

The background is a dark, textured surface covered with several tablets displaying various Newsweek magazine covers. The covers feature diverse topics such as 'HOOKED ON HYPE', 'Recess', 'Queen Elizabeth II', 'Her Majesty 1926-2022', 'The Innovators', 'World-class athletes', 'Christian Prophets and Timor', 'The Ever', 'Alpha', 'Beta', 'Gamma', 'Delta', 'Epsilon', 'Zeta', 'Eta', 'Theta', 'Iota', 'Kappa', 'Lambda', 'Mu', 'Nu', 'Xi', 'Omicron', 'Pi', 'Rho', 'Sigma', 'Tau', 'Upsilon', 'Phi', 'Chi', 'Psi', 'Omega', 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z'.

# Newsweek

BRINGING COMMON GROUND TO THE  
CENTER OF GLOBAL CONVERSATIONS





▼

We  
**Create**  
Common  
Ground



# Centrist, Balanced, Trustworthy.



AllSides Media Bias Ratings identify Newsweek as maintaining a Centrist, unbiased position within the media landscape.



Additionally, NewsGuard, which rates news and information websites based on trustworthiness, scores Newsweek 100 out of 100.

LEFT

CENTER

RIGHT



BuzzFeed.News

The Washington Post

INSIDER



*NEW YORK POST*

THE WALL STREET JOURNAL.





**Newsweek**

# Centrist Approach

**50M+**

**USERS ON  
ONE PLATFORM**



**40%**  
**OF OUR  
AUDIENCE  
IS GEN Z  
& MILLENNIAL**



**Newsweek**

# Exclusive Readership



Be heard and embed yourself with our first-class journalism read by an exclusive, qualified audience.

**3.0M+**  
KEY OPINION LEADERS

---

**3.7M+**  
C-SUITE LEADERS

---

**1.9M+**  
POLICY MAKERS



# Unduplicated Audience

80%

DO NOT READ  
Buzzfeed

57%

DO NOT READ  
The Washington Post

53%

DO NOT READ  
The New York Post

51%

DO NOT READ  
The New York Times

37%

DO NOT READ  
Fox News

30%

DO NOT READ  
CNN





Newsweek

58/42

MALE / FEMALE

\$120K+

HOUSEHOLD  
INCOME

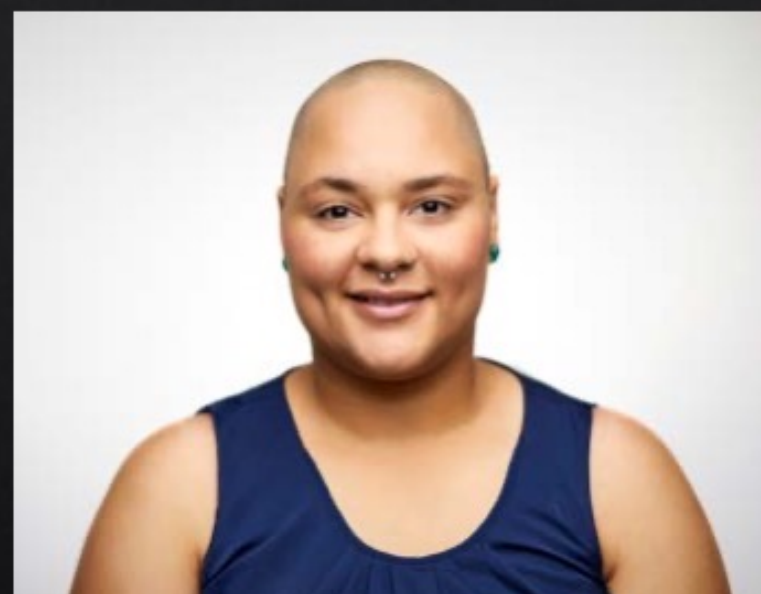
AGE %

18-34 ▶ 38.5

35-54 ▶ 37.3

55-64 ▶ 13.0

65+ ▶ 11.2





# Our Audience

- ▶ Culture Vultures
- ▶ Adventure Seekers
- ▶ Key Opinion Leaders
- ▶ C- Level
- ▶ Climate Heroes
- ▶ DE&I
- ▶ News Junkies
- ▶ Tech lovers
- ▶ Auto Enthusiasts



## TOP INTERESTS

- 01 GLOBAL NEWS READERS
- 02 30-MINUTE CHEFS
- 03 GLOBAL TRAVEL  
& ADVENTURE
- 04 MOVIE LOVERS
- 05 SPORTS FANS
- 06 BOOK LOVERS
- 07 TV LOVERS
- 08 AVID INVESTORS
- 09 PET LOVERS
- 10 TECHNOPHILES



A diverse group of people, including men and women of various ethnicities, are shown from the chest up, seated and facing towards the right. Many of them have their hands raised in the air, suggesting an active meeting or a presentation. The background is a bright, out-of-focus interior space. The overall tone is professional and inclusive.

**AS A 100% MINORITY- OWNED  
COMPANY, DE&I IS IN OUR DNA.**



**Newsweek**

Leveraging our  
multicultural perspective  
to shine a light on

**Diversity,  
Equity &  
Inclusion.**



**100%**

**DIVERSE OWNED**

**25%**

**MULTICULTURAL  
AUDIENCE**



# Commitment to **Diverse** Content

## 2023 EDITORIAL CALENDAR

### ► **Diversify**

An investing and money-management guide geared to a diverse audience. This package identifies the unique financial challenges and priorities that impact communities of color and turns to a diverse group of financial advisors to provide smart, practical advice to help them make the most of their money.

### ► **The Latino 50**

In honor of National Hispanic Heritage Month (9/15–10/15), which celebrates the culture and contributions of Latinos in America, Newsweek identifies the 10 most influential Latino leaders in five fields: business, entertainment, politics, technology and healthcare. Story + ranking + mini profiles and interviews.

### ► **Multicultural Women in Entrepreneurship**

Launching during National Entrepreneurship Month, this series combines short profiles of women and entrepreneurs of color in diverse businesses across the country with service stories that speak to the specific challenges faced by these demographic groups and provide smart, practical advice on everything from raising capital to launching and marketing the business.







## ► **Sporty Women: Breaking Barriers**

As female footballers take global center stage in the World Cup (July 20–August 20), Newsweek turns to a diverse group of barrier-breaking women athletes in different sports, who share—in their own words—the challenges they’ve face and the triumphs they’ve experienced.

Plus: Newsweek’s Gender Equity Sports Ranking—a unique ranking that takes into account a variety of factors such as the gender pay gap, percentage of women coaches and managers and commercial air time to determines which sports have made the most progress and which are lagging behind.

## ► **Newsweek’s Local Heroes Awards**

At a time of the year when many people focus on charitable giving, Newsweek shines a light on 50 local nonprofits—one from each state—that have made extraordinary efforts and achieved extraordinary results in their work to improve the lives and address the challenges of diverse communities throughout the country. Editors will work with a panel of nonprofit and philanthropic experts to identify worthy organizations, along with reader and community outreach, to produce this inaugural list.



# Newsweek

---

## 2023 Content Strategy & Brand Partnership



# Content Hubs That **Engage** Your Audience

**Newsweek** engages Gen Z and Millennials because we surface and explore the issues most critical to them.

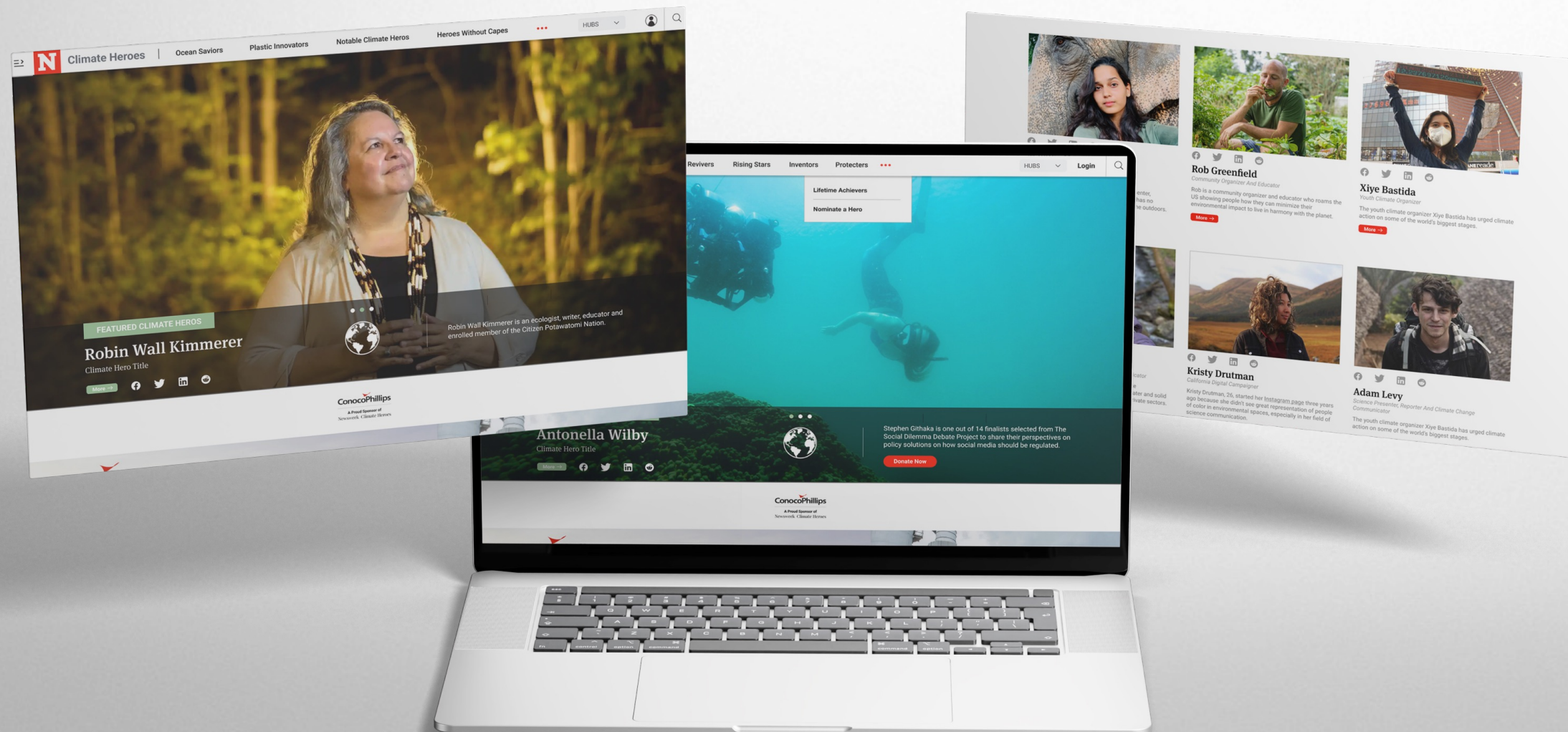
- ▶ CLIMATE HEROES
- ▶ SUSTAINABILITY
- ▶ SMART TOWNS
- ▶ TECHNOLOGY
- ▶ PETS
- ▶ CIVIL DISCOURSE

- ▶ NEWSWEEK NEXT
- ▶ NEWSWEEK BETTER
- ▶ WOMEN IN LEADERSHIP
- ▶ TRAVEL
- ▶ INVESTING
- ▶ HEALTH & WELLNESS

- ▶ BRAND SAFE

# 60%

NON-NEWS  
RELATED CONTENT





# CLIMATE HEROES

Newsweek's content hub shining a spotlight on ecopreneurs, startups, innovators, NGOs and companies that are contributing to a more sustainable world.

## CLIMATE HERO CATEGORIES

CHAMPIONS  
INVENTORS  
RISING STARS  
LIFETIME ACHIEVERS  
REVIVERS  
PROTECTORS



WEEKLY  
PODCAST



NEWS-  
LETTER



LIVE  
EVENT



SOCIAL  
MEDIA



CUSTOM  
VIDEO





# BETTER

A content hub that focuses on the north star priority of DE&I and how companies, leaders, employees and allies are taking action and getting better.

DIVERSE TEAMS  
PERFORM UP TO

36%

BETTER THAN  
COMPETITORS



WEEKLY  
PODCAST



NEWS-  
LETTER



LIVE  
EVENT



SOCIAL  
MEDIA



CUSTOM  
VIDEO





# MIGHTIER

Newsweek's content hub covering the yearlong journey of discovery that follows the students and coaches as they prepare for the nation's largest debate competition.

90%

OF DEBATERS  
GRADUATE  
HIGH SCHOOL

85%

OF DEBATERS  
ENROLL IN  
COLLEGE

97%

REPORT STRONGER  
FINANCIAL  
LITERACY SKILLS



WEEKLY  
PODCAST



NEWS-  
LETTER



LIVE  
EVENT



SOCIAL  
MEDIA



CUSTOM  
VIDEO





“Just like a transport hub where the root to every destination runs through the center, our content hubs will use video, social media, podcasts, articles, newsletters and live events to take our audience on a journey to the center, to **common ground**.”



# Brand & Product Integration

**Newsweek** content hubs include a full suite of creative mediums for distributing and amplifying stories. Through hub sponsorship, embed your brand and product to meet our audience where high-impact engagement takes place.







Storytelling that ignites the common ground between your brand  
and our diverse audience. Find the common ground.

Powered By **Newsweek**



# Great **Storytelling** Starts With Common Ground

**01**

## **Branded Content**

Together with your brand, we create storytelling rooted in research and designed to connect with a highly qualified audience to help raise awareness and drive ROI to your business.

**02**

## **Sponsored Content**

Align your brand with thought-provoking content through editorial sponsorships, and reach an audience that is already highly engaged with Newsweek content.

**03**

## **Custom Video**

Leverage Newsweek's in-house production team to craft a powerful visual story for your brand. We bring best-in-class journalism to life through original video and content for our partners.

**04**

## **Live Production**

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.





**Newsweek**

# In-Office Live **Event**

72ND FLOOR 1WTC

**Newsweek** is hosting five signature events in 2023 with opportunities for event sponsorship. All signature events are tied to a content hub and include a full sponsorship package.

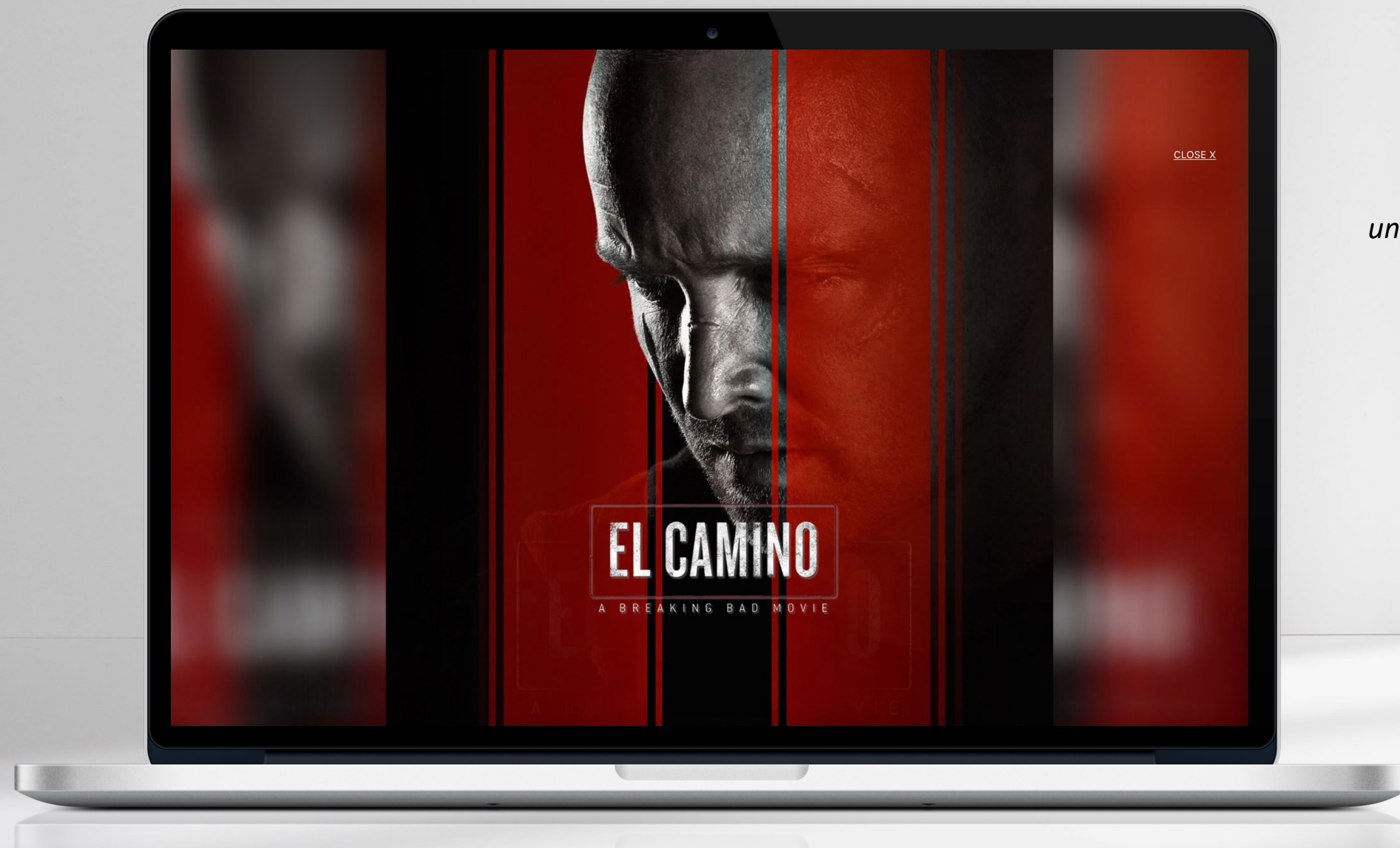
**One Panel Discussion | Keynote Speaker | Sponsor Spotlight | CEO Presentation | 150 VIPs**



# AD INNOVATION THAT STANDS OUT.

**Centerstage**, a special, disruptive full-screen takeover on desktop/mobile, above the fold, and 100% in-view for the duration of the user's journey on the page.

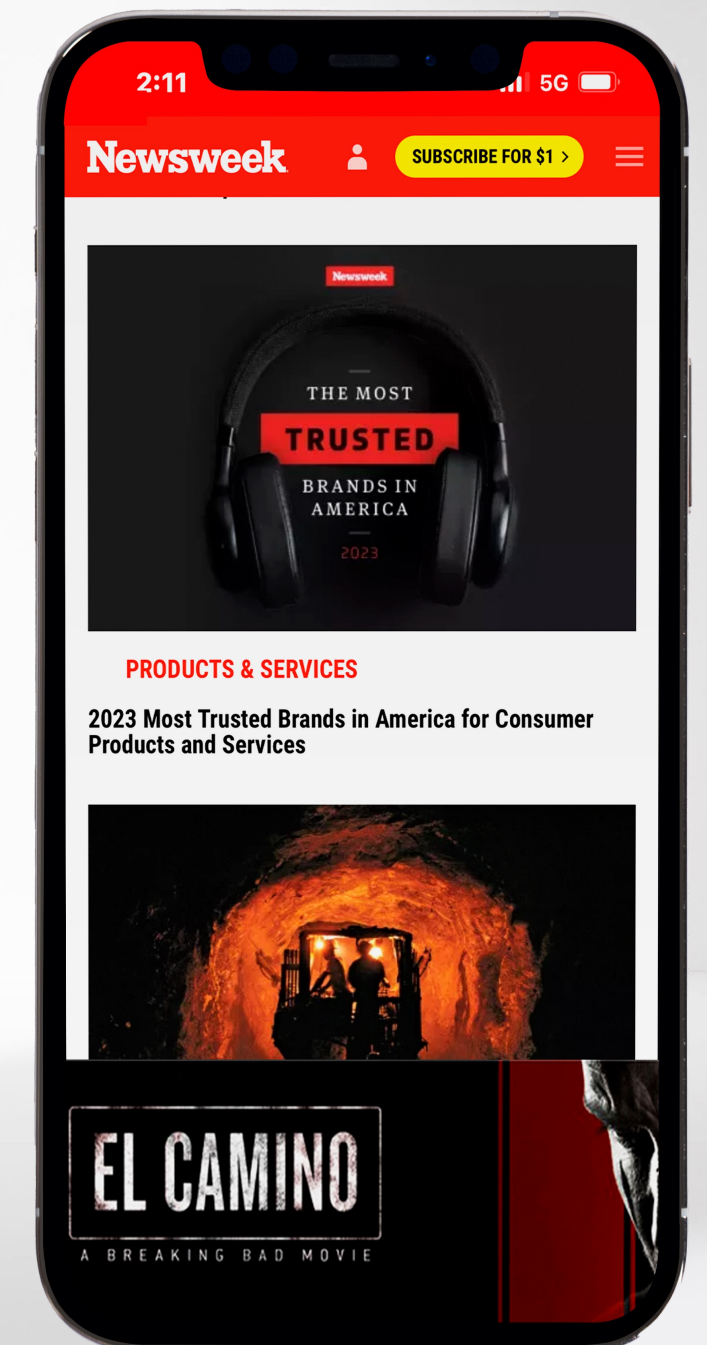
*First-entry, desktop and mobile, inquire for specs.*



## 1.63%

*\*Est. CTR based on test unit performance*

When the user scrolls, the unit retracts to a sticky leaderboard at the top of the page.  
(970x250 desktop, 320x100 mobile)

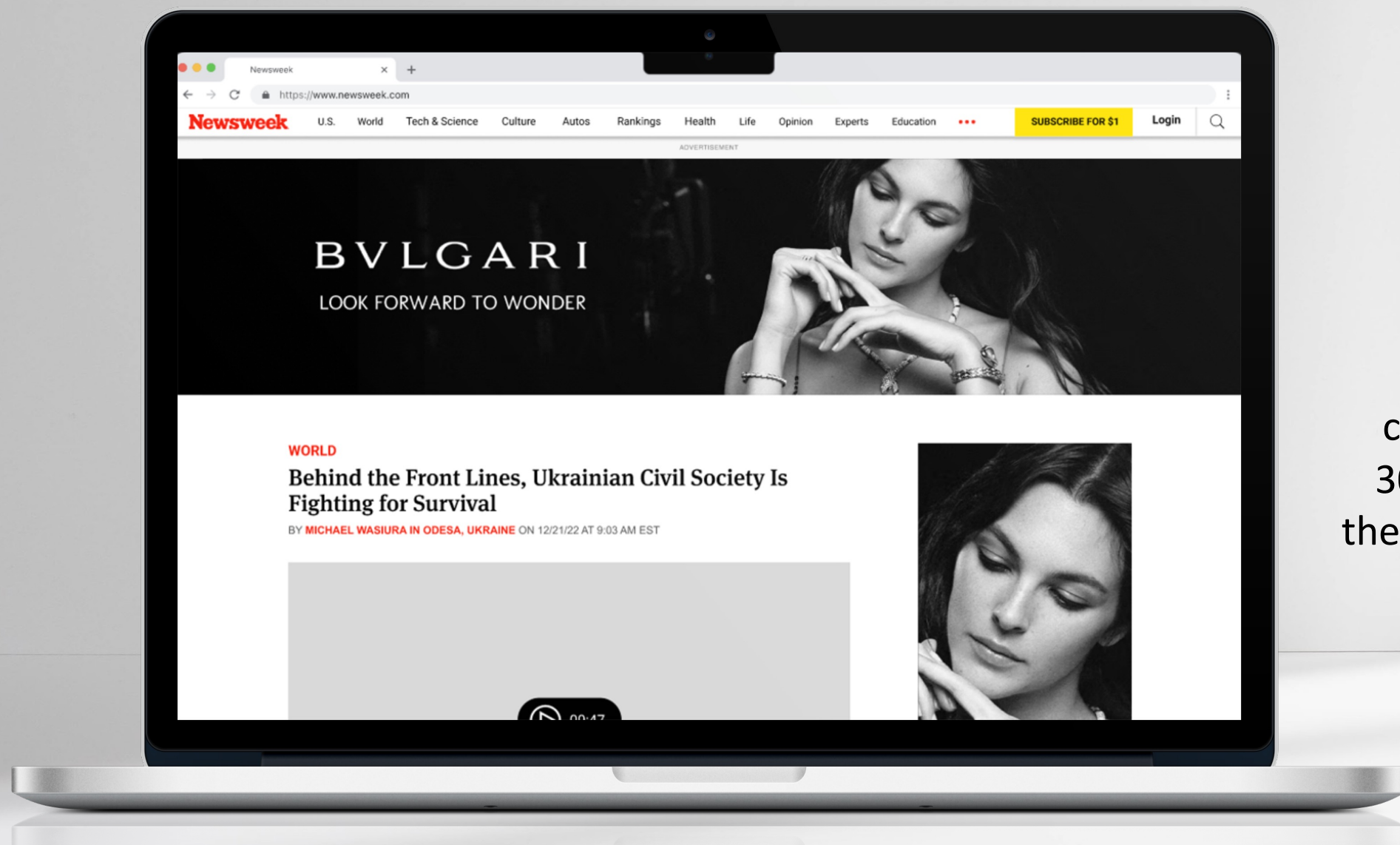




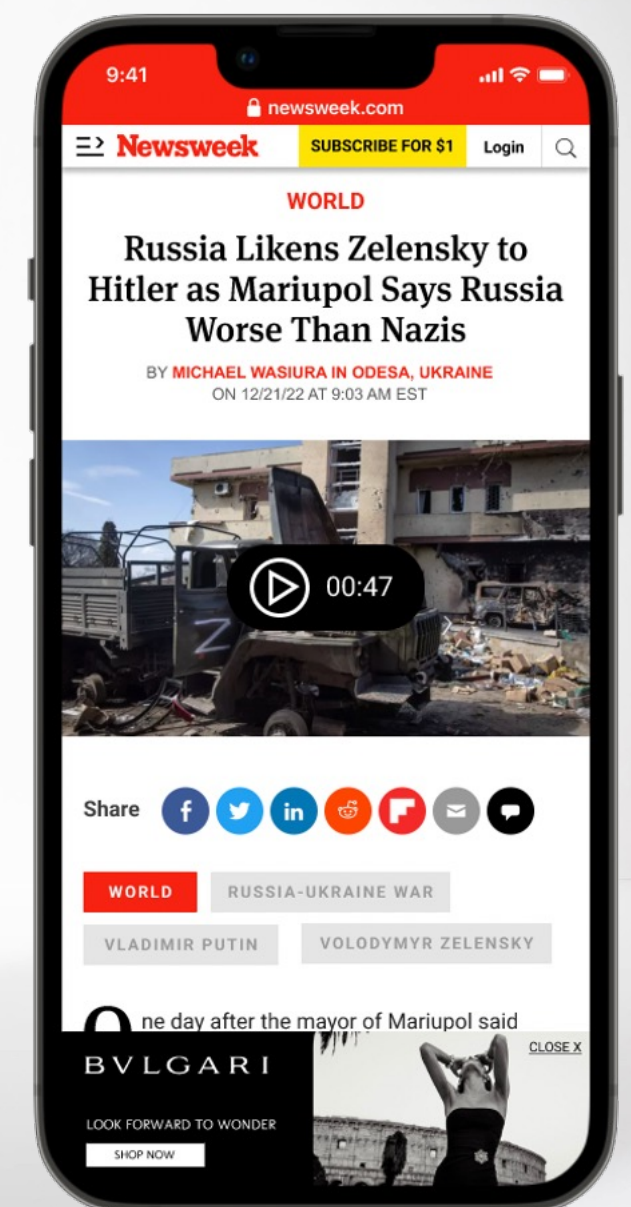
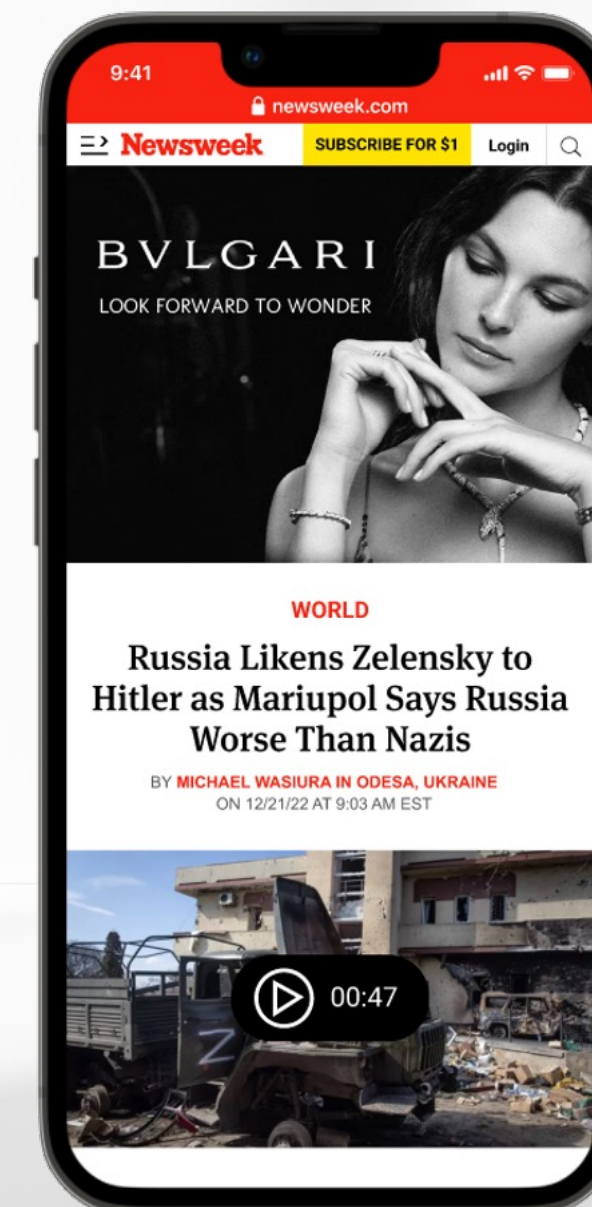
# FIRST IMPRESSION TAKEOVER.

**First Impression Takeover**, is a dynamic half takeover of our article pages utilizing either static or video content. As the users scrolls the site, visitors are showcased a continuing experience from the large initial takeovers, with inline banner units of your main creative.

*First-entry, desktop and mobile, inquire for specs.*



Upon scroll, the LG unit (1600x350) folds behind the main site content, followed by a 300x600 positioned on the right side next to the main image/video.





# THANK YOU

**Kevin Gentzel**

Global Chief Commercial Officer

Phone: 917.679.8797

Email: [k.gentzel@newsweek.com](mailto:k.gentzel@newsweek.com)

**Kylie McCoy**

Director, Brand Partnerships

Phone: +1 603 418 4404

Email: [k.mccoy@newsweek.com](mailto:k.mccoy@newsweek.com)

