Media Kit (2022)
Who We Are

Since 1933, Newsweek has been covering stories that share multiple points of view: **One story, different angles**. There's a reason why **53% of our audience are avid news readers**: We are digital first and one of the most trusted sources in media with a NewsGuard score of 100 out of 100.

As one of the largest **100% BIPOC/Diverse-owned publishers** with **75M+ total monthly uniques**, we reach both general market and a large multicultural audience.
Newsweek, a diverse owned publisher, delivers impressions against the following segments:

**Monthly Uniques:**

- **15.0MM** Hispanic
- **3.0MM** Asian American
- **6.75MM** Black
Today, Newsweek is digital first and as influential as ever.

**75M+**
Monthly Uniques

**200M+**
Monthly Global PVs

Read by more than 1 in 5 Americans.

**5.2M+**
Organic Social

+100M Vid Imp/Month
+75% Viewability
+75% VCR

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**$120K+**
Ave HHI

**51/49**
M/F

34.5%
Age 18-34

40.1%
Age 35-54

14.5%
Age 55-64

10.9%
Age 65+
(GA: 2022)

C-LEVEL: Reaching +15% of C-Suite

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**Brand Safety:**

Deployment across all video display Traffic to monitor Invalid Traffic

TAG Certification independently assessed by BPA WORLDWIDE.

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

237K+ Global
100K+ US
137K+ International (EMEA, LATAM, ASIA)

Our Readers

54/46 M/F Split
15 Min Average Time
52% C-Suite
48% Frequent Travelers
27% Are Millionaires

$1M+ 20% Investment Portfolio
53% Early Adopters of Technology
40% Say Newsweek offers something they can’t get from other sources
414K+ Avg. Investment Portfolio (excluding home)

Franchise Print Circ:

50K+ Japan
30K+ S. Korea
70K+ Poland
6K+ Romania
Belgium Coming Soon
Digital Solutions Suite

- Display and high-impact banners
- Pre-roll video
- Homepage placement
- Hub takeover
- Custom content
- Live events
- Interactive Infographics/Quizzes
- Newsletters, Podcasts, Rankings
- Organic/paid social media sponsored post
- First party data
Leverage Newsweek’s unique storytelling capabilities to drive awareness and engagement for your brand.

Newsweek can produce content for your brand or content can be provided by the client and edited to meet Newsweek’s editorial standards.

Article placements are 100% SOV with “presented by” alongside your brand logo.
Achieve higher visibility and greater engagement with native traffic drivers on Newsweek’s homepage.

Sponsored Insight Units can live directly on Newsweek’s homepage and target 3rd party audiences.
Sponsored Insight

Align with Newsweek’s Hub sections through Sponsored Insight.

- Sponsored Insight Units are native traffic drivers that can target 3rd party audiences.
- Article Placements can live on Newsweek’s site, or click through directly to your brand’s site.
- Article placements include 100% SOV roadblock display advertising

Newsweek offers Sponsored Insight across the following hubs: Science & Tech, Life, Health, Education, Autos and Culture.
Align your brand with a Newsweek topic hub of your choice for an engaging takeover.

- Exclusive presenting sponsor of the business hub on the Newsweek site (120x60 logo signage)
- 100% SOV display advertising on the related hub article pages
- Native advertising and custom content available as additional add-on
Interactive Landing Pages

Custom landing pages that live under the Newsweek domain can be built specifically for your brand to host custom content, interactive quizzes, infographics and more.

Our team can take structured data and add features to it so readers can engage and interact with it.

View Live Example
Monthly Highlights

AUG
Fall Travel Preview
Philanthropy Special Report: Global Giving

SEPT
Fall Entertainment Preview
Most Loved Workplaces
Future of Banking

OCT
The New Influencers
Technology Special Report

NOV
The Sustainability Issue
Mideast Outlook plus FIFA World Cup preview

DEC
The Innovation Issue: 50 Greatest Disruptors
Holiday Gift Guide
2022: Year in Review
Outlook Issue, plus 23 Things to Look Forward to in 2023

Align your brand with an editorial topic page and related article pages, to include:

1. 100% SOV display
2. Exclusive presenting sponsor available for select Rankings
In-Office Live Events
The 72nd Floor 1WTC

Live events replete with influencers, C-Suite panelists, and thought leaders from around the world, around topics from IOT/Security to AI in capital markets, Newsweek covers it all.

- Live Streaming
- Podcasts
- Content Syndication
- Influencers
- Panelists
- Video Production
Podcast Sponsorship

Get a host talking about content or align with one of Newsweek’s current podcast series through audio ad insertion.

*30-45 minutes push to all platforms

100k+ downloads per month
Newsletter Sponsorship

World in Brief “Sponsored by”

Our premium daily newsletter provides an in-depth briefing for the day ahead and reaches our subscription audience. Align with Newsweek’s digital newsletter and reach a highly engaged audience for maximum impact and engagement.

750k+ Subscribers
5% Avg. CTR
Programmatic Capabilities & Display Banners

Deal Types
- Private Auction
- Preferred Deals
- Programmatic Guaranteed

Targeting
- First, second and third party data
- Contextual

Desktop Formats
- 970x250 Billboard
- 728x90 Leaderboard
- 300x600 Half page
- 300x250 Rectangle
Mobile Banners

Stand Out.

From disruptive, interactive banners to standard banners, we have the solutions to reach your audience.
Custom Mobile Rich Media

Our Newsweek mobile rich media units deliver desk & mobile video for maximum impact and engagement:

**INTERSCROLLER**

**CINEMAGRAPH**

**CAROUSEL**

**FLOW**

View Example
**Video Pre-Roll (mobile/desktop)**

Our Newsweek digital video platform reaches our monthly users to deliver desk & mobile video for maximum impact and engagement:

- **+75% VCR**
- **+75% Viewability**
- **CTR 3x industry**
Appendix
Goal
Increase brand awareness for Oracle’s technology for brand loyalty programs.

Solutions

- Oracle is the Official Sponsor for America’s Best Loyalty Programs
- "Brought to you by Oracle" on Custom Content Hub “The Brand Loyalty Revolution” with Sponsor Logo Signage
- 12 targeted editorial stories & 6 advertorials
- Homepage placement to increase visibility, awareness and action
- 100% viewable inventory from Apple News
- Organic Social Promotion
- Print version of advertorial article as added value

Results

- Impressions delivered: 7M+
- Average CTR: 0.16%
- Apple News Viewability: 100%
- Back Cover of Print Rankings Edition
- 1 Double Page Spread
- Version of 6 Digital Ads
Digital advertising opportunities

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<thead>
<tr>
<th>Monthly video impressions</th>
<th>Viewability</th>
<th>Video completion rate</th>
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<tbody>
<tr>
<td>100M+</td>
<td>75%+</td>
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<table>
<thead>
<tr>
<th>Monthly display impressions</th>
<th>Display viewability</th>
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<tbody>
<tr>
<td>500M+</td>
<td>70%+</td>
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<table>
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<tr>
<th>Channel</th>
<th>Video Pre-Roll Opportunities</th>
<th>Display Ad Opportunity</th>
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<tbody>
<tr>
<td>Politics</td>
<td>30M+</td>
<td>200M+</td>
</tr>
<tr>
<td>Health</td>
<td>14M+</td>
<td>100M+</td>
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<tr>
<td>Entertainment</td>
<td>14M+</td>
<td>100M+</td>
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<tr>
<td>Travel</td>
<td>7M+</td>
<td>40M+</td>
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<tr>
<td>Science</td>
<td>7M+</td>
<td>40M+</td>
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<tr>
<td>Other</td>
<td>30M+</td>
<td>120M+</td>
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</table>

Ad Opportunity is not the same as Ad Impressions.

BEST PERFORMING VERTICALS

<table>
<thead>
<tr>
<th>LUXURY / RETAIL</th>
<th>CONSUMER FINANCE</th>
<th>AUTO / MOBILITY</th>
<th>CPG</th>
<th>TRAVEL</th>
<th>TELECOM</th>
<th>PHARMA</th>
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<tbody>
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<td><img src="image" alt="Consumer Finance" /></td>
<td><img src="image" alt="Auto / Mobility" /></td>
<td><img src="image" alt="CPG" /></td>
<td><img src="image" alt="Travel" /></td>
<td><img src="image" alt="Telecom" /></td>
<td><img src="image" alt="Pharma" /></td>
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</tbody>
</table>
Advertisers, Sponsors, Branded Content Partners

Custom content case studies available upon request
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