ars TECHNICA

U.S. Media Kit
2H 2024

CONDÉ NAST

ars TECHNICA

Brand *Mission*

Ars Technica provides the greatest insight into what's at stake in technology today, through a comprehensive understanding of all the facets that surround and contribute to it.

"Ars Technica reports on technology like no other because Ars understands technology like no other. We are subject matter experts with a deep but practical knowledge of the realms we cover, from IT to law, from science to tech culture, and beyond."

KEN FISHER, EDITOR IN CHIEF

1.6X C-SUITE	**1.9X** IT / TECH BDMS
$131K AVG HHI	**88%** VISIT SITE DAILY
4.9M AVG. MONTHLY DIGITAL UNIQUES	**2M** SOCIAL FOLLOWERS
3M AVG. MONTHLY VIDEO VIEWS	

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Brand *Highlights*

MOBILITY | JULY 2024
The future of transportation isn't just the innovation of the vehicles, it's also the infrastructure needed to support them. From e-bikes to electric buses and from battery-electric automobiles to battery-electric airplanes, we'll dive into the foundations of cleaner, greener, and more efficient transport.

CYBER SECURITY | SEPTEMBER 2024
At the forefront of covering cyber security since 1998, Ars Technica reports on the topic from "inside the house," with full access to the IT security experts and leaders. This Ars Cybersecurity series will be a thorough exploration of everything from institutional security threats to how to make critical infrastructure safer to cloud security.

ARS CLIMATE & SUSTAINABILITY | SEPTEMBER 2024
Ars Technica is the expert source for science-based climate content. With a series of long-form articles covering everything from the most sustainable electric vehicles to how Right to Repair can save the climate, Ars will answer the questions that thoughtful technologists have been asking for years.

OPEN SOURCE | OCTOBER 2024
Free and open source software enables the world as we know it. From Web servers to kiosks to the big data algorithms mining your Facebook feed, nearly every computer system you interact with runs, at least in part, on free software. In October, Ars will examine how open source software has shaped the world, from Android to Firefox

ARS LIVE | FLEXIBLE
Our monthly, virtual conversation series, Ars Live is back! During these discussions, reporters and editors at Ars Technica speak with industry leaders about the most important science, technology, and cultural news of the day.

GAME CHANGERS | FLEXIBLE
From StarCraft to Diablo II, gaming does something no other pop culture medium can. In this special 5-article series with video extensions, Ars experts and editors will explore the core technologies that have shaped and defined the gaming industry. Ars will explain key evolutionary developments, like how the CD-ROM disrupted the industry, how gaming drove 3D acceleration in the late 90s, how Color Graphics Adapter (CGA) set the standards for display resolution that we're still building 40 plus years later, and more.

READER SURVEYS | FLEXIBLE
Crafted by Ars Technica editors and Condé Nast Research with high level input from your brand, Ars will create a survey thematically aligned with your brand's initiatives to gather content insights from this hard-to-reach audience.

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