

Bringing

# COMMON GROUND

to the center of the media world

# Newsweek



**Newsweek.**

CREATES

**COMMON**

**GROUND**

# Newsweek

## CENTRIST BALANCED TRUSTED

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



Newsweek



NewsGuard, which rates news and websites based on trustworthiness, scores Newsweek **100/100**.



OUR  
CENTRIST  
APPROACH  
BRINGS

50M+

global uniques

40%

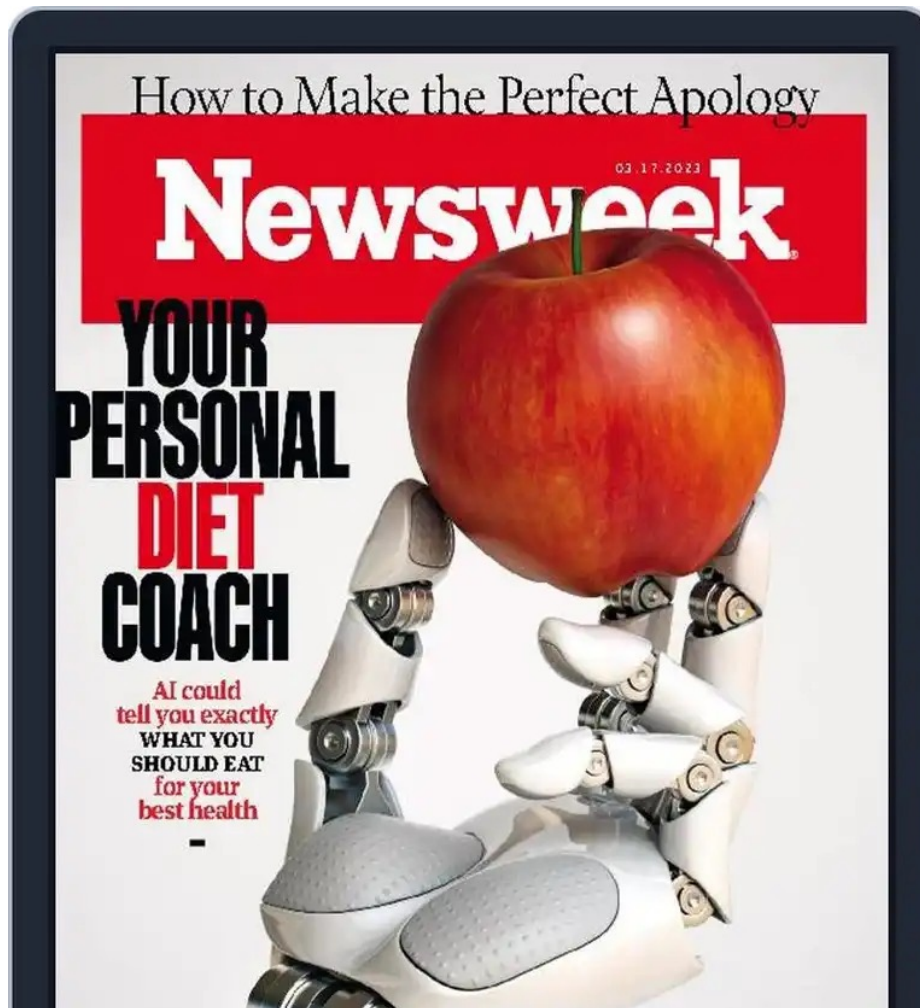
of our users are

**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

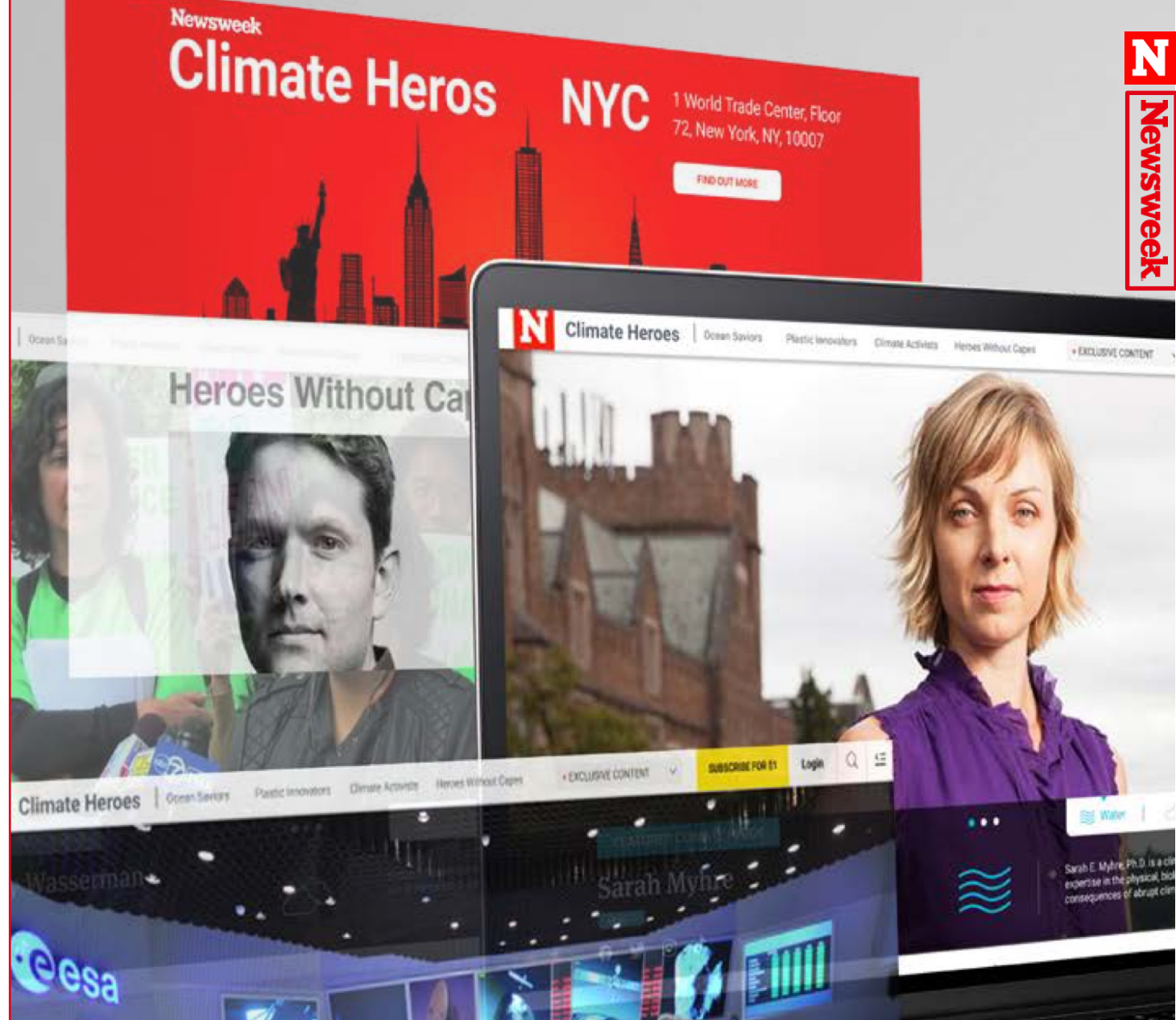
- 80% do not read BuzzFeed
- 53% do not read the New York Post
- 57% do not read The Washington Post
- 51% do not read The New York Times
- 49% do not read Fox News
- 30% do not read CNN

Newsweek engages Gen Z and millennials because we illuminate and explore the issues most critical to them.

# CONTENT HUBS

THAT

# ENGAGE



CONTENT ARENAS:

Better Planet • Mightier • Smart Towns • Technology • Women in Leadership • Pets •  
Newsweek Next • Newsweek Better • Travel • Investing • Civil Discourse • Health & Wellness



# Mightier

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.



CONTENT HUB SPOTLIGHT

# **N** Better Planet

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.

Heroes are all around us, but rarely do we hear the stories and experiences that inspire them to action.





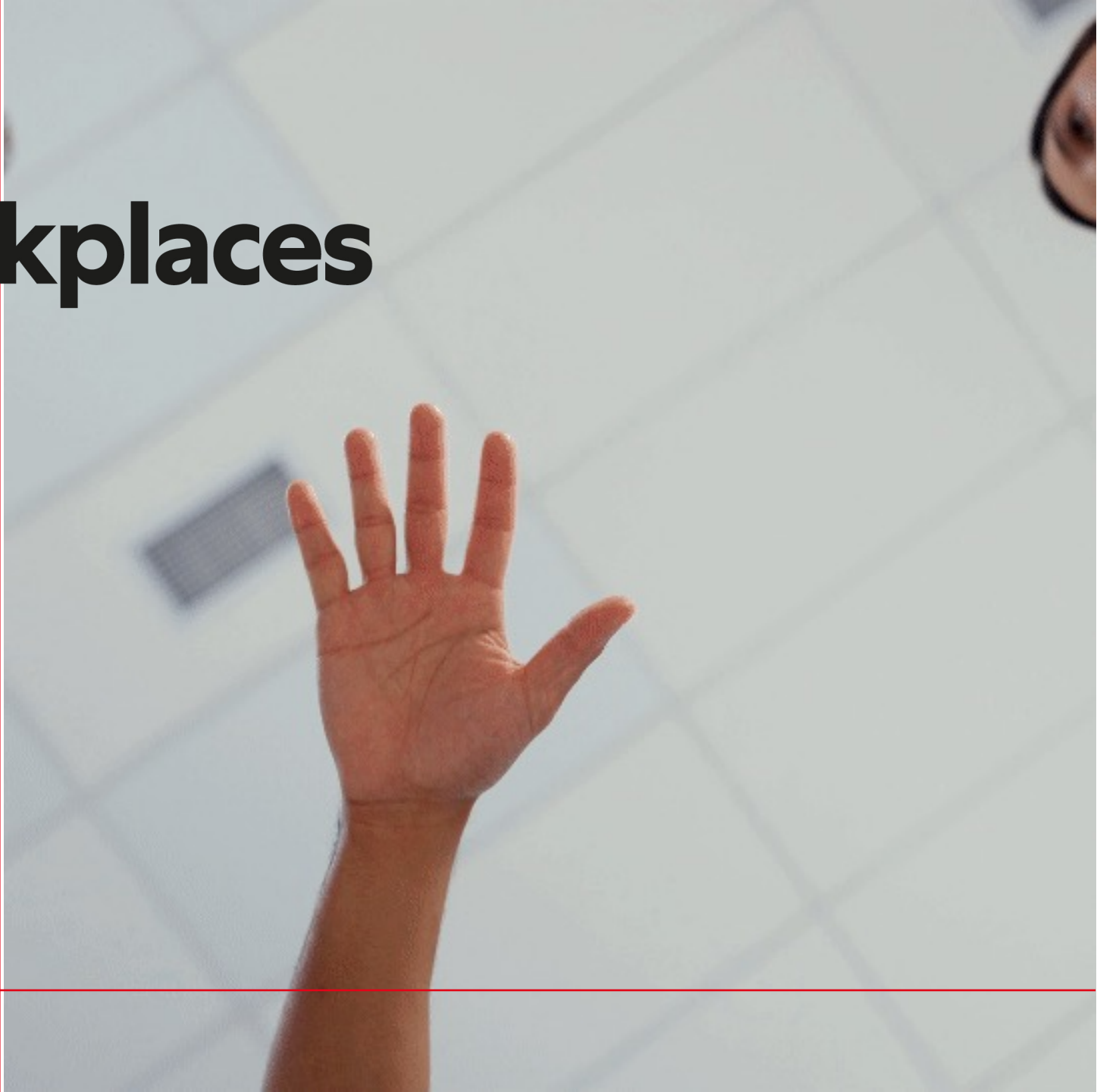
CONTENT HUB SPOTLIGHT



# 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, and employees. Because the work—and the workplace—can always be better.



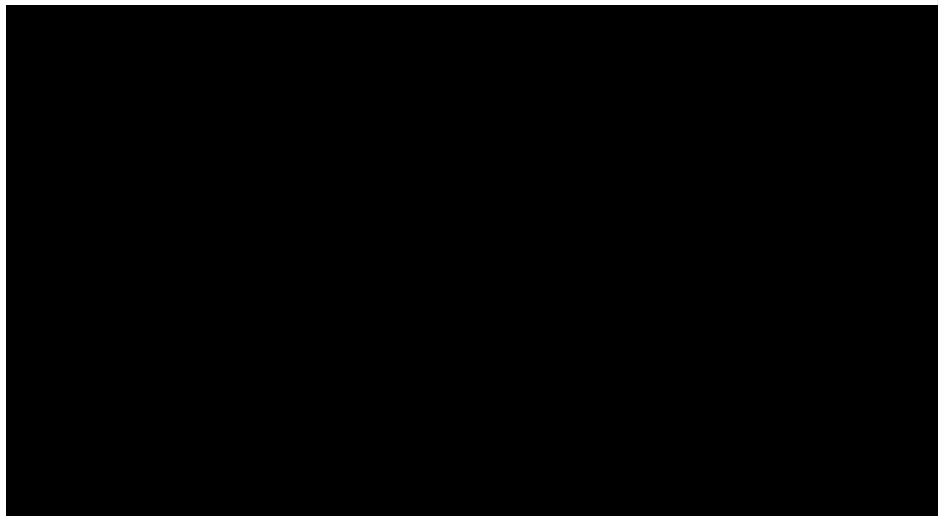
# Content Hubs

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.

# In-Office Live Events 72<sup>nd</sup> floor WTC

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.

### 50M+

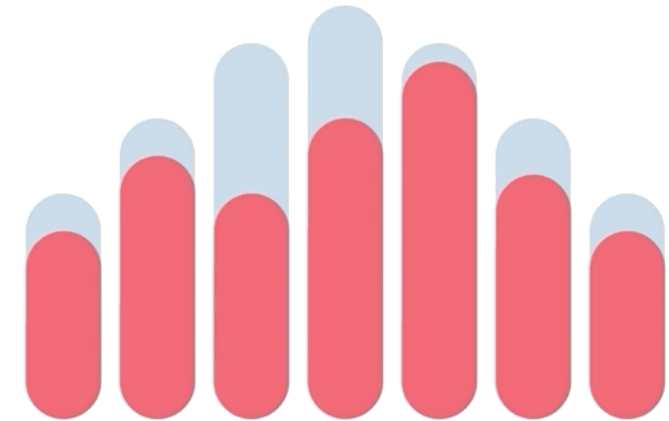
Monthly Unique Users

### 100%

Minority-Owned & Led

### 20%

Multicultural Read



### 5M+

African American UVs

### 2.9M

Asian American UVs

### 4.4M

Hispanic UVs



## BY THE NUMBERS



# THANK YOU

**Kevin Gentzel**

Global Chief Commercial Officer

Phone: 917.679.8797

Email: [k.gentzel@newsweek.com](mailto:k.gentzel@newsweek.com)

**Kylie McCoy**

Vice President, Brand Partnerships

Phone: +1 603 418 4404

Email: [k.mccoy@newsweek.com](mailto:k.mccoy@newsweek.com)



# 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.





# 04 Rankings

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.



# 05 Podcasts

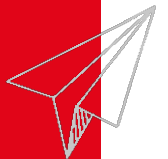
Common Ground Studios is Newsweek's in-house creative production studio dedicated to telling your brand's story. Position your brand as a trusted thought leader by leveraging Newsweek's content and design solutions.



# 06 Newsletters

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.

# NEWSWEEK BY THE NUMBERS



## DIGITAL

**50M+**

Monthly UV

**200M+**

Monthly PV

**5.2M+**

Monthly UV

## PRINT

**237K**

Global

**100K**

US

**137K**

International

## PERFORMANCE

**70%**

Display Viewability

**75%**

Video Viewability

**75%**

VCR

## SOCIALS

**3.5M**

Twitter

**160K**

Instagram

**1.6M**

Facebook

**60K**

TikTok