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.
Centrist Approach

50M+ users on one platform

40% of our audience is Gen Z & Millennial
Exclusive Readership

50M+
Users on one platform

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
NMSDC-Certified 100% Minority-Owned

**REACH AND PERFORMANCE**

<table>
<thead>
<tr>
<th>Monthly Users</th>
<th>Minority-Owned</th>
<th>Male/Female</th>
<th>Average HHI</th>
</tr>
</thead>
<tbody>
<tr>
<td>50M+</td>
<td>100%</td>
<td>51/49</td>
<td>$120K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monthly Video Opportunities</th>
<th>Viewability &amp; VCR (Video + Display)</th>
<th>Multicultural</th>
</tr>
</thead>
<tbody>
<tr>
<td>80M+</td>
<td>+75%</td>
<td>25%</td>
</tr>
</tbody>
</table>

**OUR AUDIENCE**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>18-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latinx</td>
<td>5.1M+</td>
<td>34.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>4.6M+</td>
<td>40.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian Americans</td>
<td>2.8M+</td>
<td>14.5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BRAND SAFETY**

- tag
- BPA WorldWide
- forensiq
- IDV

**PREFERRED SSPs:**

- ADX
- MAGNITE

At 50M monthly uniques, we offer more scale than nearly any other minority-owned publisher.
## Our Audience

**4.6M+**
AFRICAN AMERICAN

**5.1M+**
HISPANIC

**2.8M+**
ASIAN AMERICAN

### Content Impression Percentages

<table>
<thead>
<tr>
<th>Content</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CULTURE</td>
<td>16%</td>
</tr>
<tr>
<td>PETS</td>
<td>15%</td>
</tr>
<tr>
<td>FAMILY &amp; PARENTING</td>
<td>10%</td>
</tr>
<tr>
<td>WILDLIFE</td>
<td>5%</td>
</tr>
<tr>
<td>TECH &amp; SCIENCE</td>
<td>5%</td>
</tr>
<tr>
<td>OTHER</td>
<td>5%</td>
</tr>
<tr>
<td>OPINION</td>
<td>3%</td>
</tr>
<tr>
<td>TRAVEL</td>
<td>2%</td>
</tr>
<tr>
<td>HEALTH</td>
<td>2%</td>
</tr>
<tr>
<td>MY TURN</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: GA/Permutive 2023
Leveraging our multicultural perspective to shine a light on Diversity, Equity & Inclusion.
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.
2023 Content Hubs and Branded Partnerships

SPONSORSHIP OPPORTUNITIES
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.

Ambassador Spotlight
Kristal Knight and Rhonda Haynes will be leading the conversation around civil discourse and how it contributes to a healthy democracy.
A better planet with a sustainable future often feels out of reach. But it doesn’t have to be—not if humanity takes a collective leap forward.

Join us as we learn about the innovators leading the way and the individual actions that we can all take to help build a healthier and safer world for us and for future generations.

- Climate optimism
- Balanced approach
- Representing diverse voices and communities
The future of work will be more diverse.

Better Workplaces celebrates the companies, executives, employees, and mentors prioritizing diversity, equity, and inclusion.

Ambassador Spotlight

Dorie Clark has been named one of the Top 50 business thinkers in the world and was recognized as the #1 Communication Coach in the world. Through Better Workplaces, Dorie will host a weekly podcast series to highlight the individuals and companies taking action to get Better.
We are in a period of transformation, a passing of the torch. A new generation is reaching maturity. They bring diversity and new attitudes, while upholding traditions of our oldest institutions. Unconventional tells the stories of the women and men who serve in this changing world through the lens of journalist Naveed Jamali.

Naveed Jamali is a military expert, author, and former U.S. Navy Intelligence Officer. For three nerve-wracking years, Naveed Jamali spied on America for the Russians, or so the Russians believed. In fact, he was a covert double agent working with the FBI.
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.
In-Office Live Event

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.

72ND FLOOR 1WTC

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

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)
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.

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

Kylie McCoy
Director, Brand Partnerships
Phone: 603.418.4404
Email: k.mccoy@newsweek.com