



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

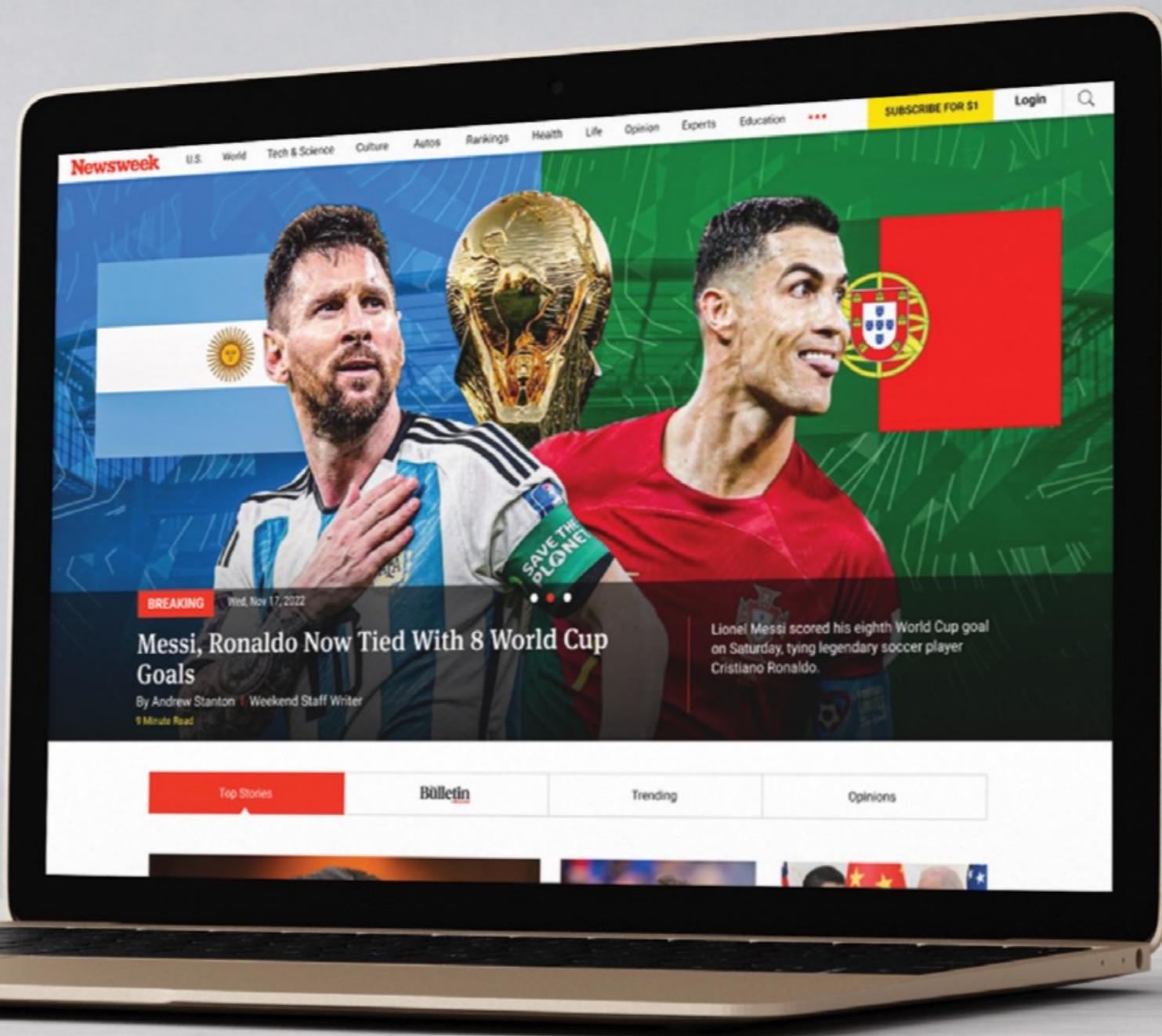


Newsweek

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

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 group of diverse people in a meeting, with many hands raised in the air, suggesting an active discussion or a vote. The image is overlaid with a semi-transparent dark grey filter.

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

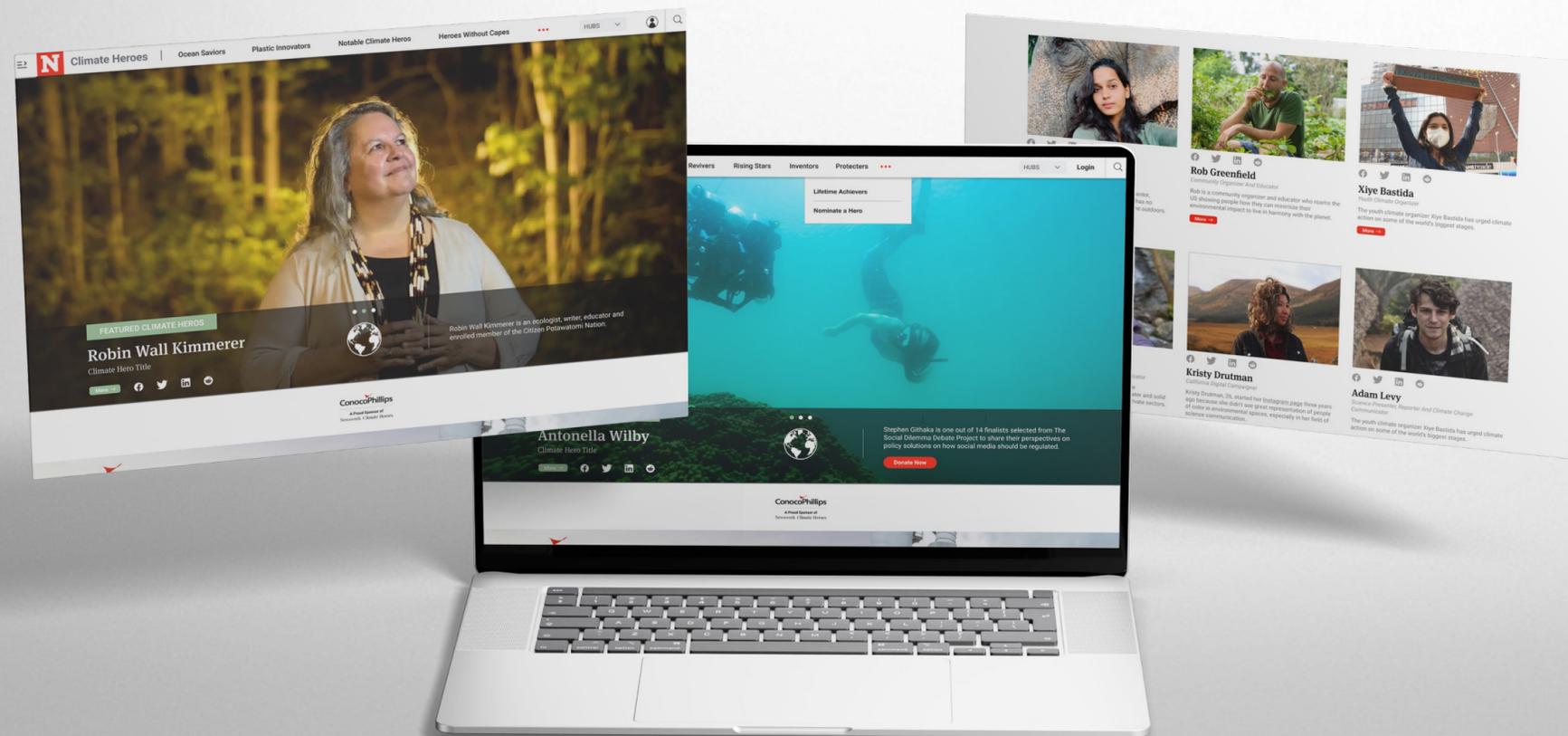
2023 Content Strategy & Brand Partnership

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 ACHEIVERS
- 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.





N **COMMON**
GROUN
B R A N D S T U D I O

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

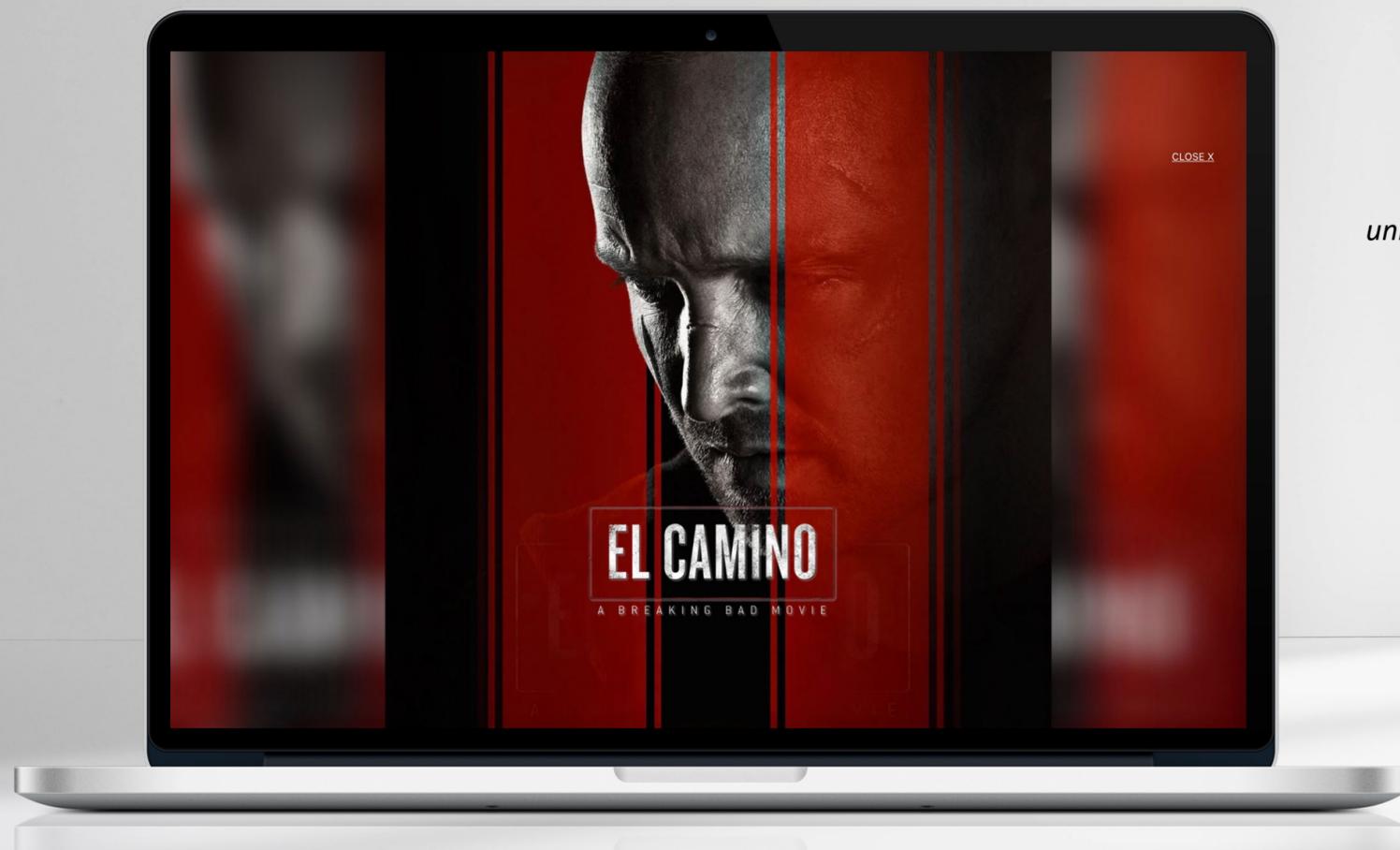
Newsweek is hosting five signature events in 2023 with opportunities for event sponsorship. All signature events are tied to a content hub and include a full sponsorship package.

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.

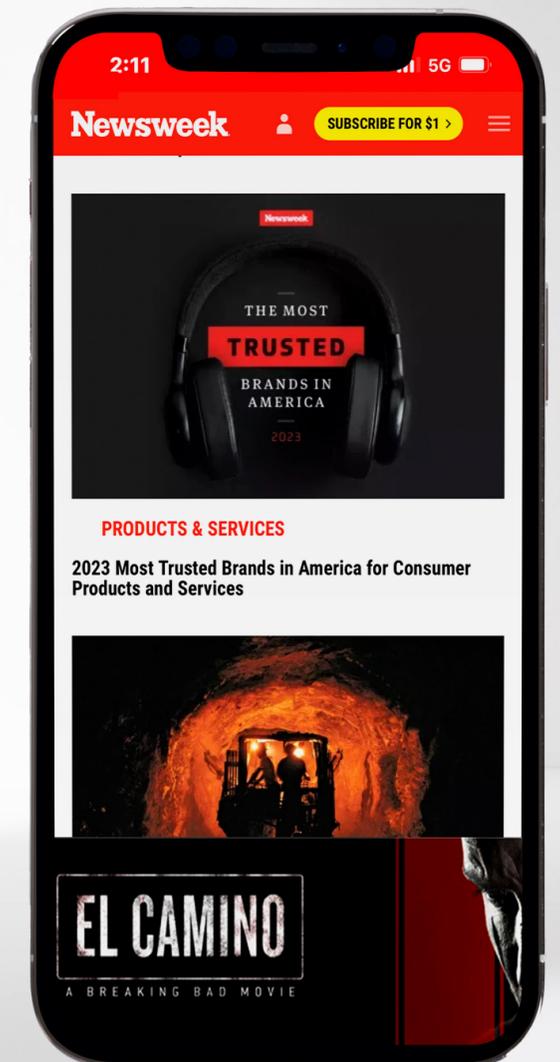
First-entry, desktop and mobile, inquire for specs.



1.63%

**Est. CTR based on test unit performance*

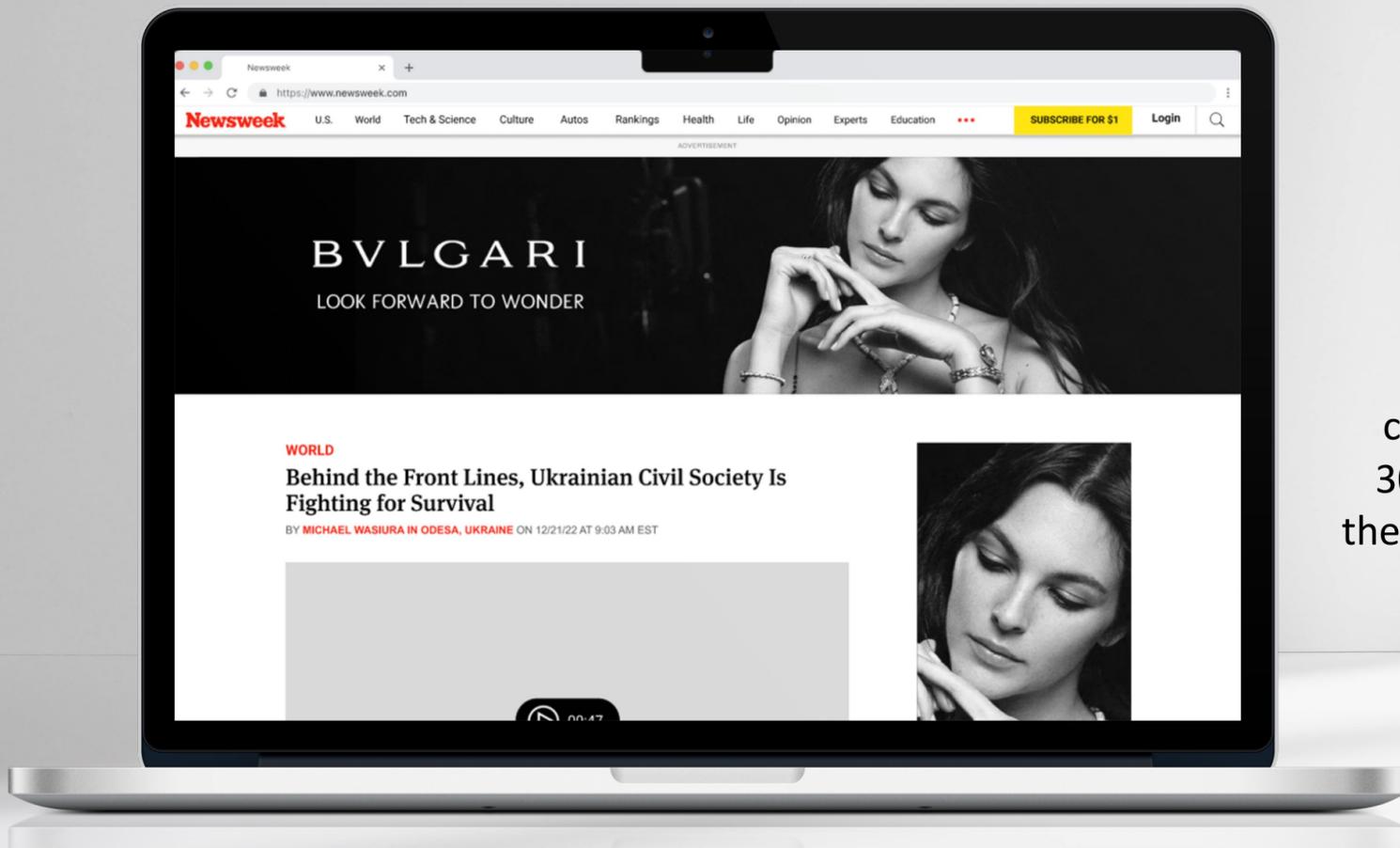
When the user scrolls, the unit retracts to a sticky leaderboard at the top of the page. (970x250 desktop, 320x100 mobile)



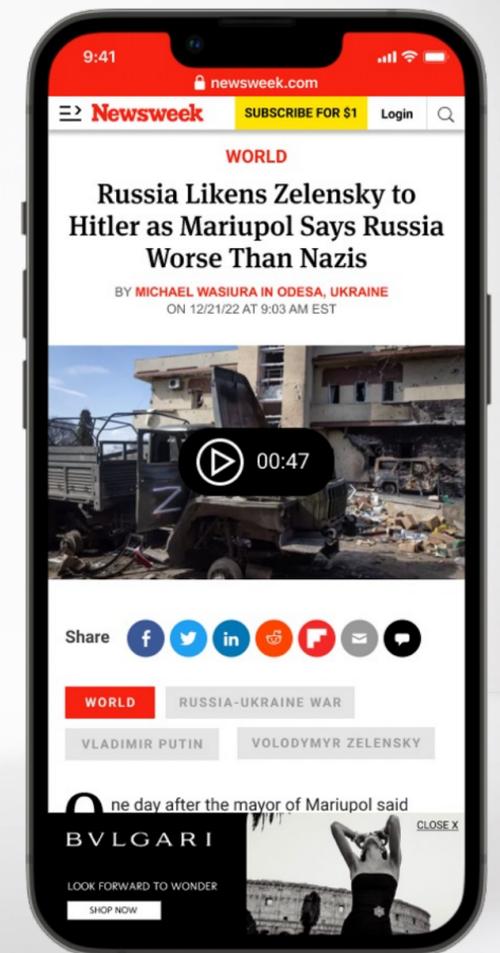
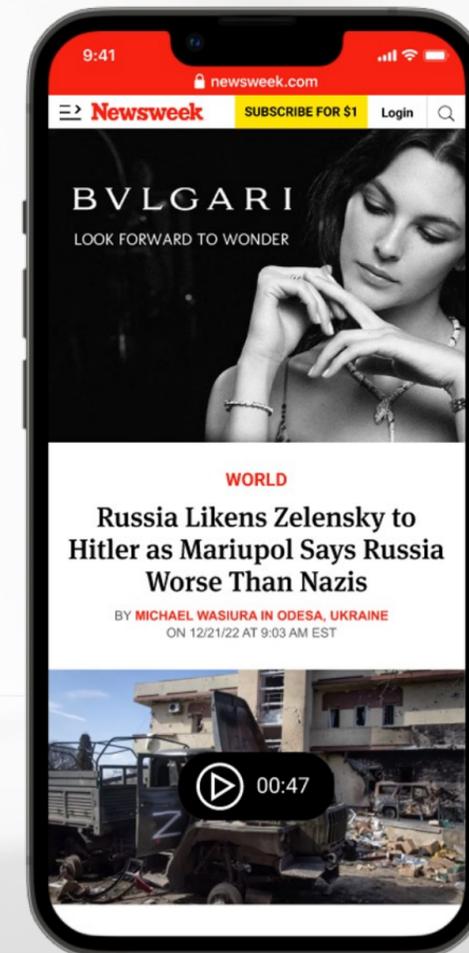
FIRST IMPRESSION TAKEOVER.

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

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