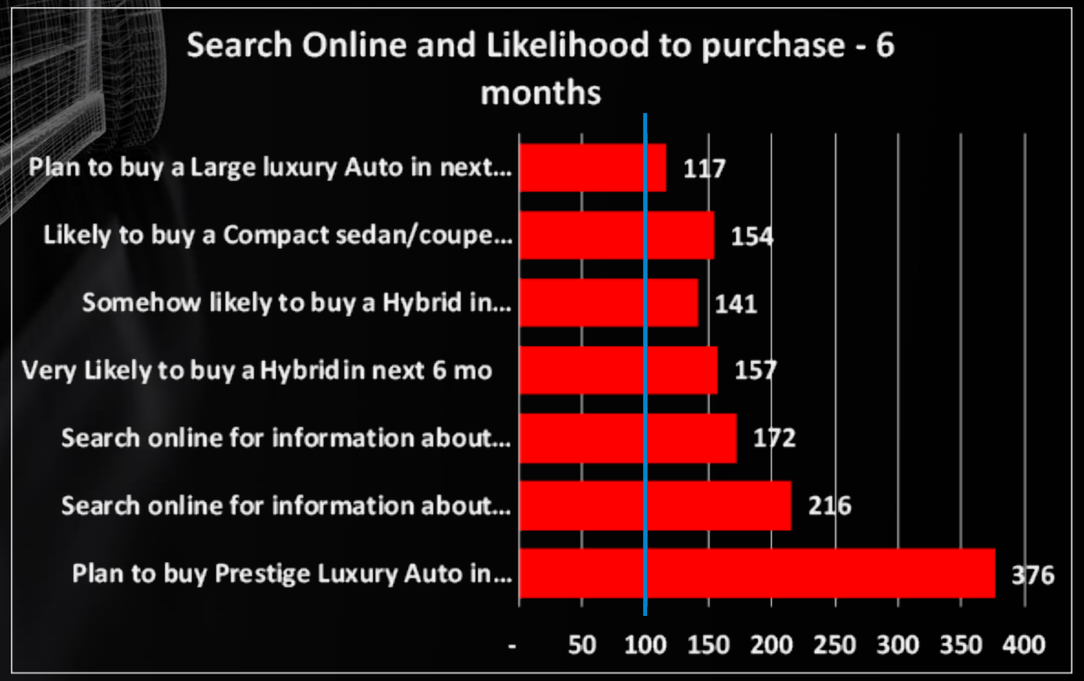
comScore, July/2018

(*) – Google Analytics, Sep/2018

AUTOMOTIVE

Newsweek Over Indexes Against:



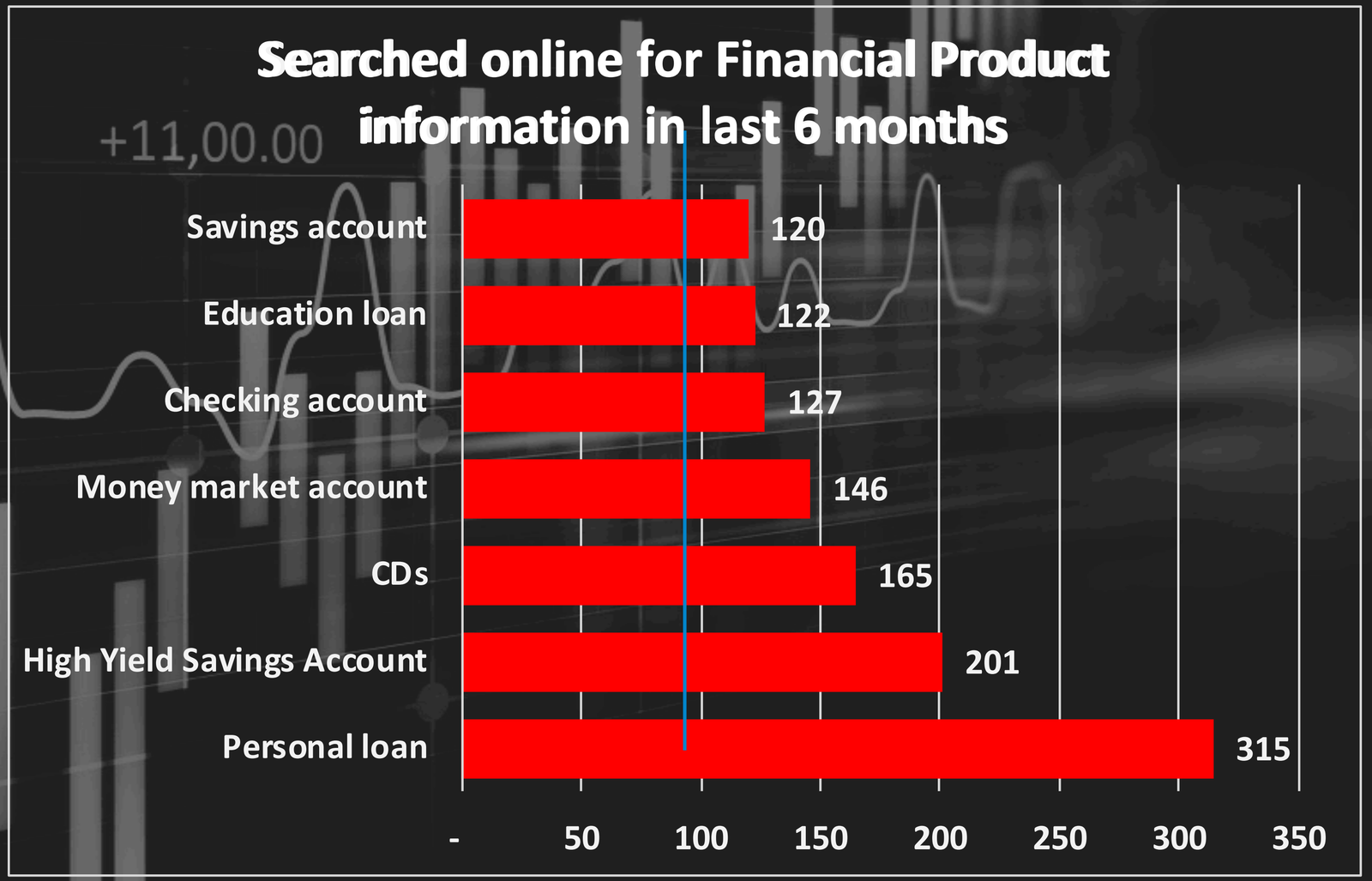


Newsweek

(*) comScore US Desktop comScore, July/2018

FINANCIAL SEGMENT

Newsweek Over Index the Market:



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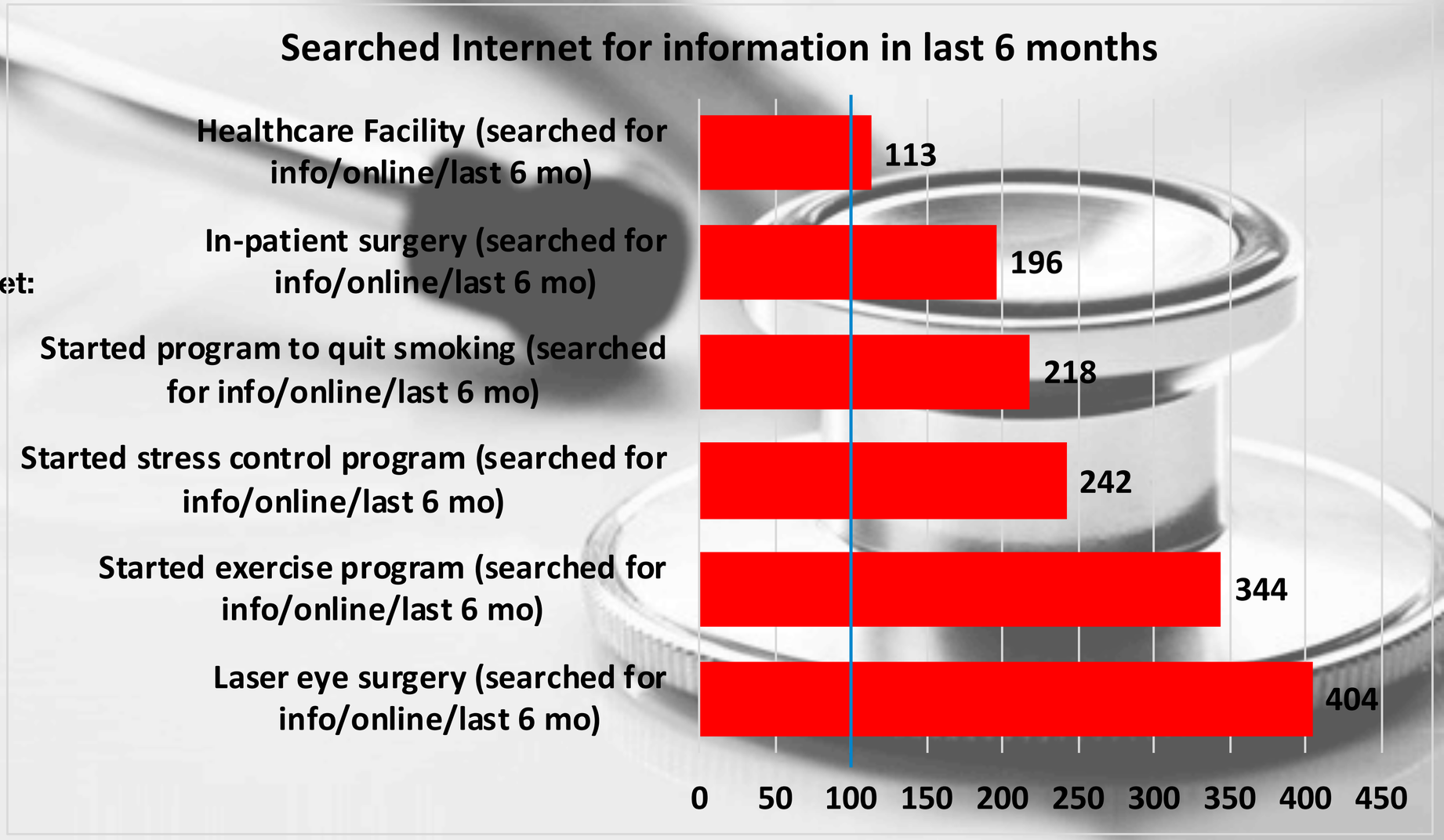
comScore, July/2018

PHARMA AND OVER THE COUNTER

Newsweek Over Index the Market:



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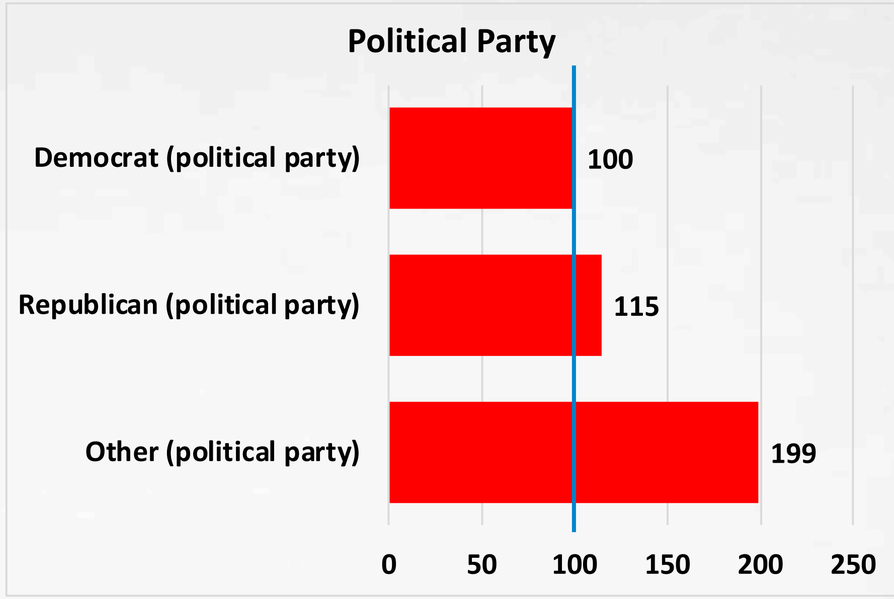
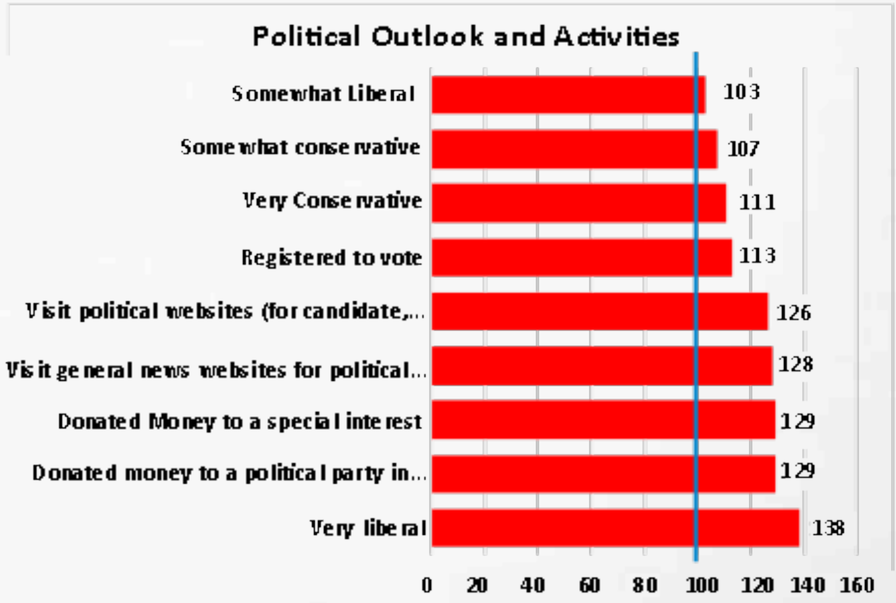
comScore, July/2018

POLITICS

Newsweek Over Index the Market:





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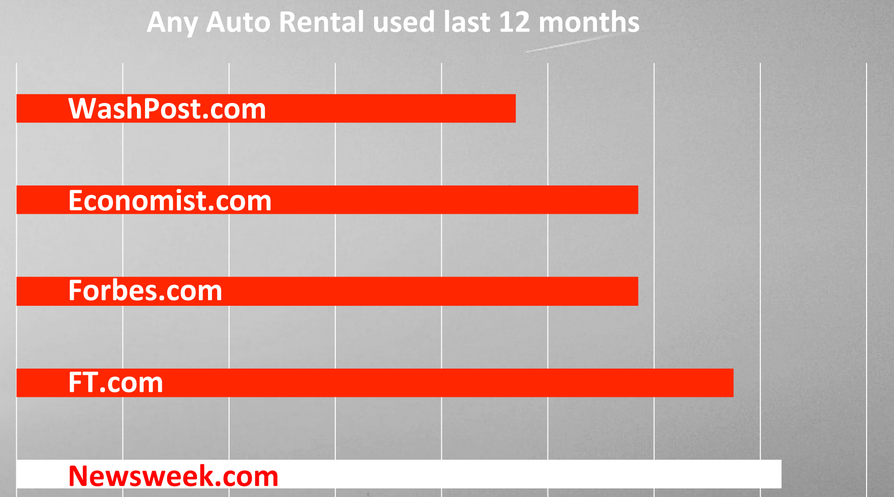
comScore, July/2018

TRAVEL

Newsweek Over Indexes Against:



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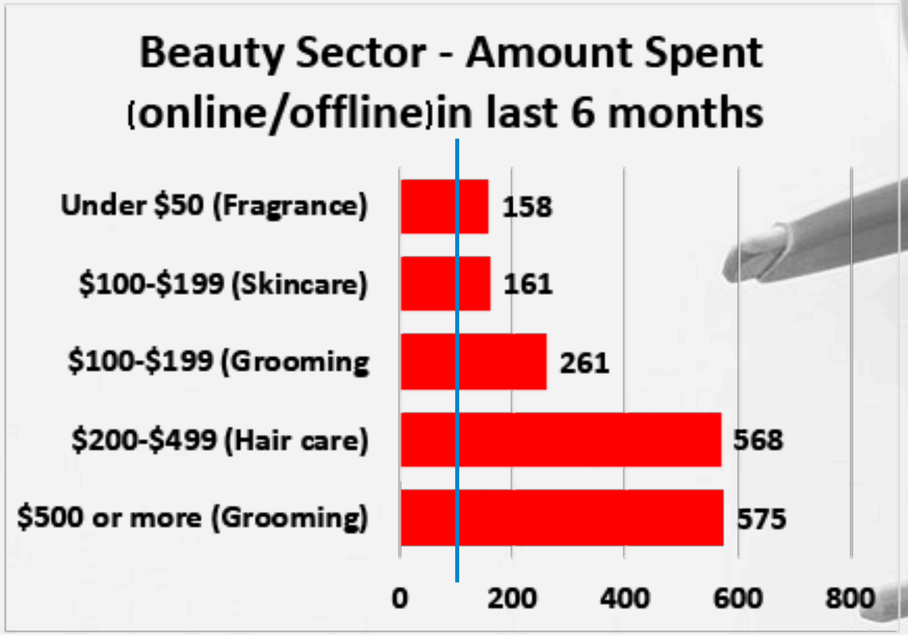
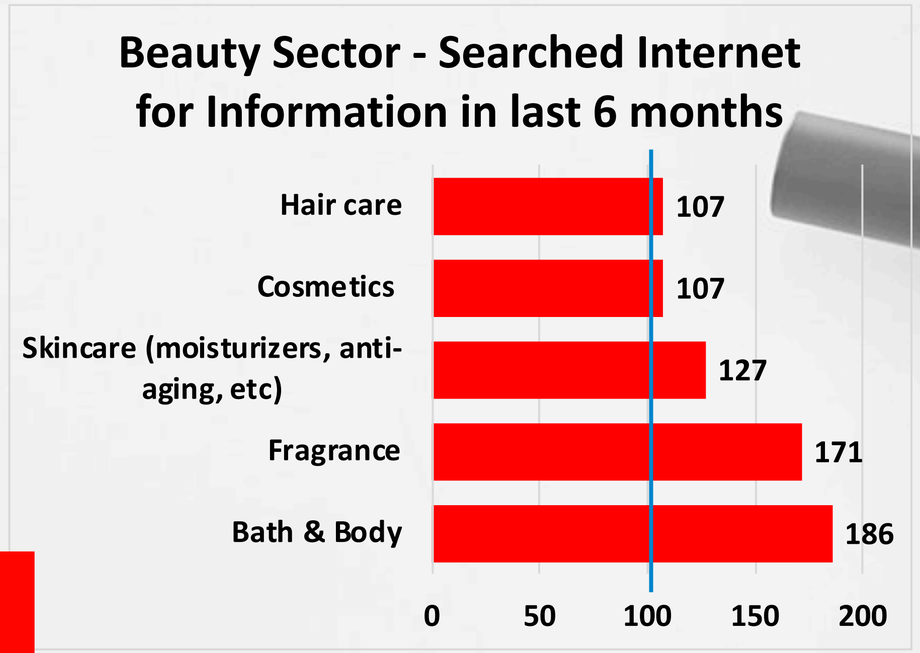
* comScore US Desktop

BEAUTY





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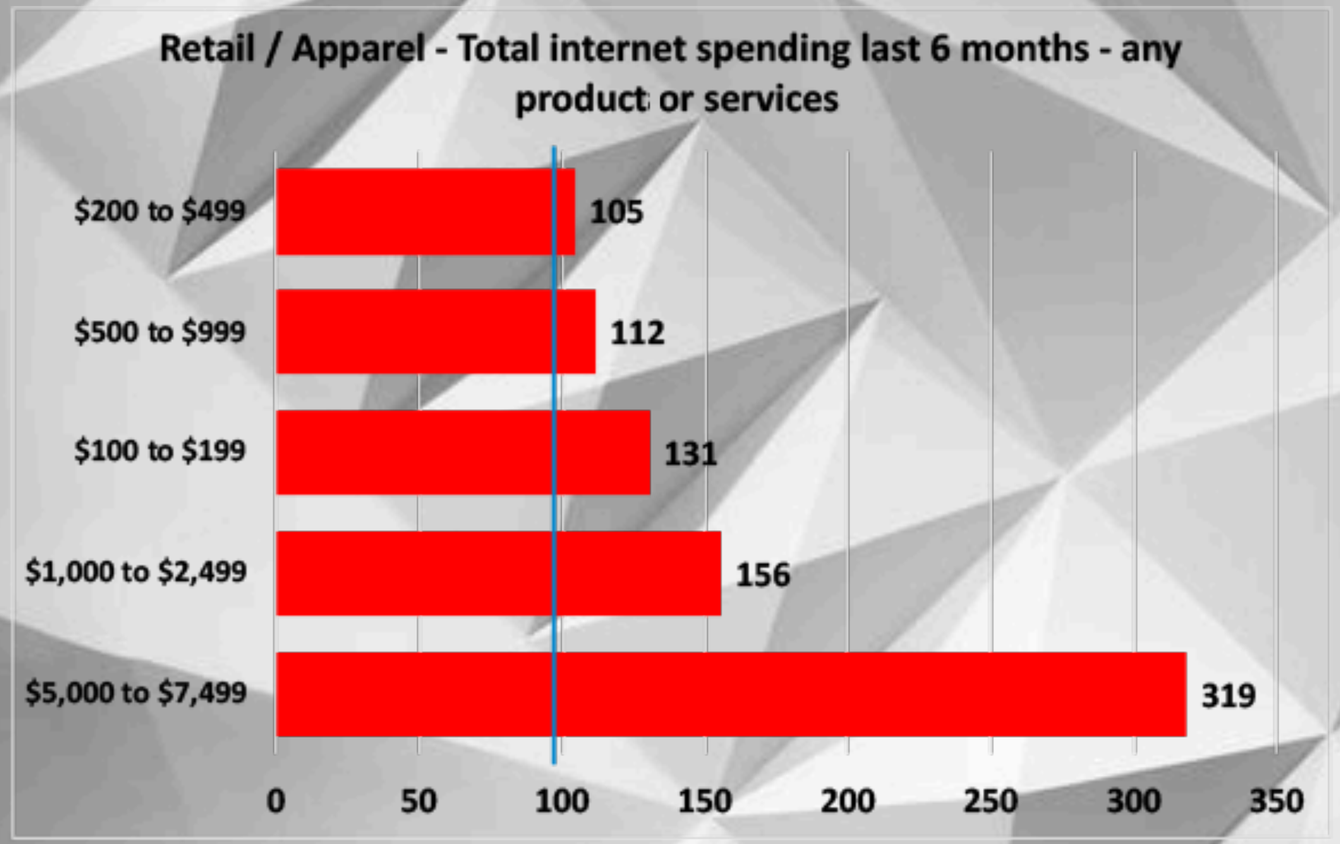
RETAIL



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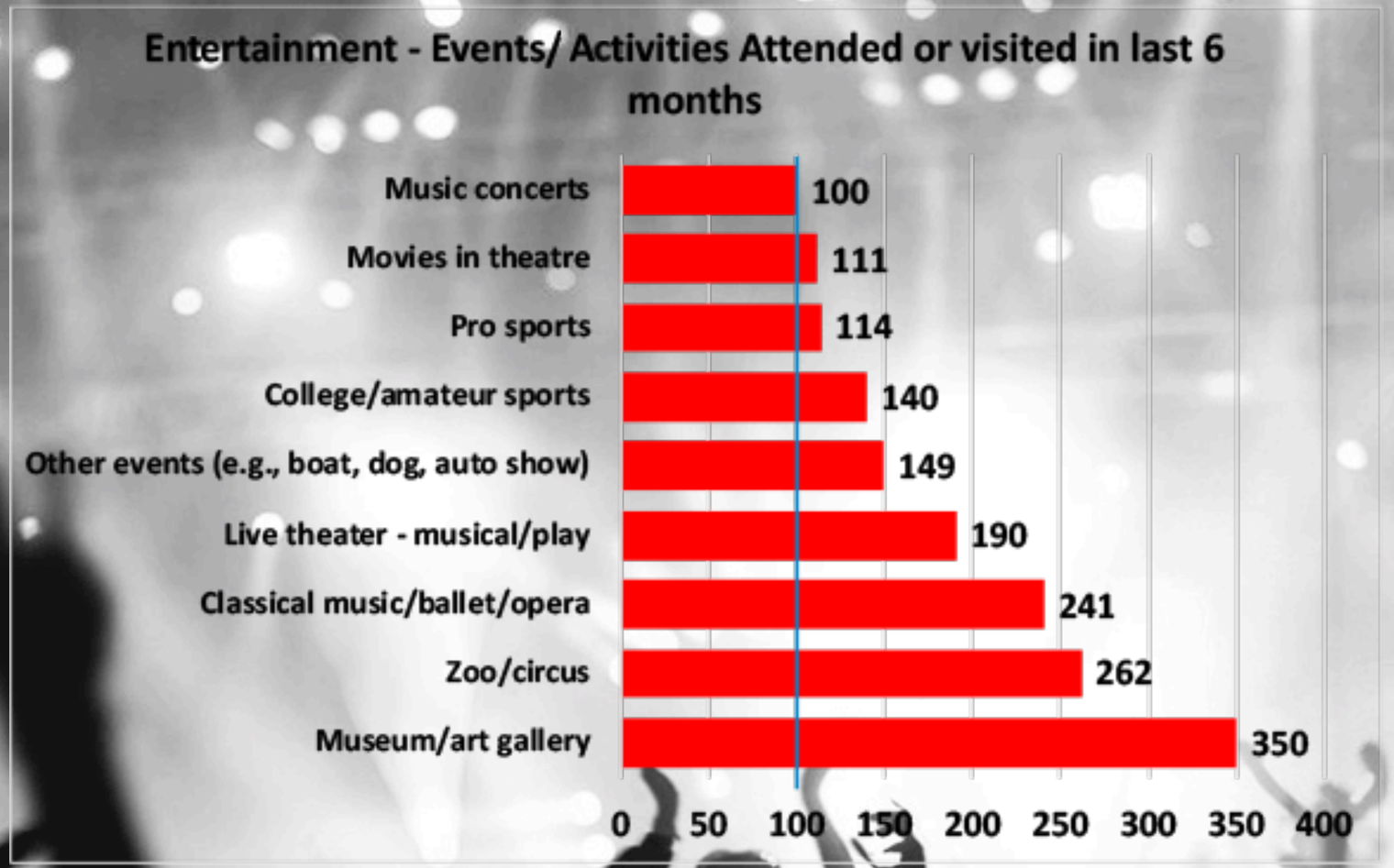
ENTERTAINMENT



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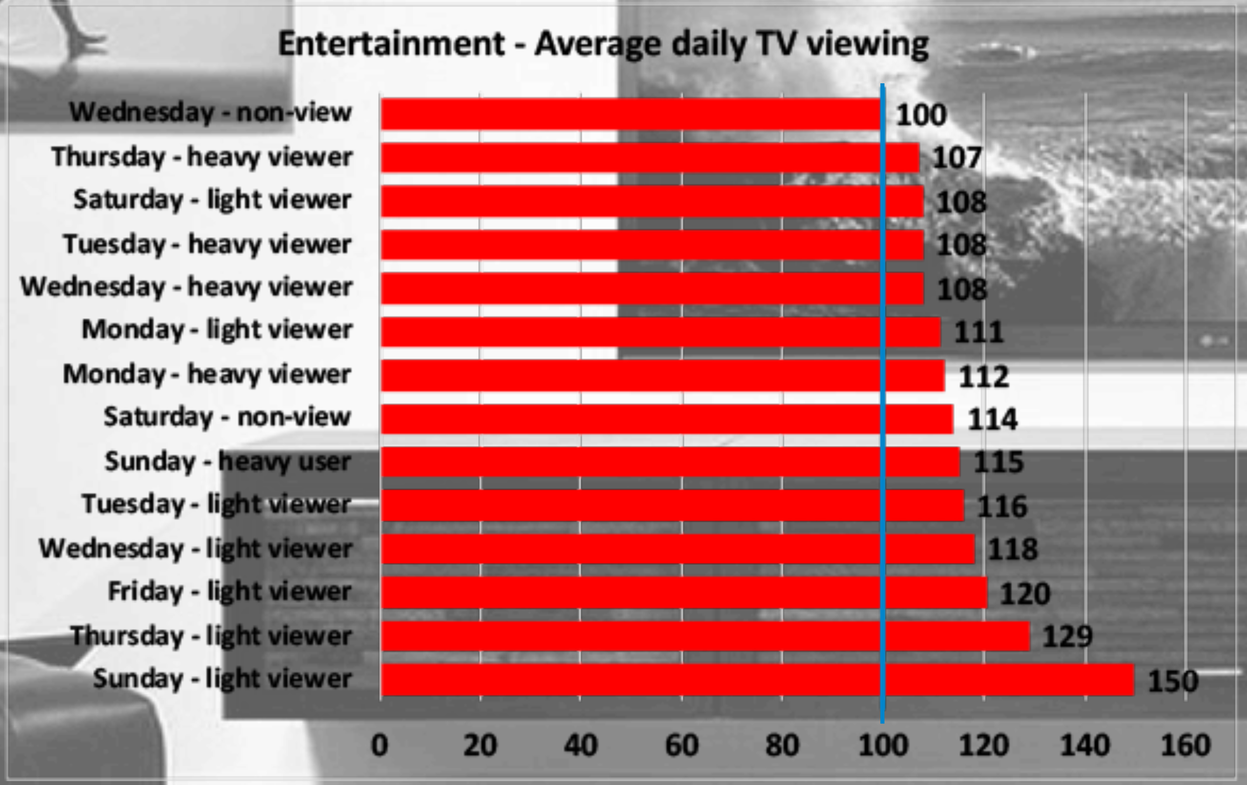
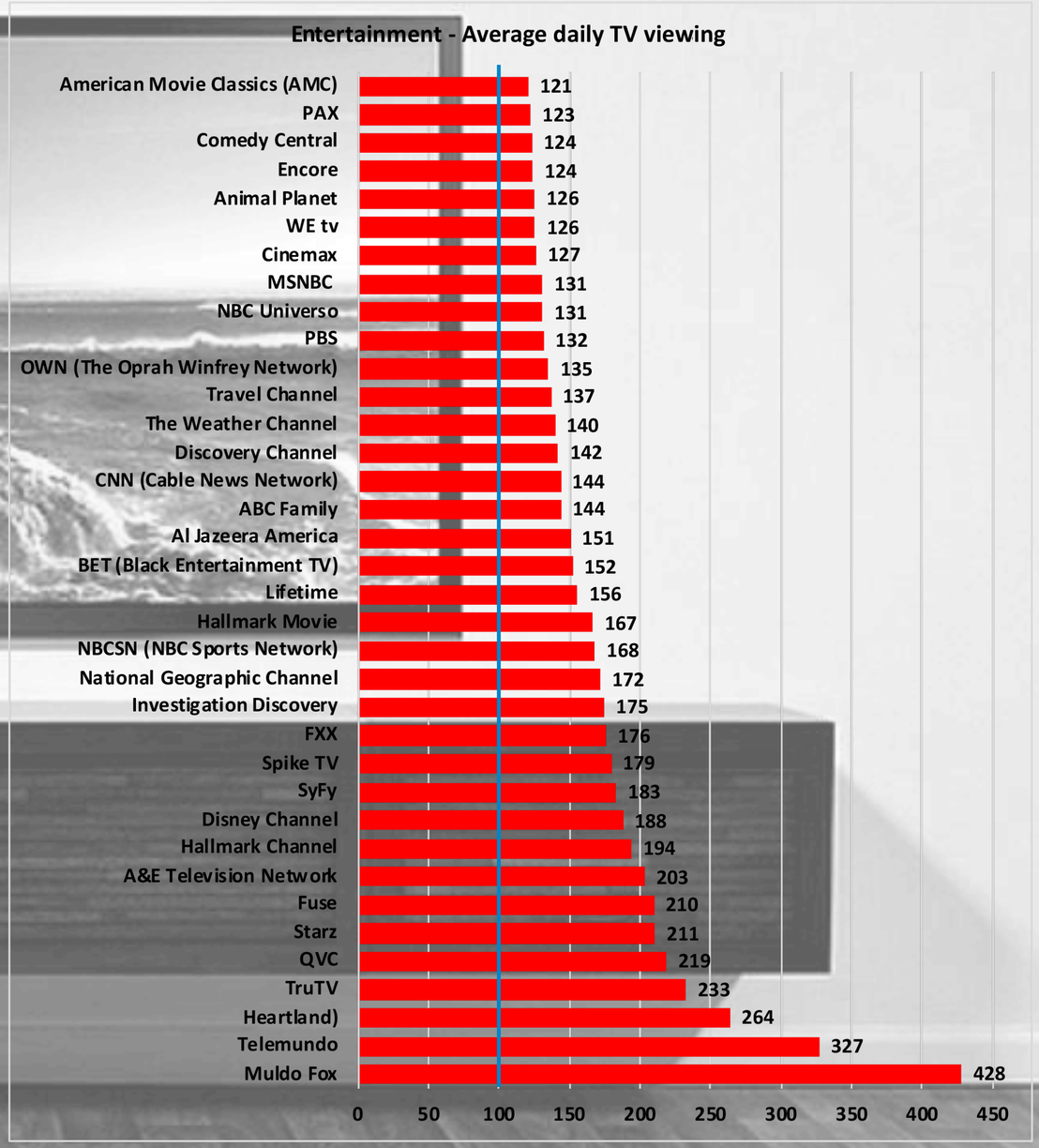
ENTERTAINMENT - TV





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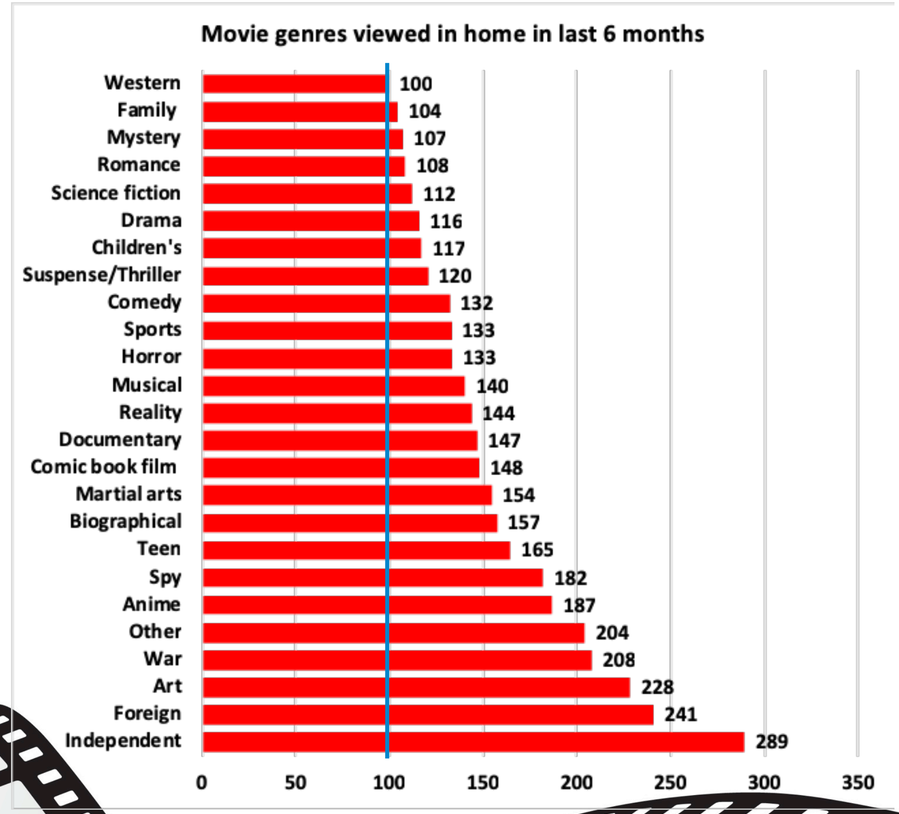
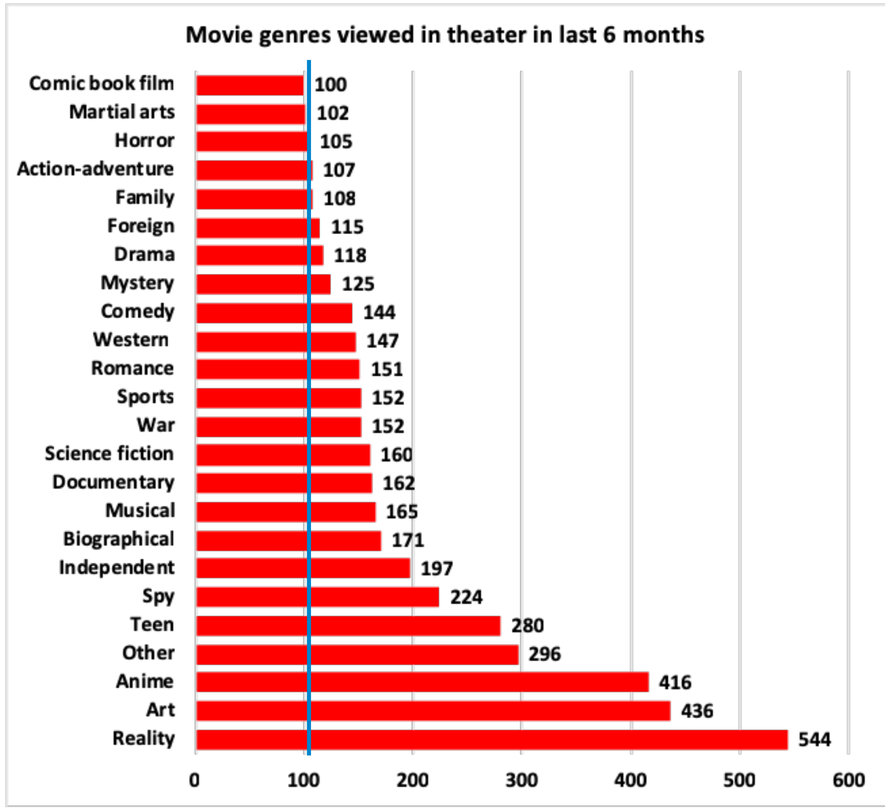
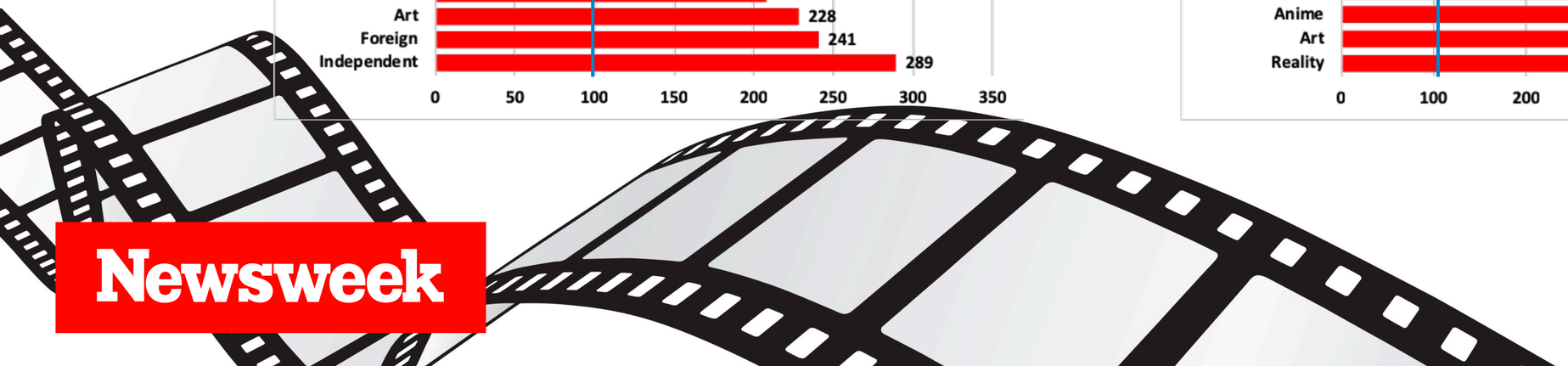
ENTERTAINMENT - FILM







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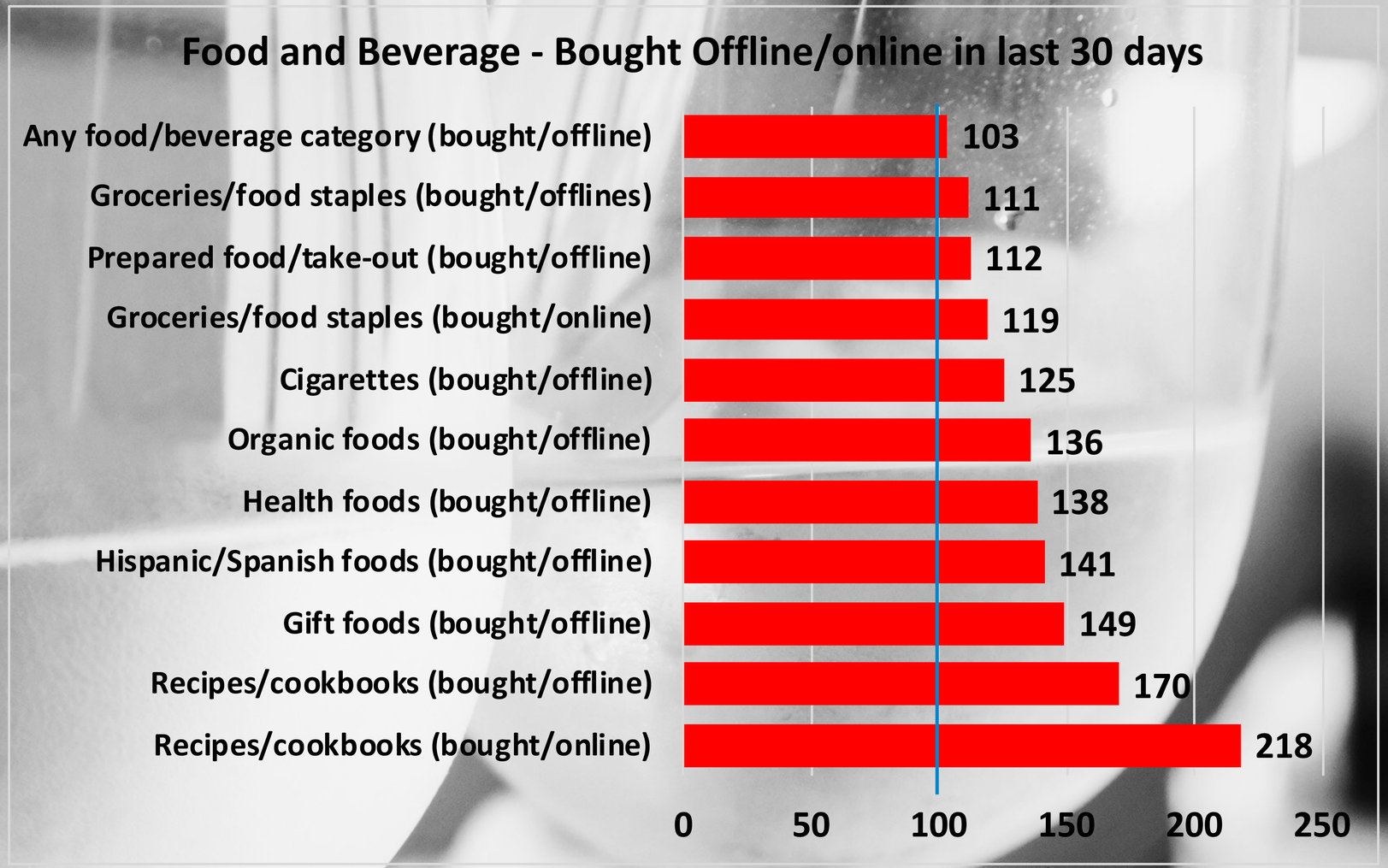
FOOD & BEVERAGE



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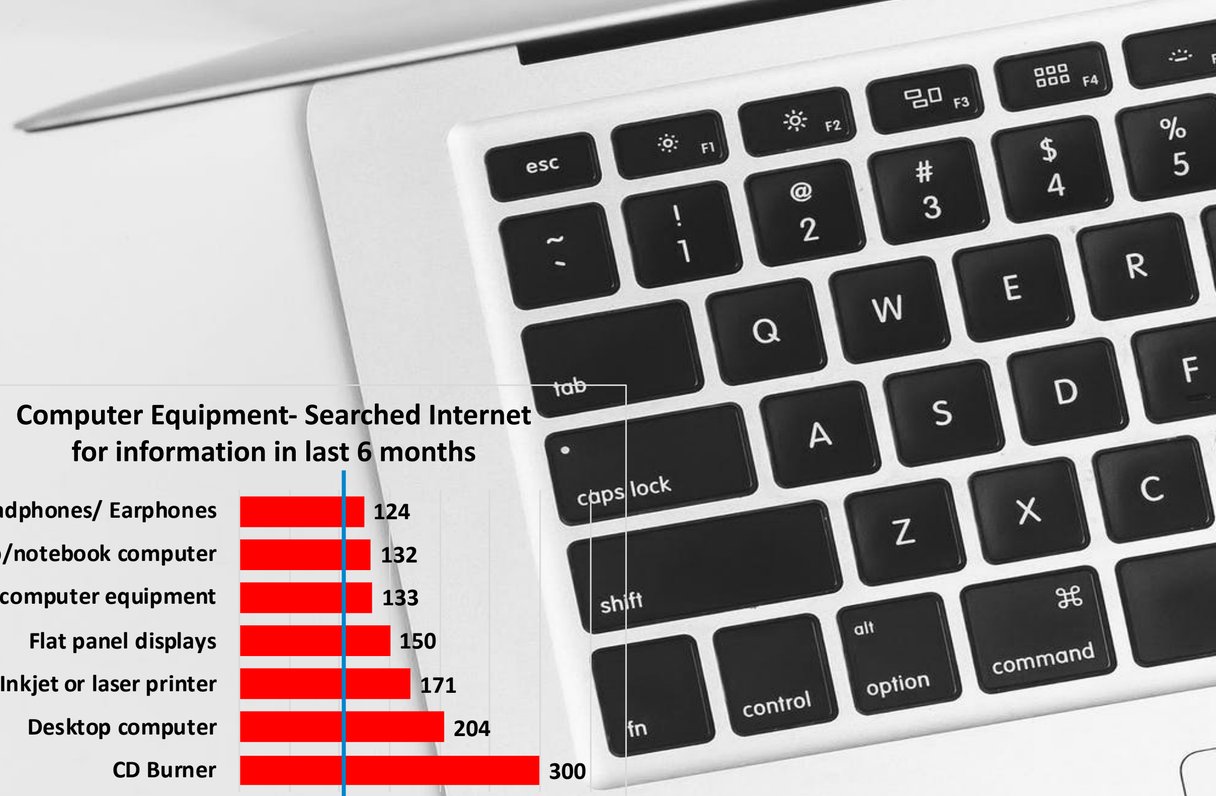
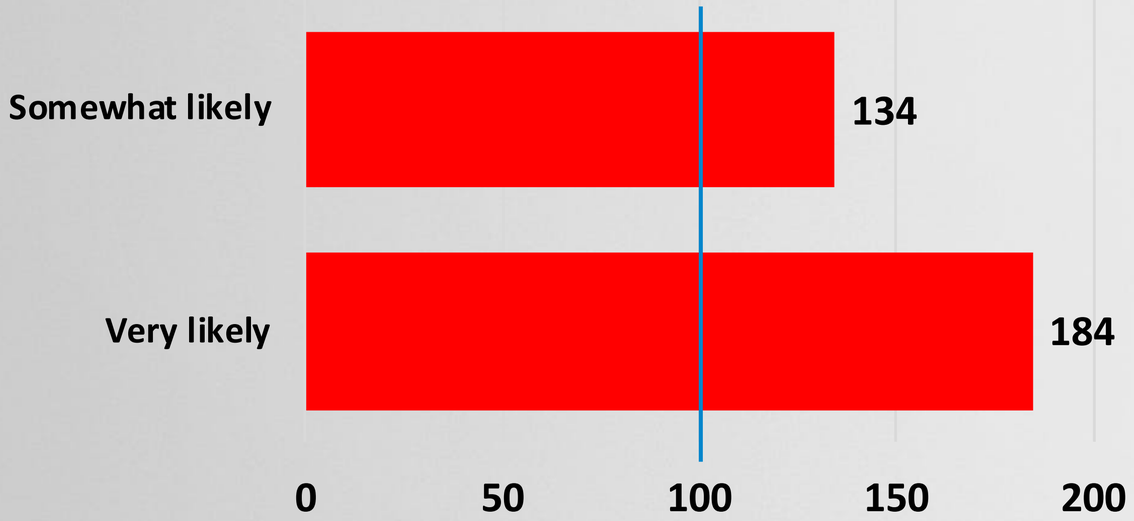
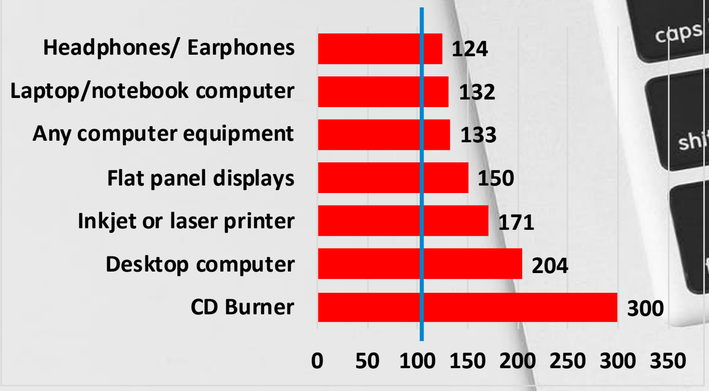
ELECTRONICS & COMPUTERS



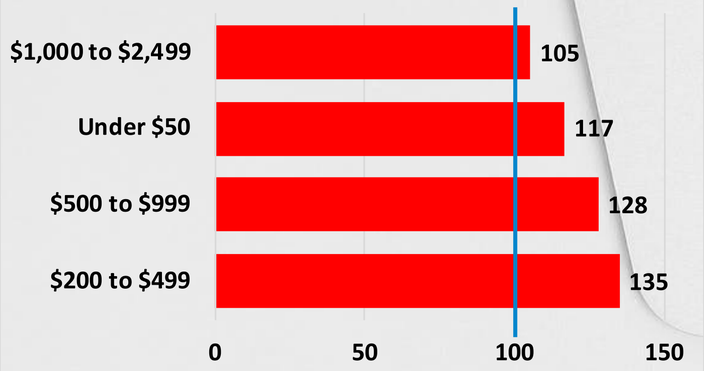
Computer Equipment - Likelihood to purchase a new PC/Computer in the next 12 months



Computer Equipment- Searched Internet for information in last 6 months



Computer Equipment - Amount spent online in last 6 months



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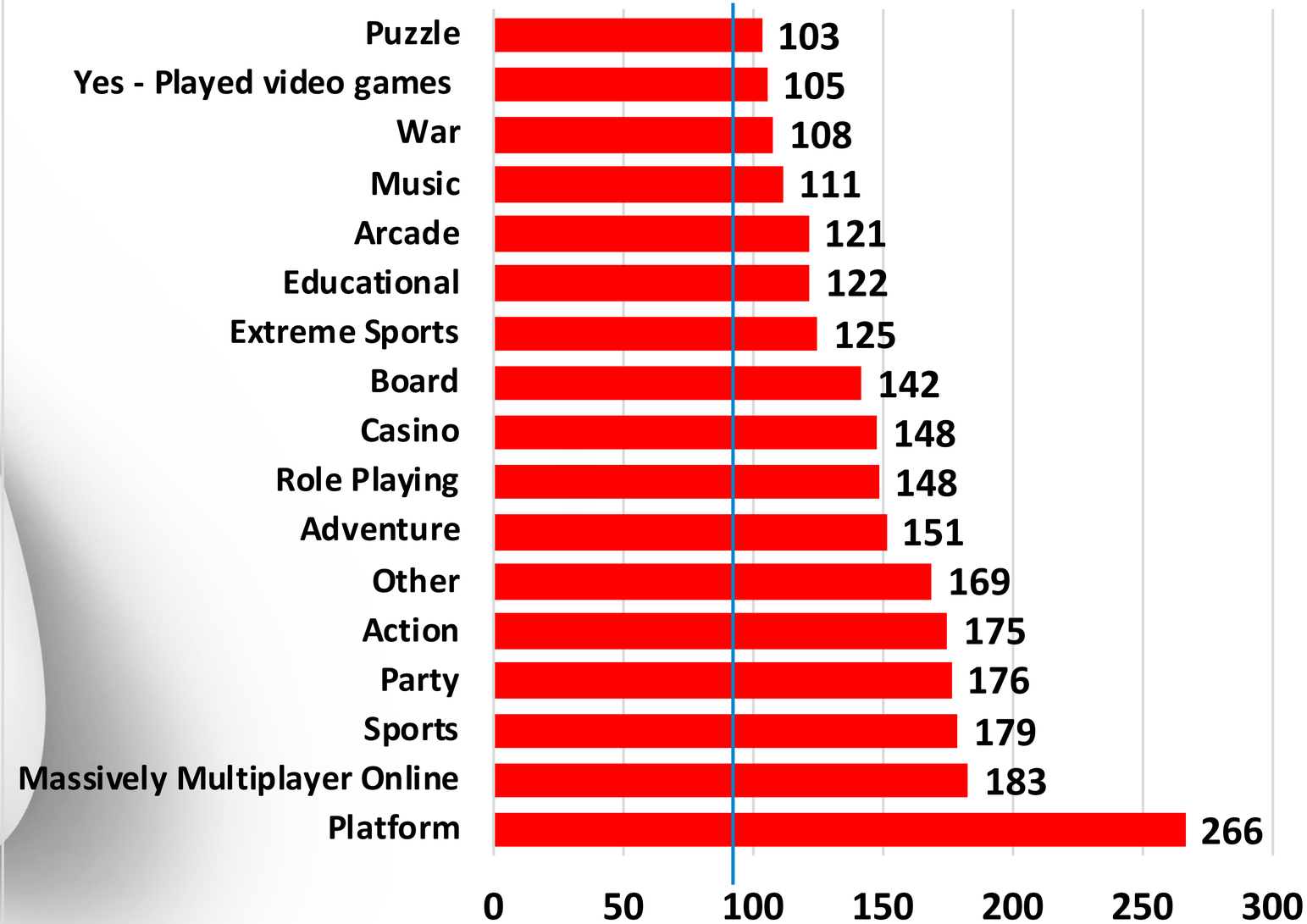
VIDEO GAMES

Video Game Genres played online in last 30 days



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ADVERTISERS, SPONSORS, BRANDED CONTENT PARTNERS

(custom content case studies available upon request)

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BRAND SAFETY:

2018 MEDIA RATING COUNCIL (MRC) BOARD MEMBER & VOTING BOARD MEMBER

1. Trustworthy Accountability Group:
(TAG) Certified Against Fraud and approved as a known & trusted player in the digital ad ecosystem.

2. BPA WORLDWIDE
TAG Certification independently assessed by BPA WORLDWIDE.

3. MOAT
Deployment across all video/display traffic to monitor Invalid Traffic (IVT)= General (GIVT) + Sophisticated (SIVT).
- Display IVT (Sep/2018): Newsweek avg. *1.38% IVT* versus MOAT's benchmark of *4.4%*
- *Video IVT (Sep/2018): Newsweek avg. 0.56% vs MOAT's benchmark of 3.7%*

4. forensiq by Impact
Deployment across all video/display traffic to monitor Invalid Traffic

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THANK YOU

Newsweek