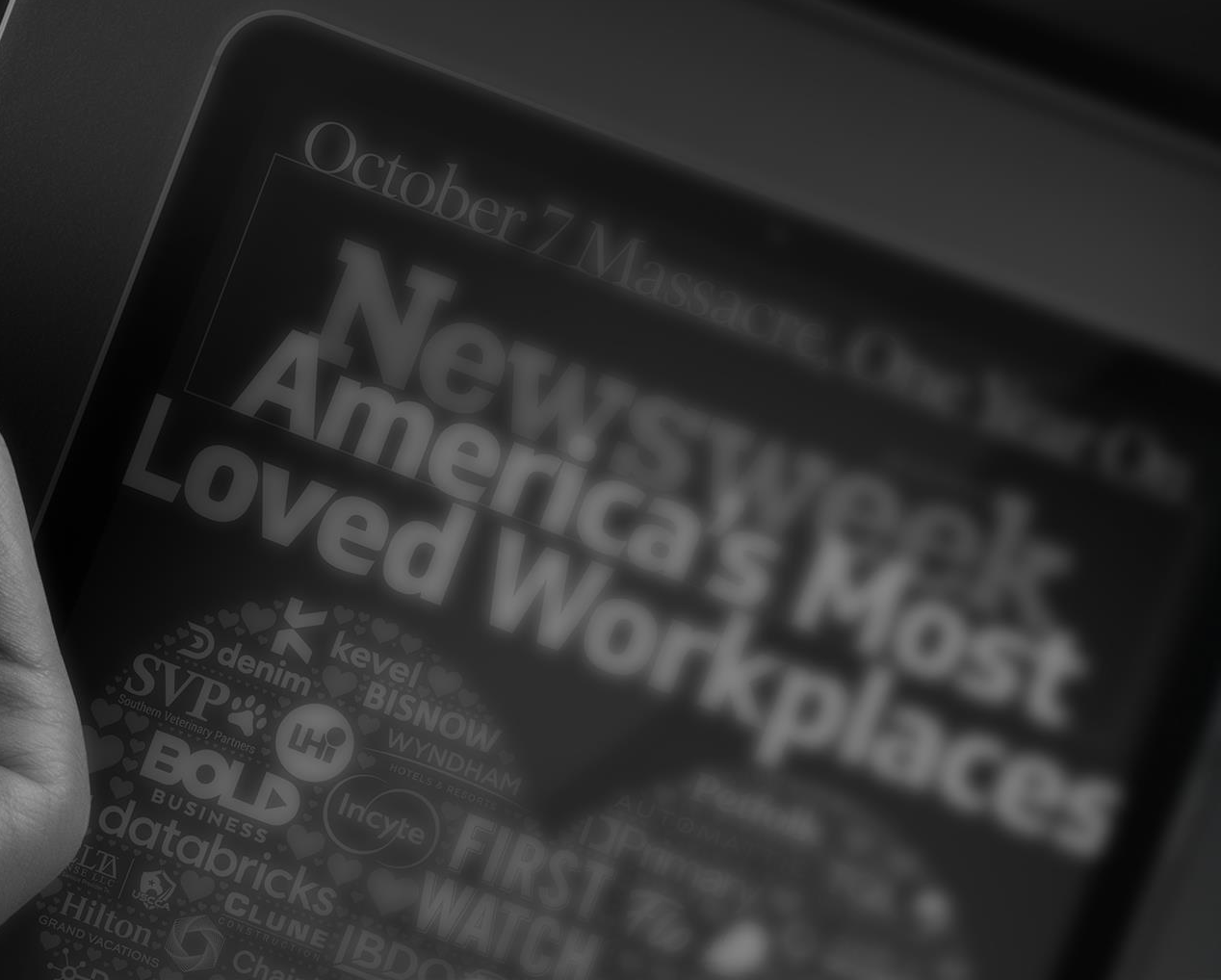
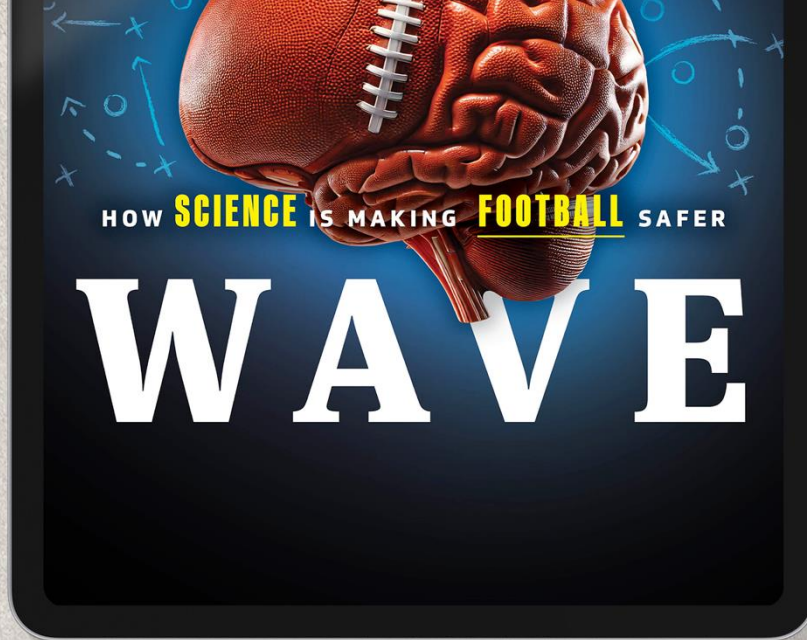


# Newsweek

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 **7.4M** business owners, delivering trusted analysis and insights on the critical issues shaping their decisions and industries.

## Executives

Reaching **1.4M C-suite executives**, Newsweek is the trusted source for senior leaders and business decision-makers.

## Enterprise Businesses

Newsweek reaches over **4.6 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

55.7M

Global Monthly Uniques

49.5M

U.S. Visitors

142M+

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

1.8M

Facebook/Instagram

1.4M

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

Abstract red geometric lines on a dark background, including a horizontal line, a vertical line, and several diagonal lines forming a stepped pattern.

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.

# Newsweek 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.

## 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, and International
Apr	The Auto Industry’s rEvolution		NYC, LA, Detroit
May	Women Running Health Care		NYC and San Francisco
May	COVID Five Years Later – How the Pandemic Changed the Health Care Industry	Global	West Coast and London
June	LGBTQ+ Inclusion in the Workplace		US markets
July	Cities Adapting to Climate Change	Global	NYC, KSA Mumbai
Sept	How Cyber-Secure Is Your Hospital?		NYC, San Francisco
Sept	Solving the Energy Demand		New York Climate Week
Oct	Bridging the Gen Z Experience Gap		NYC
Oct	Why is accessing Capital harder for Small Businesses?		NYC, Chicago
Nov	Solving the Energy Demand (COP30)	Global	Belem



# Reach High-Impact Audiences and Drive Engagement with Newsweek

## Guaranteed Media & Exclusive Audience

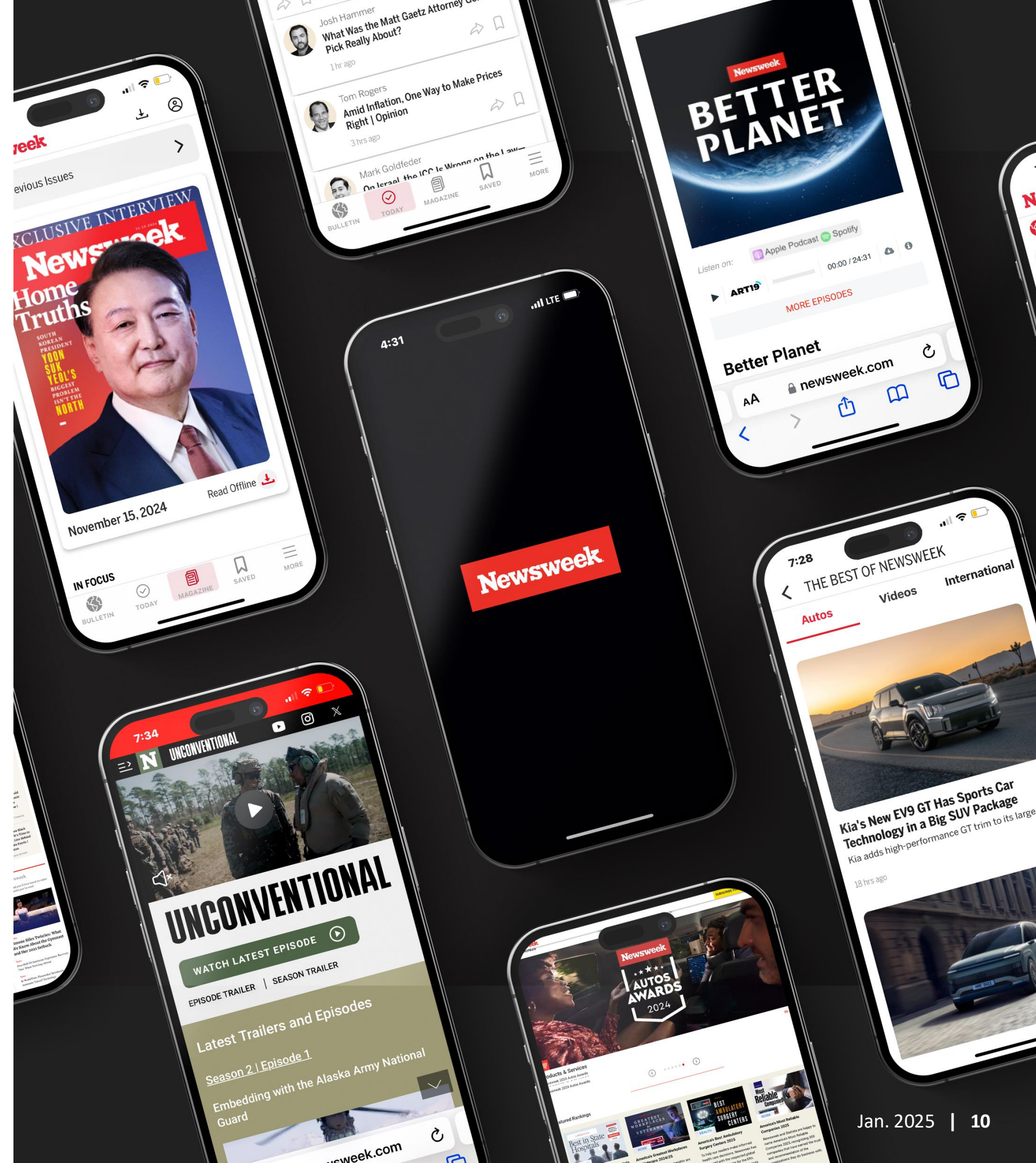
- Access to influential C-suite executives, policymakers, and professionals.
- Guaranteed media placements ensure visibility with high-impact audiences.
- Key events such as COP 30 in Brazil and Davos 2026.

## 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.



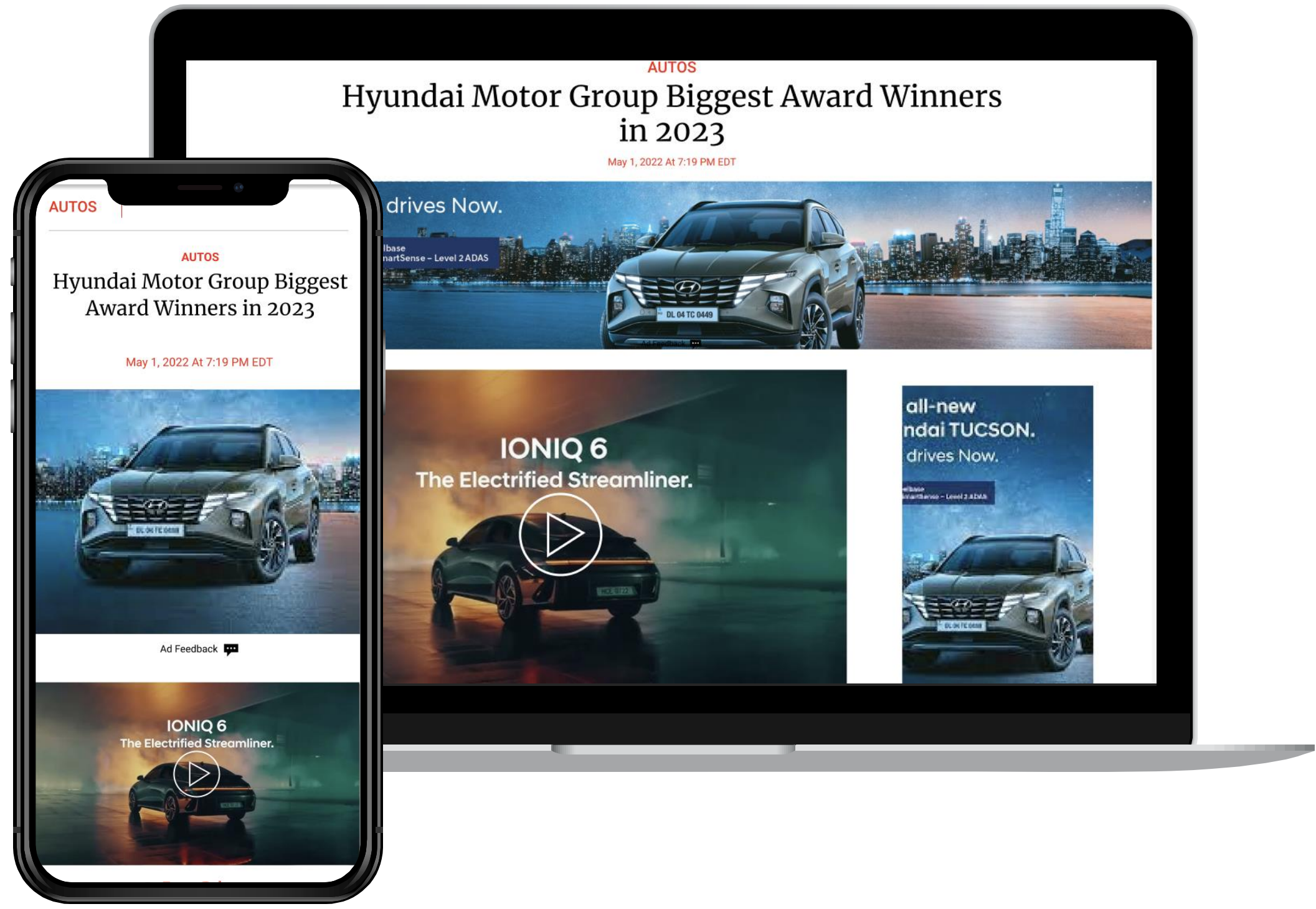
OPPORTUNITIES

# 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

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

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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

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