



# 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

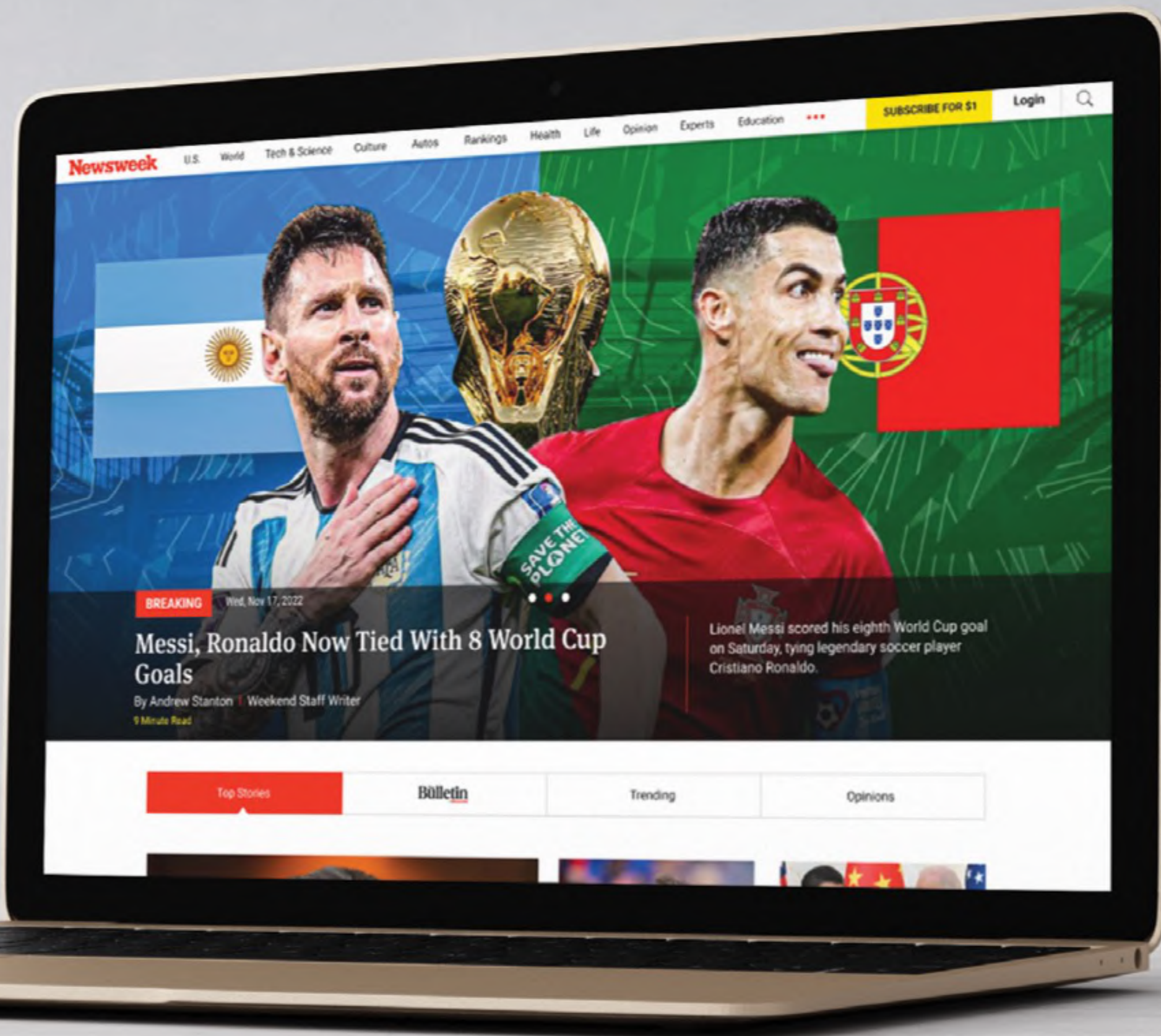


**Newsweek**

# 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

51/49

MALE / FEMALE

\$120K+

HOUSEHOLD  
INCOME

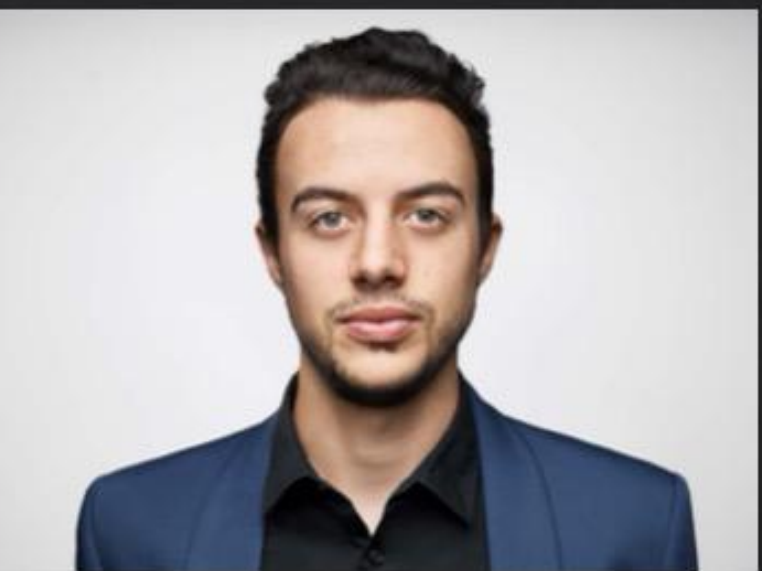
AGE %

18-34 ▶ 35.5

35-54 ▶ 40.1

55-64 ▶ 14.5

65+ ▶ 10.9



# Our Audience

3.7M+

AFRICAN AMERICAN

4.1M+

LATINX

2.2M+

ASIAN AMERICAN



65% NON-NEWS IMPRESSIONS

CONTENT %

CULTURE ▶ 16%

PETS ▶ 15%

FAMILY & PARENTING ▶ 10%

WILDLIFE ▶ 5%

TECH & SCIENCE ▶ 5%

OTHER ▶ 5%

OPINION ▶ 3%

TRAVEL ▶ 2%

HEALTH ▶ 2%

MY TURN ▶ 2%



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 & Branded Experience Partnerships

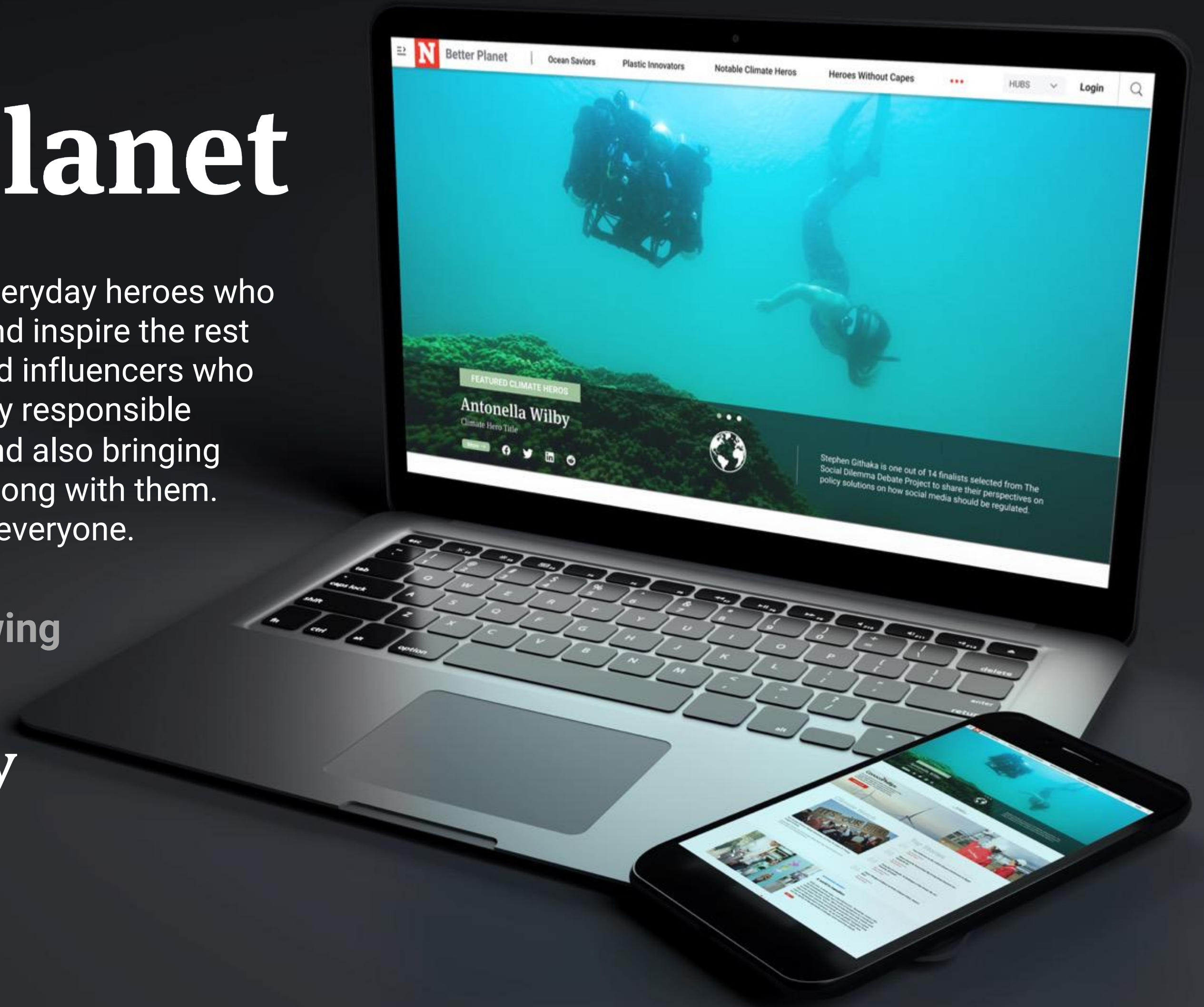


# Better Planet

Newsweek's Better Planet celebrates the everyday heroes who take one small sustainable step at a time and inspire the rest of us to follow. We recognize innovators and influencers who are shaping everything from environmentally responsible mobility to paradigm-shifting technology, and also bringing companies, communities and consumers along with them. Better Planet—sustainability is possible for everyone.

Better Planet hub covers the following topic areas on sustainability:

- ▶ **Sustainable Mobility**
- ▶ **Sustainable Energy**
- ▶ **Sustainable Planet**





# Better Planet

▶ Newsweek's Better Planet hub will tell the stories of the following categories of individuals that are contributing to make our planet better.





# Better Workplaces

The future of work will be more diverse. Better Workplaces celebrates the companies, executives, employees, mentors who prioritize inclusivity and equity, show the office can become a more welcoming, inclusive, and egalitarian environment. Featuring interviews with management thought leaders, first-person dispatches from executives with real track records on DEI, and profiles of less-visible professionals making a positive impact on their colleagues, Better Workplaces aims to provide a blueprint for what the future of work can look like. Because the work—and the workplace—can always be better.

DIVERSE TEAMS  
PERFORM UP TO

**36%**

BETTER THAN  
COMPETITORS

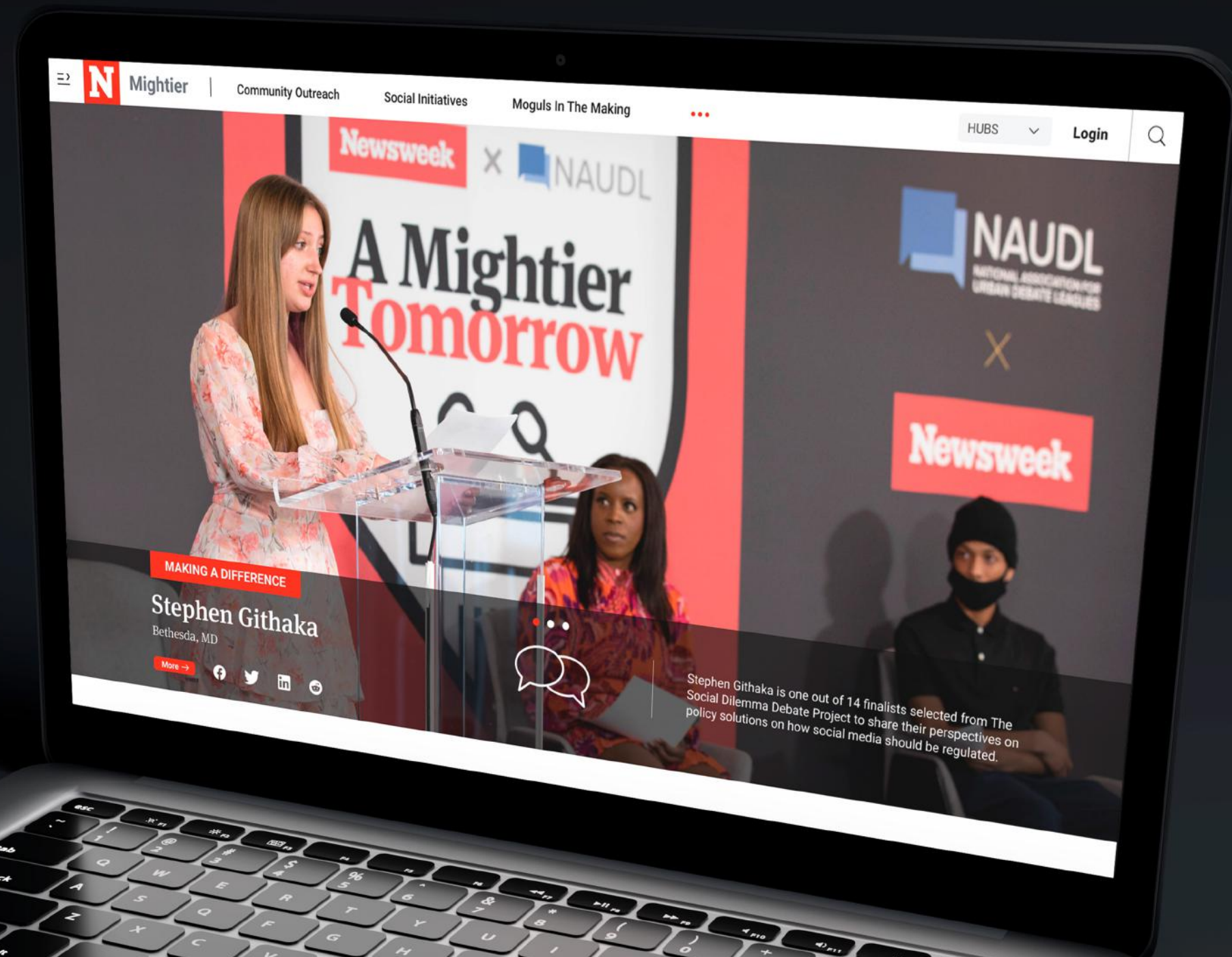






# Mightier

Newsweek Mightier supports the next generation of American leaders by partnering with the National Association of Urban Debate Leagues to teach debate skills to thousands of students who might not otherwise have access to such programs. Mightier promotes high school debate and the debaters, schools, coaches and mentors who are working to find common ground on our most pressing issues and keeping our civil discourse civil for the future.



90%

OF DEBATERS GRADUATE HIGH SCHOOL

85%

OF DEBATERS ENROLL IN COLLEGE

97%

REPORT STRONGER FINANCIAL LITERACY SKILLS



“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

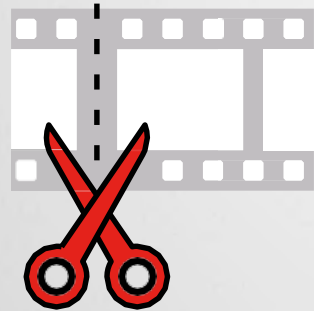
## Custom Video

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.

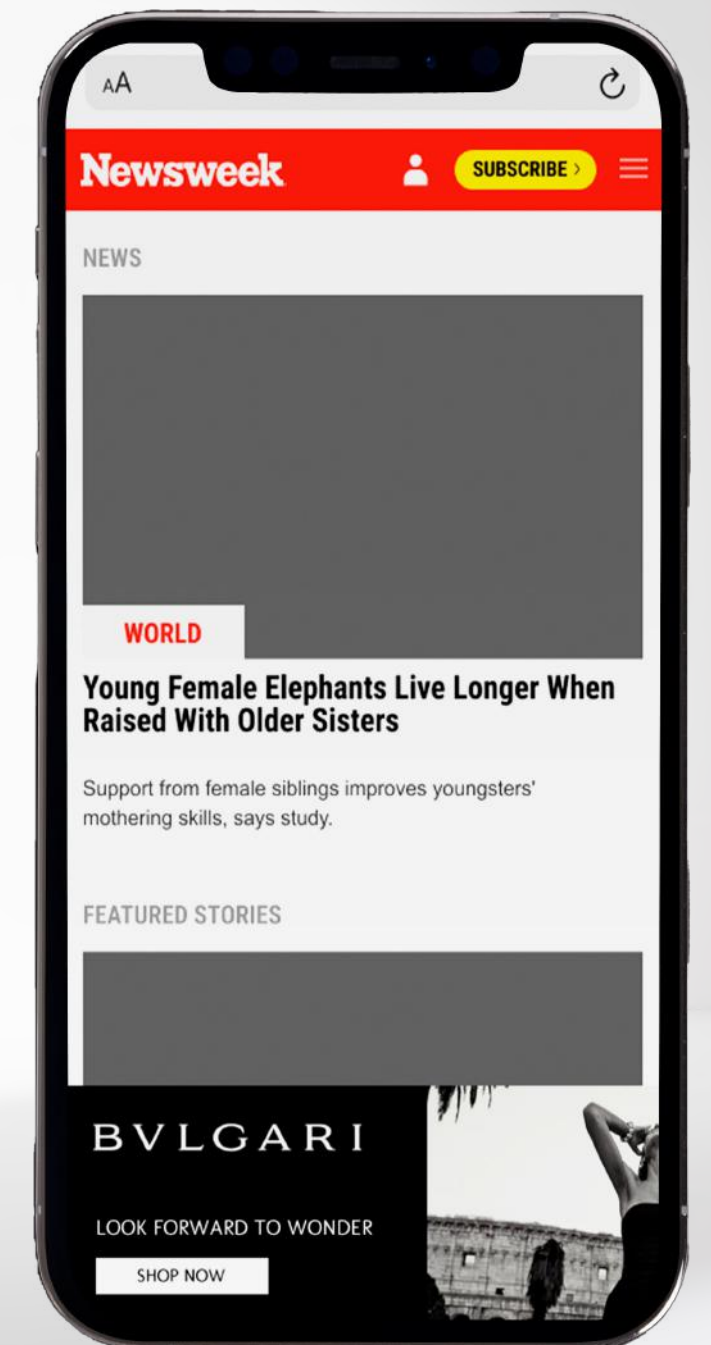
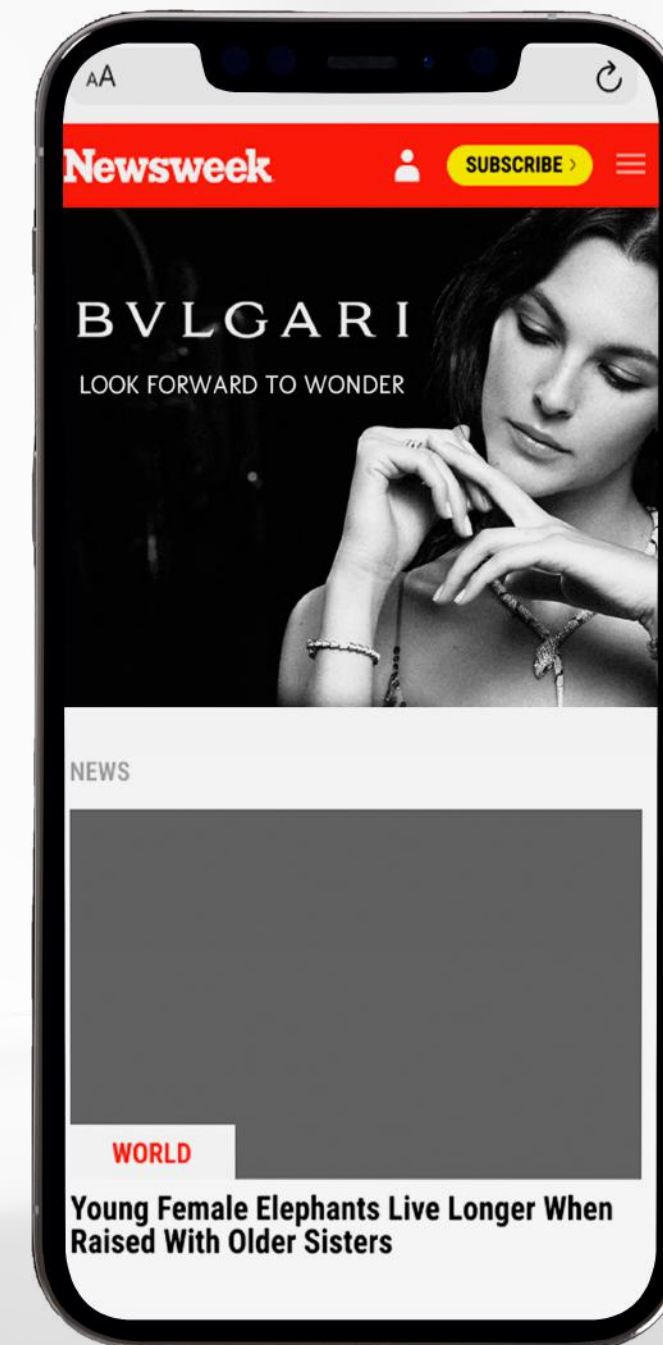


2.1%  
AVG CTR

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

**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.

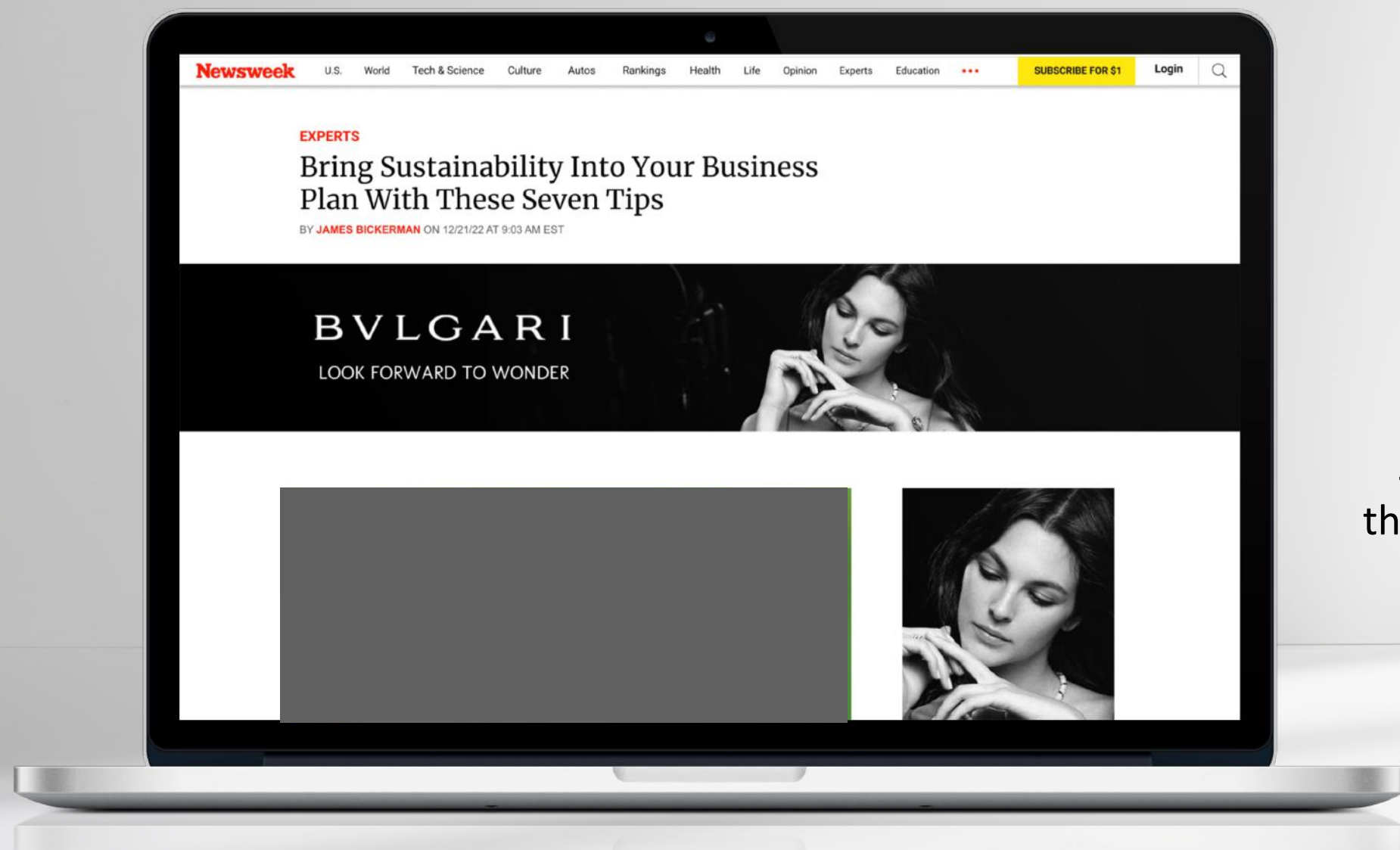
*First-entry, desktop and mobile. Inquire for specs.*



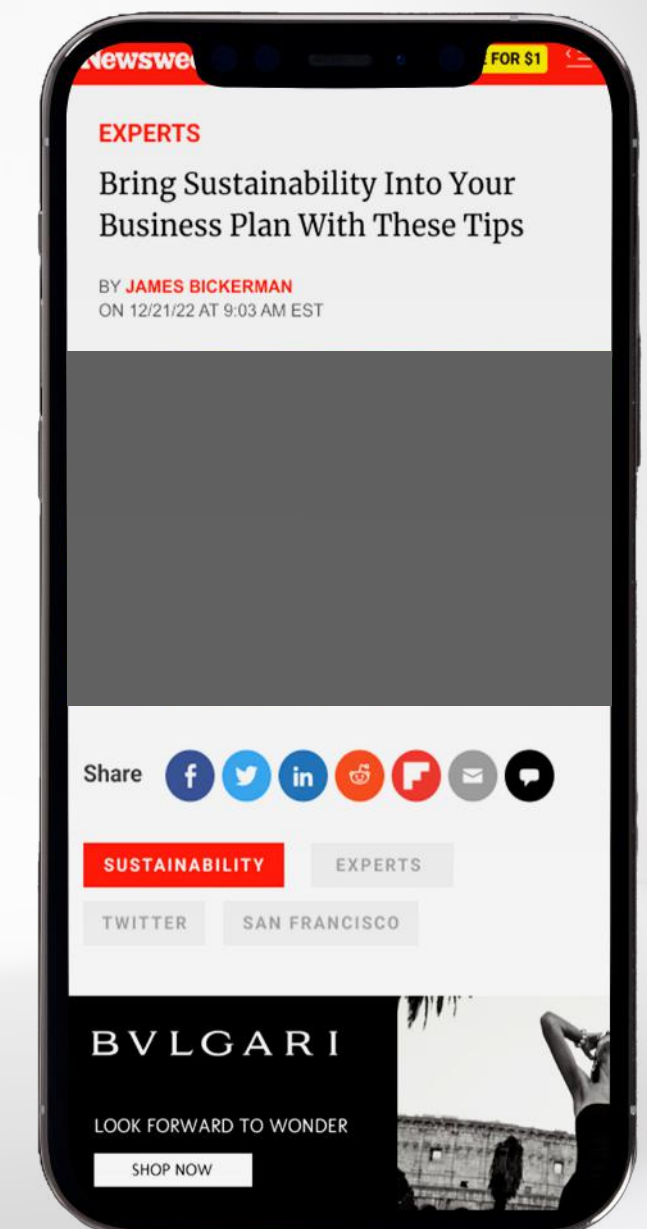
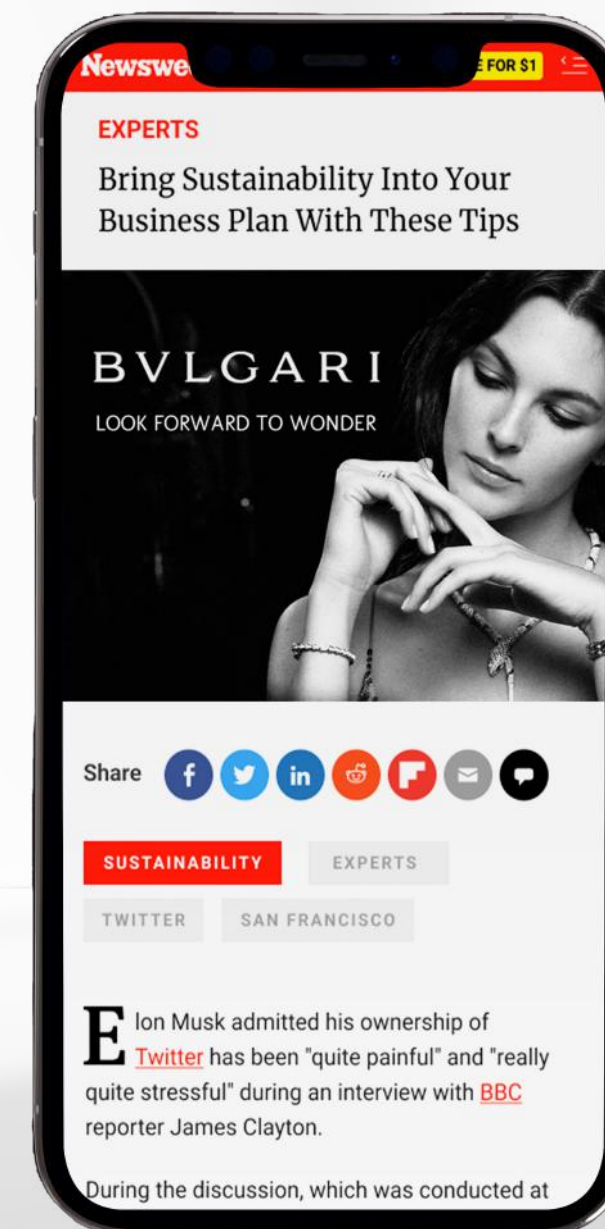
# FIRST IMPRESSION TAKEOVER.

**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)

