Bringing COMMON GROUND to the center of the media world
NewsGuard, which rates news and websites based on trustworthiness, scores Newsweek 100/100.

AllSides Media Bias Ratings identify Newsweek as maintaining a centrist, unbiased position within the media landscape.
OUR CENTRIST APPROACH BRINGS

50M+

global uniques

40% of our users are

GenZ & Millennials
EXCLUSIVE READERSHIP

BE HEARD AND EMBED YOURSELF WITH OUR FIRST-CLASS JOURNALISM READ BY AN EXCLUSIVE, QUALIFIED AUDIENCE.

3M+
KEY OPINION LEADERS

1.9M+
POLICY MAKERS

3.7M+
C-SUITE LEADERS

Unduplicated Audience
80% do not read Buzzfeed
53% do not read the New York Post
57% do not read The Washington Post
51% do not read The New York Times
49% do not read Fox News
30% do not read CNN
Newsweek engages Gen Z and millennials because we illuminate and explore the issues most critical to them.
Mightier promotes high school debate and the debaters, schools, coaches and mentors who are working to keep our Civil Discourse civil for the future.

Newsweek Mightier is the result of a partnership with the National Association for Urban Debate Leagues, a nonprofit organization that teaches debate skills to thousands of students who might not otherwise have access to such programs.
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.
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, and employees. Because the work—and the workplace—can always be better.
Content Hubs

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**.
GREAT STORYTELLING starts with Common Ground

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.

Sponsored Content
Tailored promotional material designed to seamlessly integrate with our surrounding editorial content, offering readers a non-disruptive and engaging way to interact with your brand.

Custom Video
Our in-house team of video experts collaborates with brands to create captivating visual narratives that align seamlessly with Newsweek’s engaging style and editorial quality.

Live Production
Whether it's a product launch, a panel discussion, or an interactive workshop, our custom live event capabilities ensure brands can connect with their audience in a meaningful and memorable way.
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.
Introducing our Multicultural Audience Network

As an NMSDC-certified, 100% BIPOC-owned publisher, Newsweek has DE&I in its DNA. Our editorial team is a collection of world-class journalists who are as diverse in background and worldview as the audiences we speak to every day.

BY THE NUMBERS

50M+ Monthly Unique Users

100% Minority-Owned & Led

20% Multicultural Read

5M+ African American UVs

2.9M Asian American UVs

4.4M Hispanic UVs
THANK YOU

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Appendix
01 Content Studio

Common Ground Studios is Newsweek’s in-house creative production studio dedicated to telling your brand’s story. Position your brand as a trusted thought leader by leveraging Newsweek’s content and design solutions.

02 Newsweek Live

Common Ground Studios is Newsweek’s in-house creative production studio dedicated to telling your brand’s story. Position your brand as a trusted thought leader by leveraging Newsweek’s content and design solutions.

03 Experts

Common Ground Studios is Newsweek’s in-house creative production studio dedicated to telling your brand’s story. Position your brand as a trusted thought leader by leveraging Newsweek’s content and design solutions.
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# NEWSWEEK

**BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Digital</th>
<th>Print</th>
<th>Performance</th>
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<tr>
<td><strong>50M+</strong></td>
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<td><strong>70%</strong></td>
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<tr>
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<td>Global</td>
<td>Display Viewability</td>
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<tr>
<td>Monthly UV</td>
<td>International</td>
<td>VCR</td>
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</tbody>
</table>

**SOCIALS**

- Twitter: **3.5M**
- Instagram: **160K**
- Facebook: **1.6M**
- TikTok: **60K**

Source: GA 2022, Newsweek social channels