

Newsweek

Media Kit (2022)



Newsweek

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.



75M+
Monthly Uniques

 **NewsGuard**

100 / 100



Newsweek.

Diversity Snapshot

Newsweek, a diverse owned publisher, delivers impressions against the following segments:

Monthly Uniques:

15.0MM

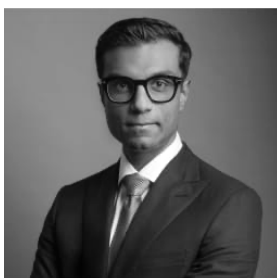
Hispanic

3.0MM

Asian American

6.75MM

Black



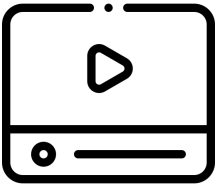
Dev Pragad, CEO



Jonathan Davis, Owner



Today,
Newsweek is
digital first and
as influential
as ever.

75M+ Monthly Uniques	200M+ Monthly Global PVs	 +100M Vid Imp/Month +75% Viewability +75% VCR
 Read by more than 1 in 5 Americans.	5.2M+ Organic Social	

 \$120K+ Ave HHI		 51/49 M/F		 C-LEVEL: Reaching +15% of C-Suite
34.5% Age 18-34	40.1% Age 35-54	14.5% Age 55-64	10.9% Age 65+	
(GA: 2022)				

Brand Safety:



Deployment across all video
display Traffic to
monitor Invalid Traffic



TAG Certification
independently assessed
by BPA WORLDWIDE.



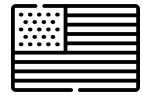
Trustworthy Accountability Group:
(TAG) Certified Against Fraud and
approved as a known & trusted player
in the digital ad ecosystem.



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



Newsweek

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



Branded Sponsored Article

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.

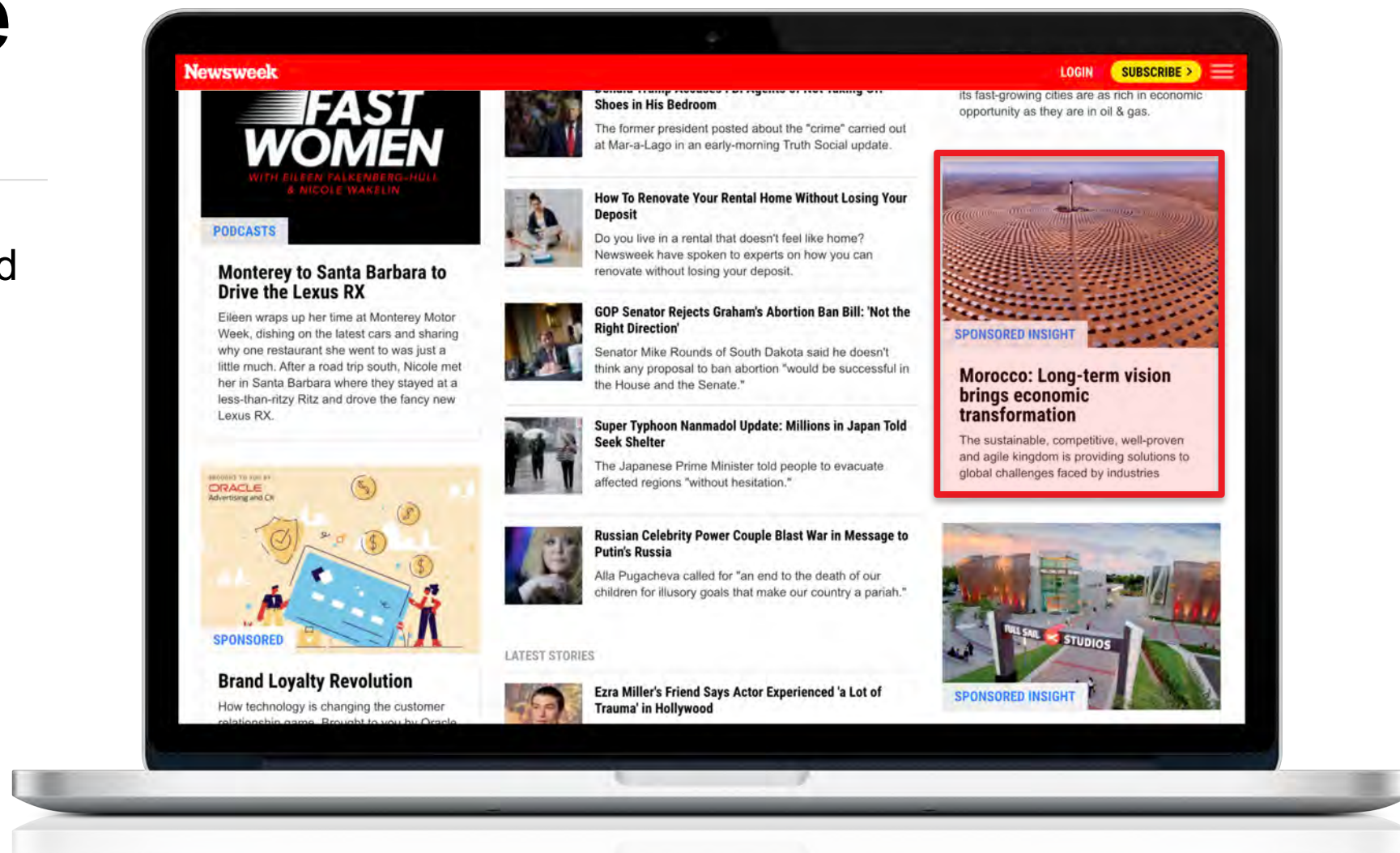
[View Example](#)

Branded Sponsored Article Mock

Homepage Placement

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.



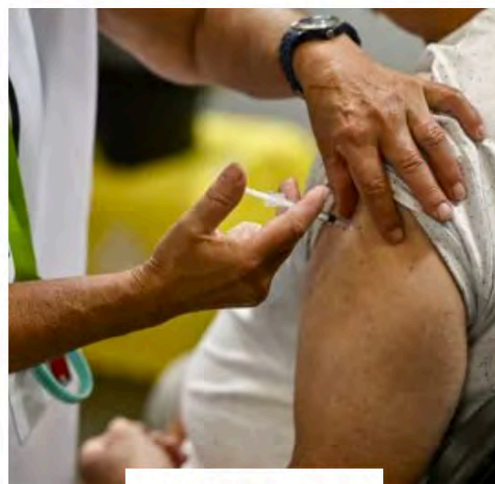
N EDUCATION



STATISTA

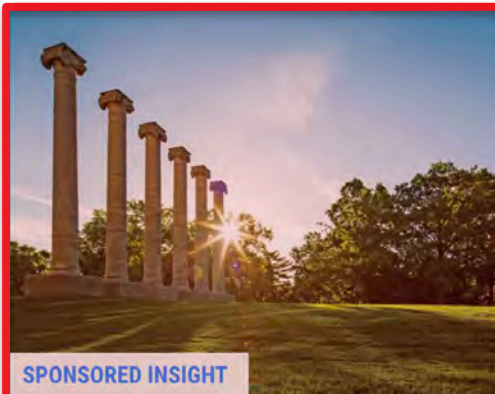
America's Best Ambulatory Surgery Centers 2023

Newsweek is partnering with Statista to rank America's Best Ambulatory Surgery Centers 2023. Please access the survey to participate.



OMICRON

What Is Centaurus? New COVID Subvariant Found In Florida, Europe



SPONSORED INSIGHT

What are the USA's Leading Rehab Therapy & Sports Science Programs in 2022?

Do you want to make a positive impact on someone's well-being or their competitive career prospects? Find out how you can in these compelling career areas.



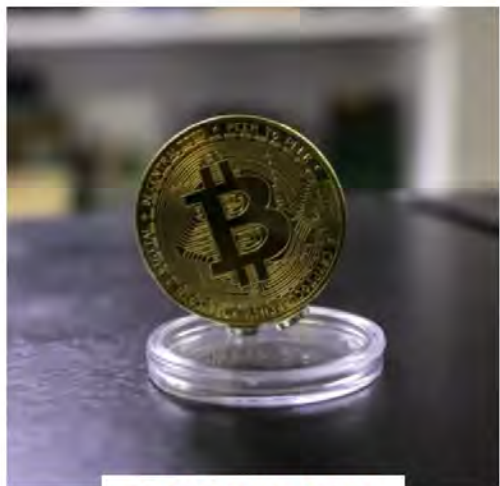
Sponsored Insight

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.

N BUSINESS

 Presented by **BRANDX**

CRYPTOCURRENCY
**Cryptocurrency News Today:
Bitcoin Prices Edges Up After
Surge in Addresses**

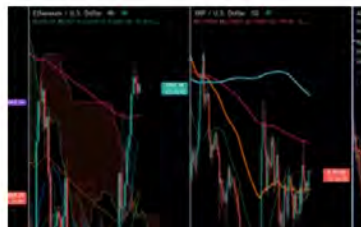
The outlook for cryptocurrencies is bullish after a period of consolidation.


APPLE
**Apple Products, Including
Music, iCloud, Knocked
Offline**

On Monday afternoon, Apple's support page on Twitter said all of the outages have been resolved, and its website shows that systems should be running normally.


ECONOMY
**Inflation Rise Coupled With
Retail Spending Decrease
Sets Concerning Tone**

Comparatively slow economic growth was reported for February, according to Commerce Department data.



Hub Takeover

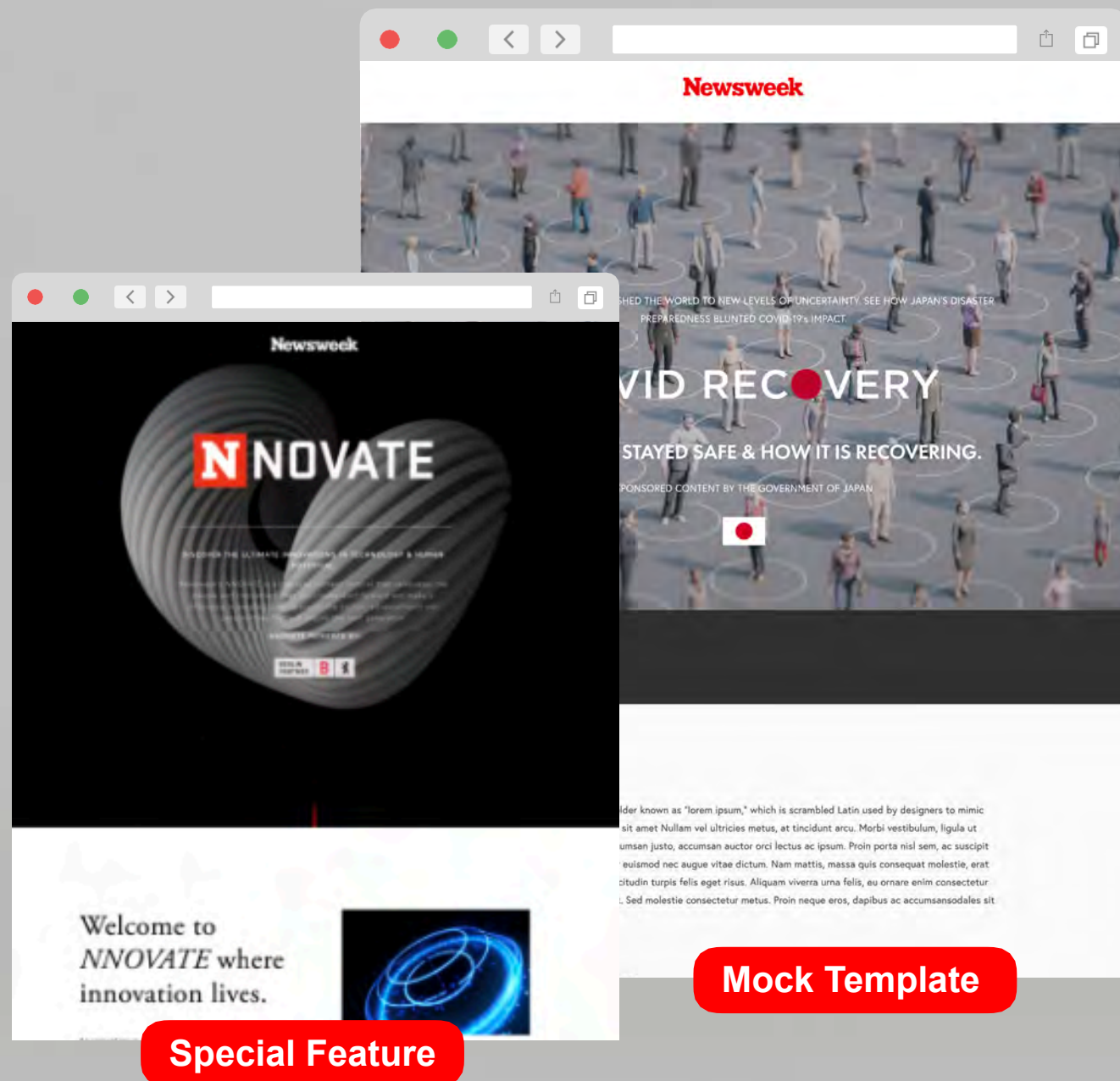
Align your brand with a Newsweek topic hub of your choice for an engaging takeover.

- 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](#)[Mock Template](#)[Special Feature](#)



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

Newsweek.

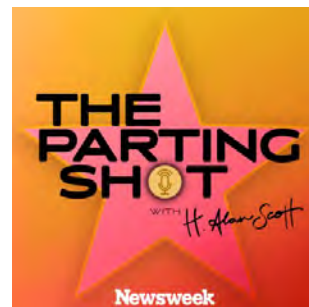
In-Office Live Events The 72nd Floor 1WTC

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**



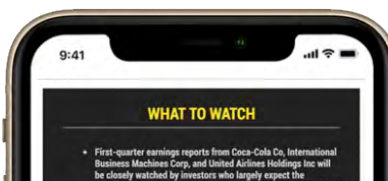
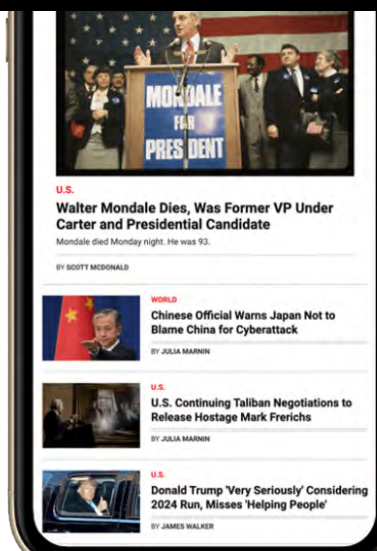
Newsletter Sponsorship

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



Preferred Partnerships

DSP: TTD, DV360
SSP: AdX, Magnite



Programmatic Capabilities & Display Banners

Deal Types

- Private Auction *Floor pricing*
- Preferred Deals *Fixed pricing*
- Programmatic Guaranteed *Fixed pricing*

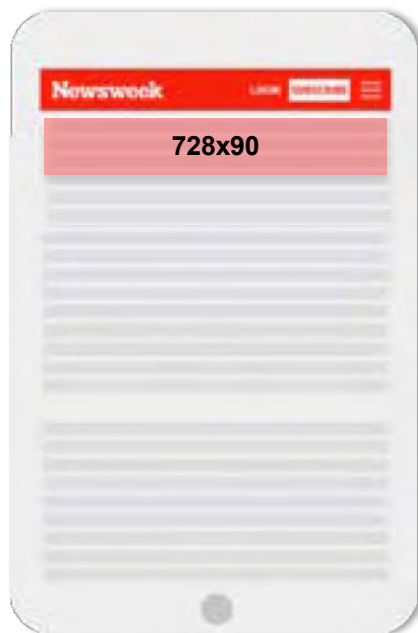
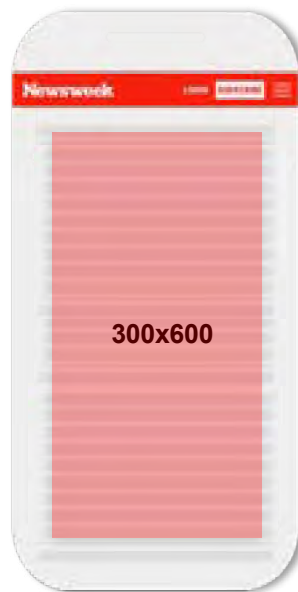
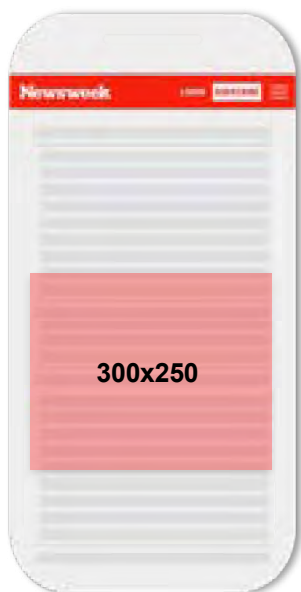
Targeting

- 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:

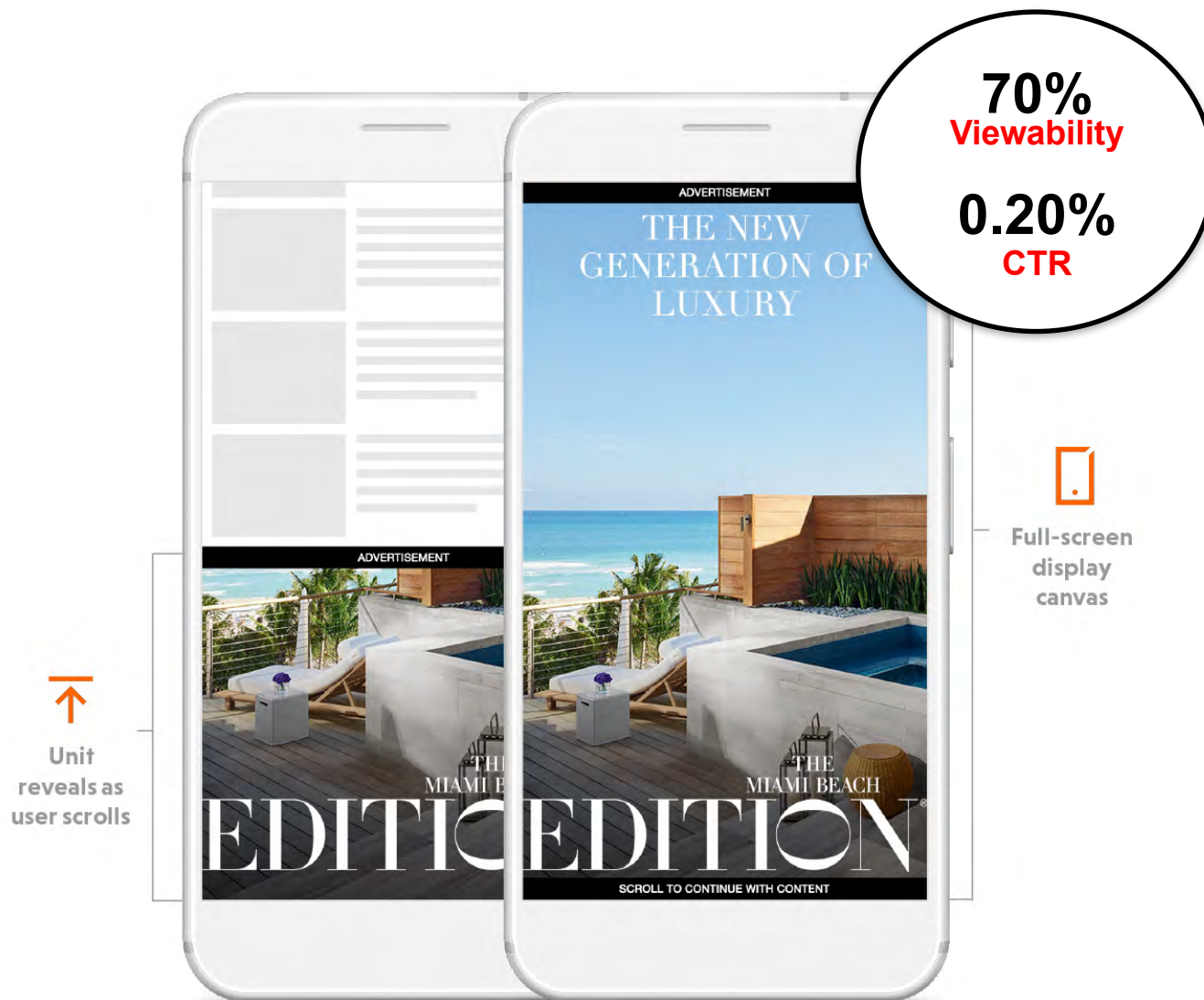
[INTERSCROLLER](#)

[CINEMAGRAPH](#)

[CAROUSEL](#)

[FLOW](#)

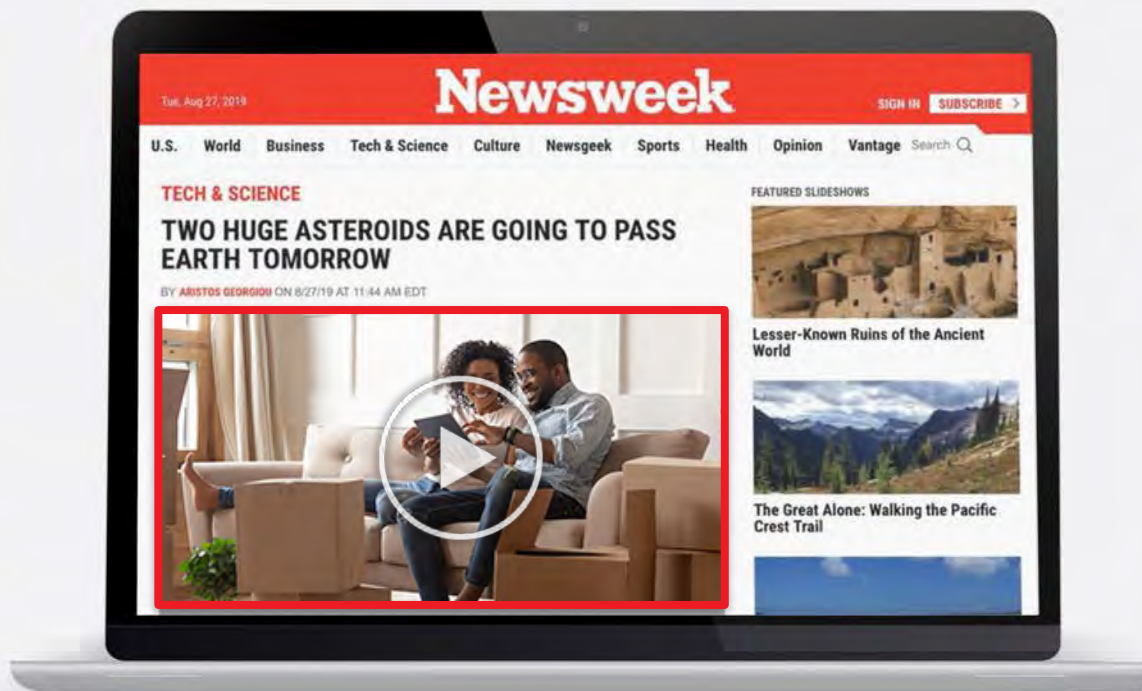
[View Example](#)



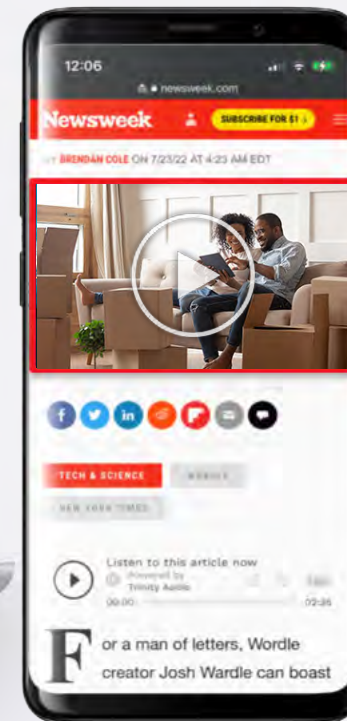
Video Pre-Roll (mobile/desktop)

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



Pre-Roll Video Mobile/Desk





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



[View Oracle Hub](#)



Results

7M+

Impressions delivered

0.16%

Average CTR

100%

Apple News Viewability

BC

Back Cover of Print Rankings Edition

DPS

1 Double Page Spread

Print

Version of 6 Digital Ads

Newsweek Additional Snapshot

Digital advertising opportunities

100M+	Monthly video impressions
75%+	Viewability
75%+	Video completion rate

500M+	Monthly display impressions
70%+	Display viewability

Channel	Video Pre-Roll Opportunities	Display Ad Opportunity
Politics	30M+	200M+
Health	14M+	100M+
Entertainment	14M+	100M+
Travel	7M+	40M+
Science	7M+	40M+
Other	30M+	120M+

Ad Opportunity is not the same as Ad Impressions.

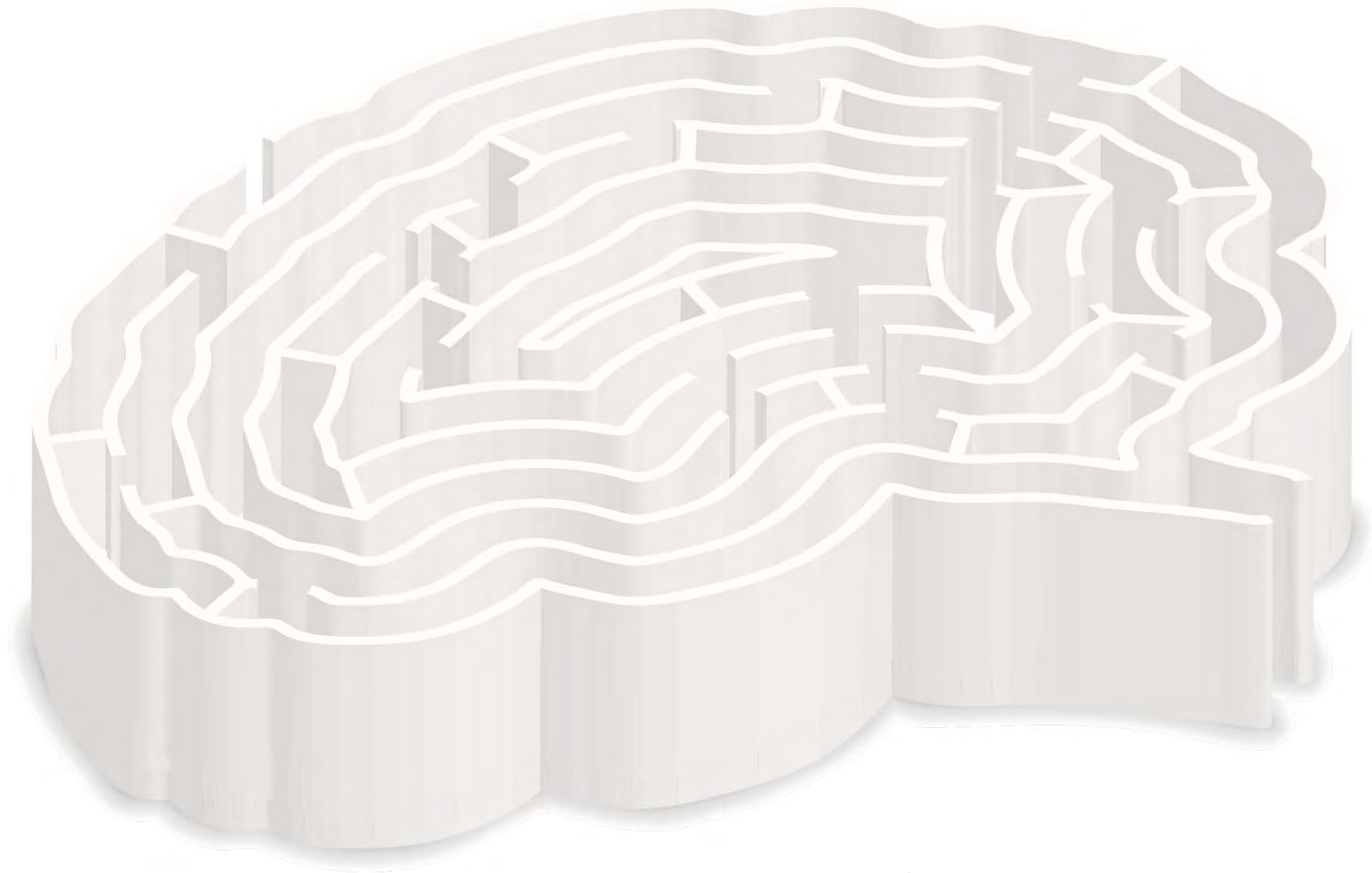
BEST PERFORMING VERTICALS

LUXURY / RETAIL	CONSUMER FINANCE	AUTO / MOBILITY	CPG	TRAVEL	TELECOM	PHARMA
						

Newsweek

Advertisers, Sponsors, Branded Content Partners





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