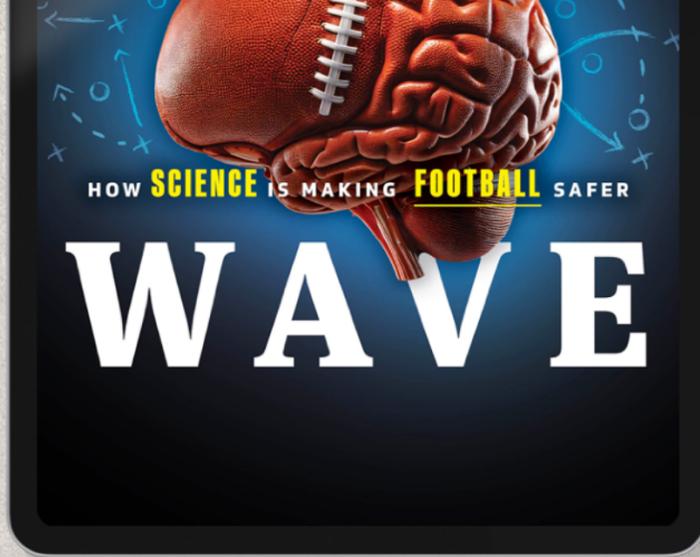


Newsweek

Where Influence
Meets Insight

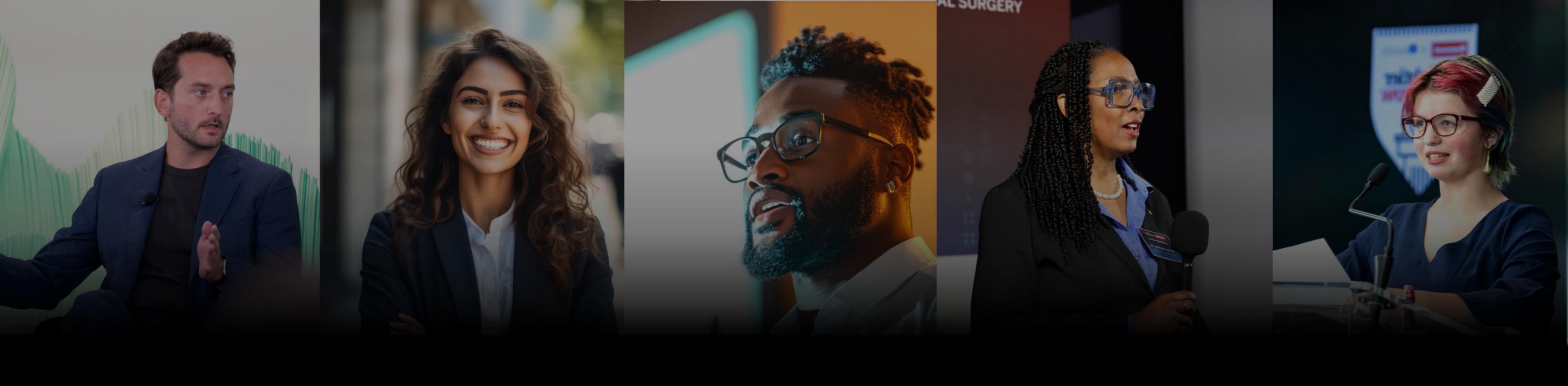


2025 Media Kit



Our Mission

To provide balanced and trustworthy journalism that connects readers with the insights they need to shape their industries and their future.



Engaging Today's Visionaries and Tomorrow's Leaders

Business Owners

Newsweek engages **8.3M** business owners, delivering trusted analysis and insights on the critical issues shaping their decisions and industries.

Executives

Reaching **2.1M C-suite executives**, Newsweek is the trusted source for senior leaders and business decision-makers.

Enterprise Businesses

Newsweek reaches over **4.4 million** enterprise businesses, connecting leaders with insights to drive impact and stay ahead.



Connecting with Leaders Globally

Newsweek's global team connects your brand with the right audience, at the right time, with trusted, impactful content that resonates worldwide.

DIGITAL
65.9M
 Global Monthly Uniques
57.2M
 U.S. Visitors
200M+
 Pageviews

PRINT
237k
 Global Circulation
100k
 US Circulation
137k
 International Circulation

EVENTS
20+
 Total Events
8+
 International Events
5,000+
 Registrants

SOCIAL
3.5M
 Twitter
1.6M
 Facebook/Instagram
945k
 TikTok

Content That Drives Innovation

By leveraging our deep expertise across six key verticals, Newsweek delivers content that captivates audiences, sparks meaningful conversations, and provides industry-leading insights— all underpinned through the lens of **technology** and **AI**.



Health



Finance



Workplaces



Sustainability



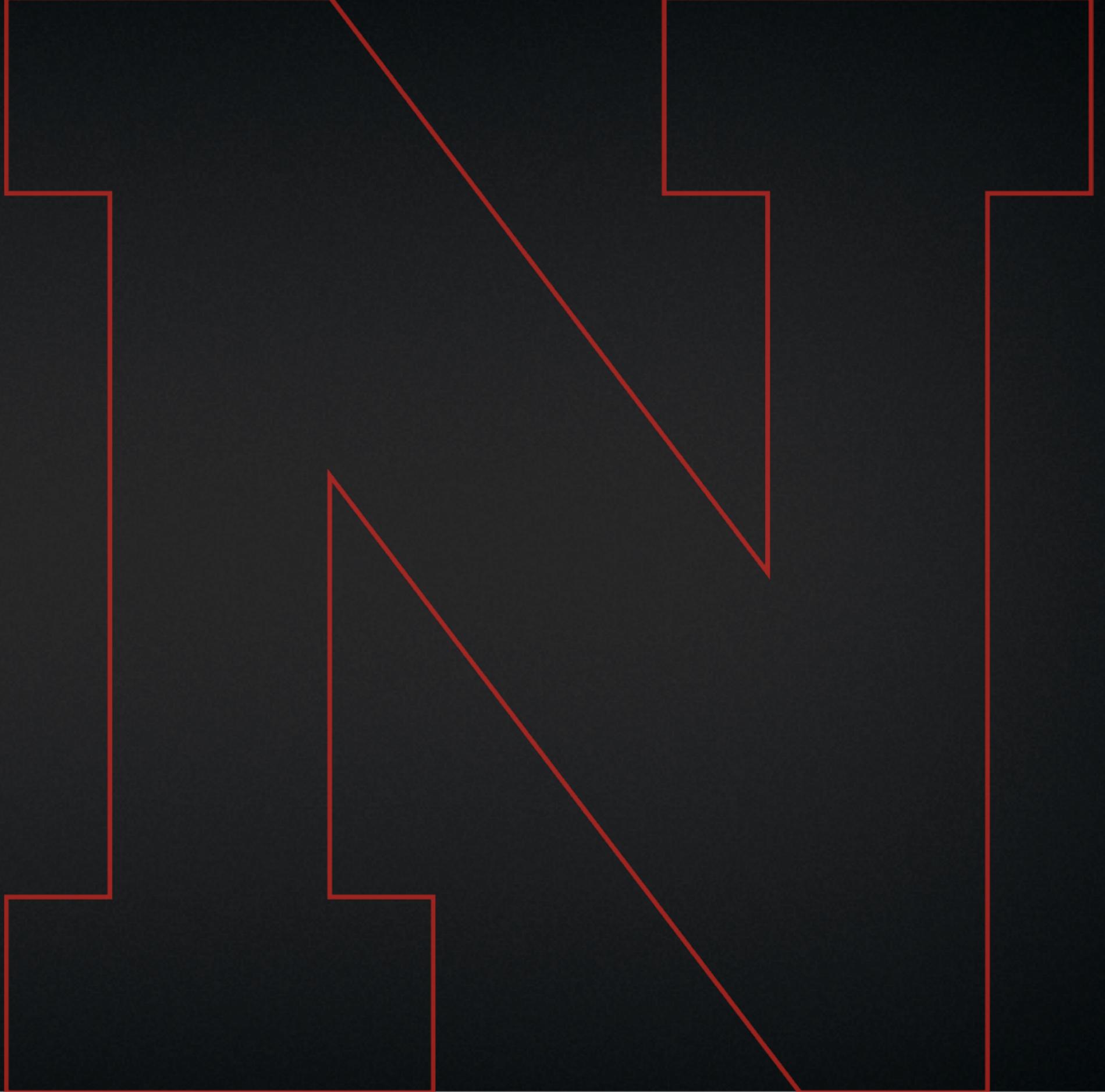
Cities



Mobility

OPPORTUNITIES

Align your Brand with Newsweek



Elevating Brands Through Multiple Touchpoints



Digital Display

High-impact opportunities on Newsweek's homepage and article pages.

Custom Content

Tailored content solutions that drive brand awareness and engagement through compelling storytelling.

Events

Live events with influencers, C-suite panelists, and thought leaders from around the world.

Podcasts

8.5M+ monthly downloads: Expert insights, in-depth interviews, and coverage of key global stories.

Newsletters

1.1M+ subscribers: The Bulletin, The Gist of It, The Debate, Better Planet, and Geoscape.

Video

High-quality journalism brought to life through original video and award-winning content.

Rankings

Over 50 annual rankings showcasing the best in companies, workplaces, and products.

Print

Align your brand with the world's most trusted editorial content.



HORIZONS

EVENT SERIES

Newsweek Horizons Event Series

Rooted in our commitment to fair and factual journalism, Newsweek’s Horizon events create dynamic platforms where global leaders, innovators, and industry experts converge. Whether in-person, virtual, or hybrid, these events spark meaningful dialogue, foster collaboration, and drive the future of business and innovation.

Learn more about the [Newsweek Horizons Event Series](#).

2025 Horizons Event Series: Bringing Together Leaders Across the Globe

20+
Global
Events

8+
International
Events

5,000+
Registrants

2025 Newsweek Event Calendar

TIMING	EVENT PANEL		LOCATION
Mar	COVID Five Years Later – How the Pandemic Changed the Workplace	Global	NYC, 2 adt. cities, International
Apr	The Auto Industry’s rEvolution		NYC, LA, Detroit
Apr	Women Running Health Care		NYC, 2 adt. cities
May	COVID Five Years Later – How the Pandemic Changed the Health Care Industry	Global	NYC, West Coast, International
June	LGBTQ+ Inclusion in the Workplace		NYC, San Francisco
July	Cities Adapting to Climate Change	Global	NYC, London, Dubai, Mumbai
Sept	How Cyber-Secure Is Your Hospital?		NYC, San Francisco
Sept	Solving the Energy Demand		NYC
Oct	Bridging the Gen Z Experience Gap		NYC, 1 adt. City
Oct	Why is accessing Capital harder for Small Businesses?		NYC, Chicago
Nov	Solving the Energy Demand (COP30)	Global	Brazil



Reach High-Impact Audiences and Drive Engagement with Newsweek

Guaranteed Media & Exclusive Audience

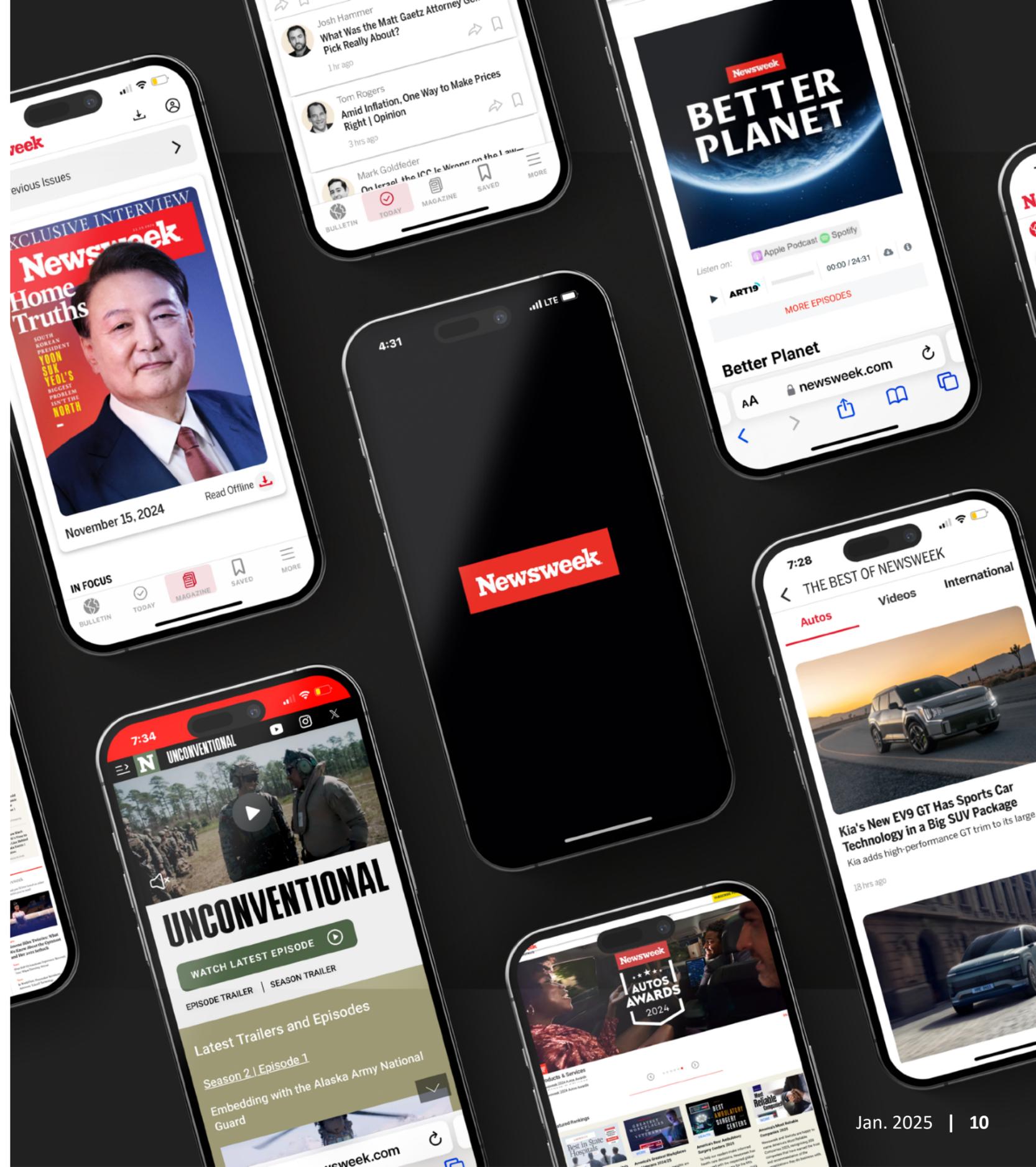
- Access to influential C-suite executives, policymakers, and professionals.
- Guaranteed media placements ensure visibility with high-impact audiences.
- Key events such as COP 30 in Brazil and Davos 2026.

Joint Media Opportunities

- Strategic media coverage in collaboration with Newsweek's PR team.
- Aligned messaging to maximize audience impact and engagement.

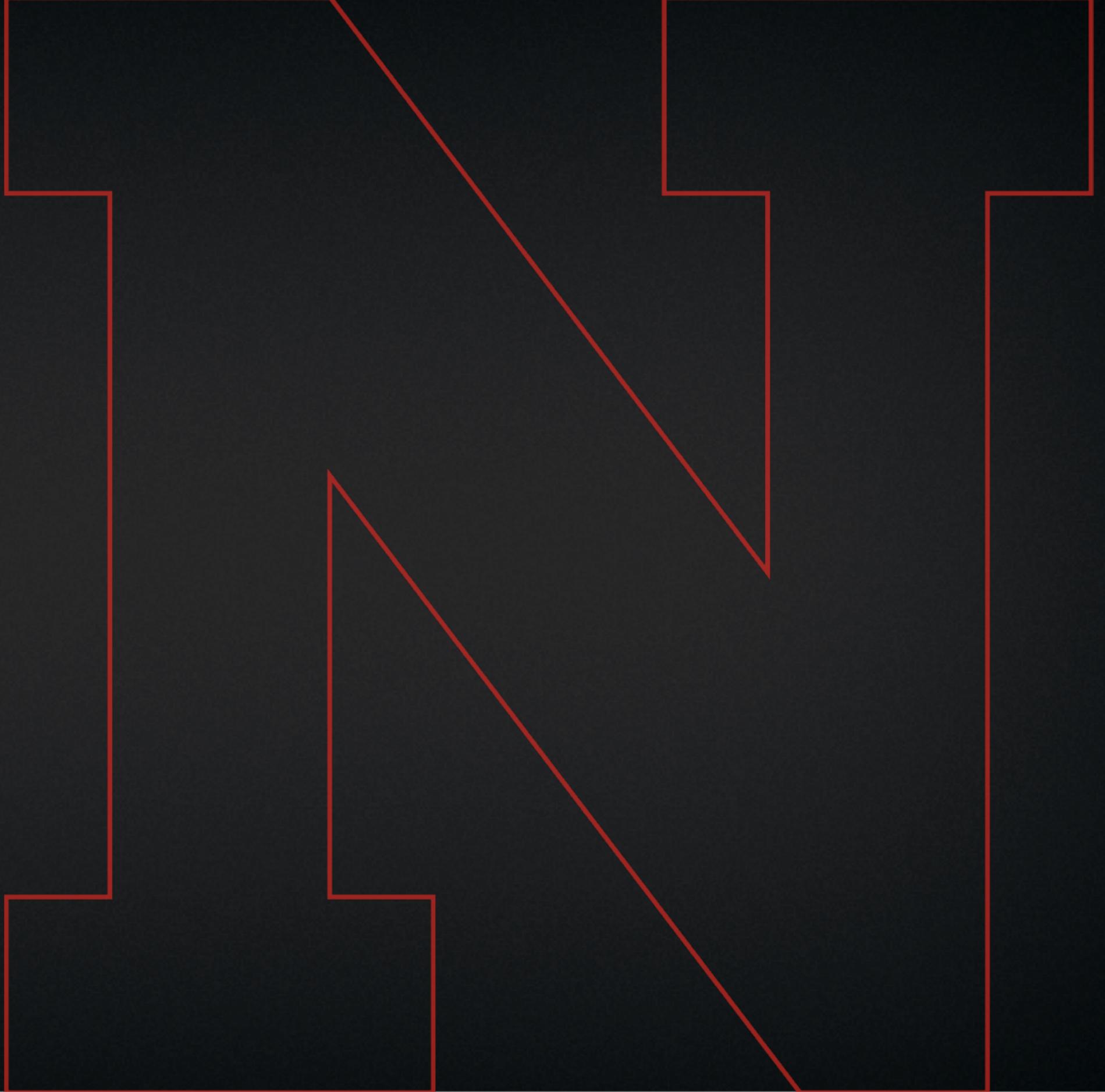
Branded Content Collaboration

- Customized story arc aligned with your brand's objectives.
- Custom Content developed by Newsweek's content studio.
- Consistent storytelling across owned channels for sustained audience engagement.



OPPORTUNITIES

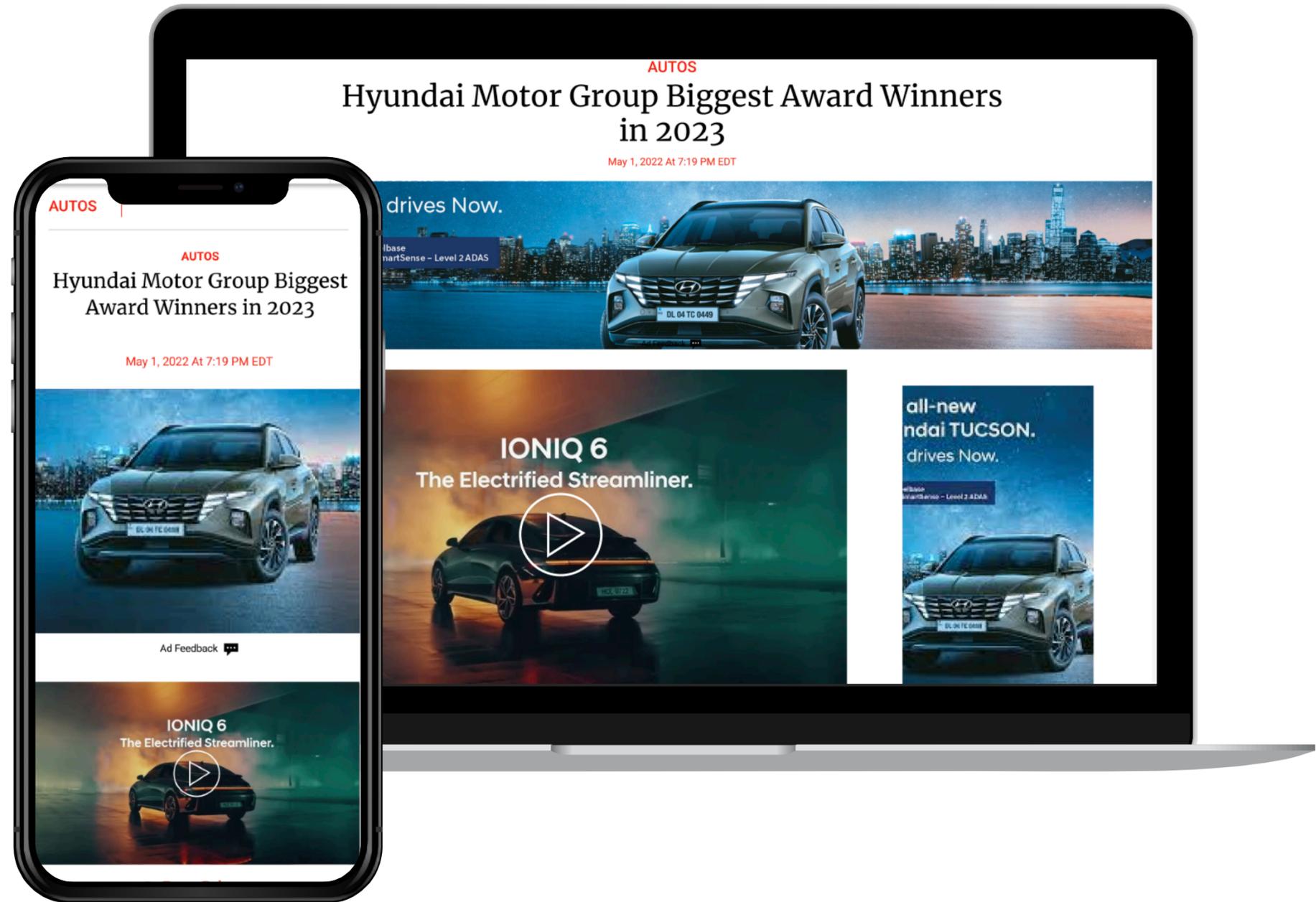
High Impact Promotion



First Impression Takeover

A dynamic half-takeover of Newsweek's article pages.

As the users scroll the site, visitors are showcased a continuing experience from the large initial takeovers, with linear banner units of your main creative.



Centerstage

Immersive, full-screen takeover on Newsweek's homepage for maximum impact.

As the users scroll the site, visitors are showcased a continuing experience from the large initial takeovers, with linear banner units of your main creative.



Newsweek

Danielle Varvaro

Head of Sales

✉ d.varvaro@newsweek.com

Kylie McCoy

VP, Brand Partnerships

✉ k.mccoy@newsweek.com

