



Newsweek

Bringing Common Ground to
the Center of Global Conversations



▼
We
Create
Common
Ground

Centrist, Balanced, Trustworthy.



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



Additionally, NewsGuard, which rates news and information websites based on trustworthiness, scores Newsweek 100 out of 100.

LEFT

CENTER

RIGHT



BuzzFeed News

The Washington Post

INSIDER



NEW YORK POST

THE WALL STREET JOURNAL



Newsweek

Centrist Approach

50M+

**USERS ON
ONE PLATFORM**



40%

**OF OUR
AUDIENCE
IS GEN Z
& MILLENNIAL**

Newsweek

Exclusive Readership

50M+

USERS ON ONE
PLATFORM

▼
Be heard and embed
yourself with our
first-class journalism
read by an exclusive,
qualified audience.



3.0M+

KEY OPINION LEADERS

3.7M+

C-SUITE LEADERS

1.9M+

POLICY MAKERS

Unduplicated Audience

80%

DO NOT READ
Buzzfeed

57%

DO NOT READ
The Washington Post

53%

DO NOT READ
The New York Post

51%

DO NOT READ
The New York Times

37%

DO NOT READ
Fox News

30%

DO NOT READ
CNN



Newsweek

NMSDC-Certified 100% Minority-Owned



REACH AND PERFORMANCE

50M+ MONTHLY USERS	100% MINORITY-OWNED	51/49 MALE/FEMALE	\$120K AVERAGE HHI
80M+ MONTHLY VIDEO OPPORTUNITIES	400M+ MONTHLY DISPLAY OPPORTUNITIES	+75% VIEWABILITY & VCR (VIDEO + DISPLAY)	25% MULTICULTURAL

OUR AUDIENCE

5.1M+

LATINX

4.6M+

BLACK

2.8M+

ASIAN AMERICANS

AGE BREAKDOWN

18-34

34.5%

35-54

40.1%

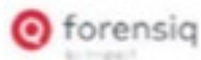
55-64

14.5%

65+

10.9%

BRAND SAFETY



PREFERRED SSPs:
ADX, MAGNITE

At **50M monthly uniques**, we offer more scale than nearly any other minority-owned publisher

Newsweek

Our Audience

4.6M+

AFRICAN AMERICAN

5.1M+

HISPANIC

2.8M+

ASIAN AMERICAN



65% NON-NEWS IMPRESSIONS

CONTENT	%
CULTURE	▶ 16%
PETS	▶ 15%
FAMILY & PARENTING	▶ 10%
WILDLIFE	▶ 5%
TECH & SCIENCE	▶ 5%
OTHER	▶ 5%
OPINION	▶ 3%
TRAVEL	▶ 2%
HEALTH	▶ 2%
MY TURN	▶ 2%

Source: GA/Permutive 2023

Newsweek

Leveraging our
multicultural perspective
to shine a light on

**Diversity,
Equity &
Inclusion.**



100%
DIVERSE OWNED

25%
MULTICULTURAL
AUDIENCE

Commitment to **Diverse** Content

2023 EDITORIAL CALENDAR

▶ **Diversify**

An investing and money-management guide geared to a diverse audience. This package identifies the unique financial challenges and priorities that impact communities of color and turns to a diverse group of financial advisors to provide smart, practical advice to help them make the most of their money.

▶ **The Latino 50**

In honor of National Hispanic Heritage Month (9/15–10/15), which celebrates the culture and contributions of Latinos in America, Newsweek identifies the 10 most influential Latino leaders in five fields: business, entertainment, politics, technology and healthcare. Story + ranking + mini profiles and interviews.

▶ **Multicultural Women in Entrepreneurship**

Launching during National Entrepreneurship Month, this series combines short profiles of women and entrepreneurs of color in diverse businesses across the country with service stories that speak to the specific challenges faced by these demographic groups and provide smart, practical advice on everything from raising capital to launching and marketing the business.





▶ **Sporty Women: Breaking Barriers**

As female footballers take global center stage in the World Cup (July 20–August 20), Newsweek turns to a diverse group of barrier-breaking women athletes in different sports, who share—in their own words—the challenges they’ve face and the triumphs they’ve experienced.

Plus: Newsweek’s Gender Equity Sports Ranking—a unique ranking that takes into account a variety of factors such as the gender pay gap, percentage of women coaches and managers and commercial air time to determines which sports have made the most progress and which are lagging behind.

▶ **Newsweek’s Local Heroes Awards**

At a time of the year when many people focus on charitable giving, Newsweek shines a light on 50 local nonprofits—one from each state—that have made extraordinary efforts and achieved extraordinary results in their work to improve the lives and address the challenges of diverse communities throughout the country. Editors will work with a panel of nonprofit and philanthropic experts to identify worthy organizations, along with reader and community outreach, to produce this inaugural list.

2023 Content Hubs and Branded Partnerships

**SPONSORSHIP
OPPORTUNITIES**

Newsweek



Mightier

Newsweek Mightier supports the next generation of American leaders by partnering with the National Association of Urban Debate Leagues to teach debate skills to thousands of students who might not otherwise have access to such programs.

Ambassador Spotlight

Kristal Knight and Rhonda Haynes will be leading the conversation around civil discourse and how it contributes to a healthy democracy.





Better Planet

A better planet with a sustainable future often feels out of reach. But it doesn't have to be—not if humanity takes a collective leap forward.

Join us as we learn about the innovators leading the way and the individual actions that we can all take to help build a healthier and safer world for us and for future generations.

- ▶ **Climate optimism**
- ▶ **Balanced approach**
- ▶ **Representing diverse voices and communities**





Better Workplaces

The future of work will be more diverse.

Better Workplaces celebrates the companies, executives, employees, and mentors prioritizing diversity, equity, and inclusion.

Ambassador Spotlight

Dorie Clark has been named one of the Top 50 business thinkers in the world and was recognized as the #1 Communication Coach in the world. Through Better Workplaces, Dorie will host a weekly podcast series to highlight the individuals and companies taking action to get Better.



UNCONVENTIONAL

We are in a period of transformation, a passing of the torch. A new generation is reaching maturity. They bring diversity and new attitudes, while upholding traditions of one our oldest institutions. Unconventional tells the stories of the women and men who serve in this changing world through the lens of journalist Naveed Jamali.

Naveed Jamali is a military expert, author, and former U.S. Navy Intelligence Officer. For three nerve-racking years, Naveed Jamali spied on America for the Russians, or so the Russians believed. In fact, he was a covert double agent working with the FBI.



Brand & Product Integration

Newsweek content hubs include a full suite of creative mediums for distributing and amplifying stories. Through hub sponsorship, embed your brand and product to meet our audience where high-impact engagement takes place.



Newsweek



N **CG** **COMMON**
GROUND
B R A N D S T U D I O

Storytelling that ignites the common ground between your brand and our diverse audience. Find the common ground.

Powered By **Newsweek**

Great Storytelling Starts With Common Ground



01

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.

02

Sponsored Content

Align your brand with thought-provoking content through editorial sponsorships, and reach an audience that is already highly engaged with Newsweek content.

03

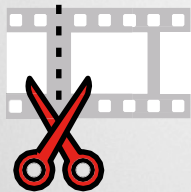
Custom Video

Leverage Newsweek's in-house production team to craft a powerful visual story for your brand. We bring best-in-class journalism to life through original video and content for our partners.

04

Live Production

Live events replete with influencers, C-Suite panelists, and thought leaders from around the world, around topics from IOT/Security to AI in capital markets, Newsweek covers it all.





Newsweek

In-Office Live **Event**

72ND FLOOR 1WTC

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.

One Panel Discussion | Keynote Speaker | Sponsor Spotlight | CEO Presentation | 150 VIPs

Centerstage

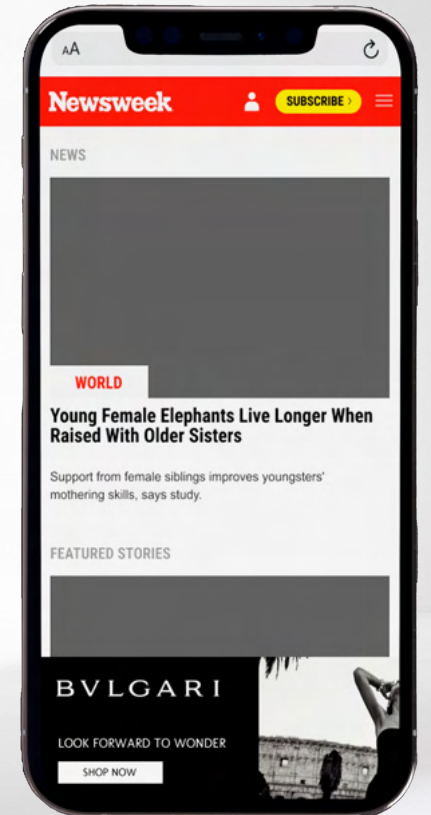
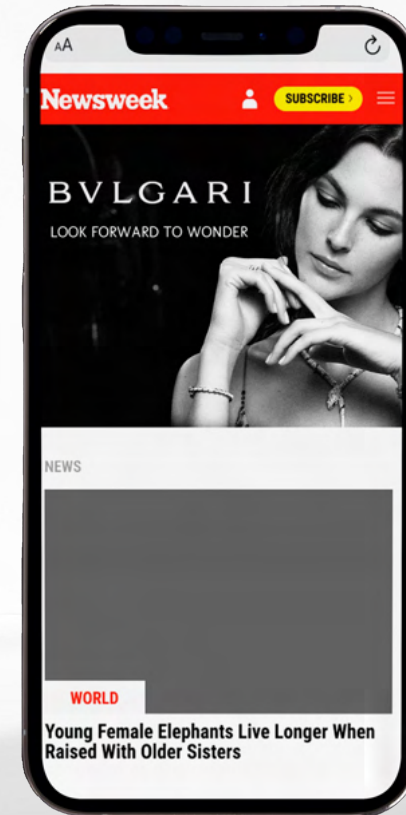
Homepage Takeover

Centerstage, a special, disruptive full-screen takeover on desktop/mobile, above the fold, and 100% in-view for the duration of the user's journey on the page.



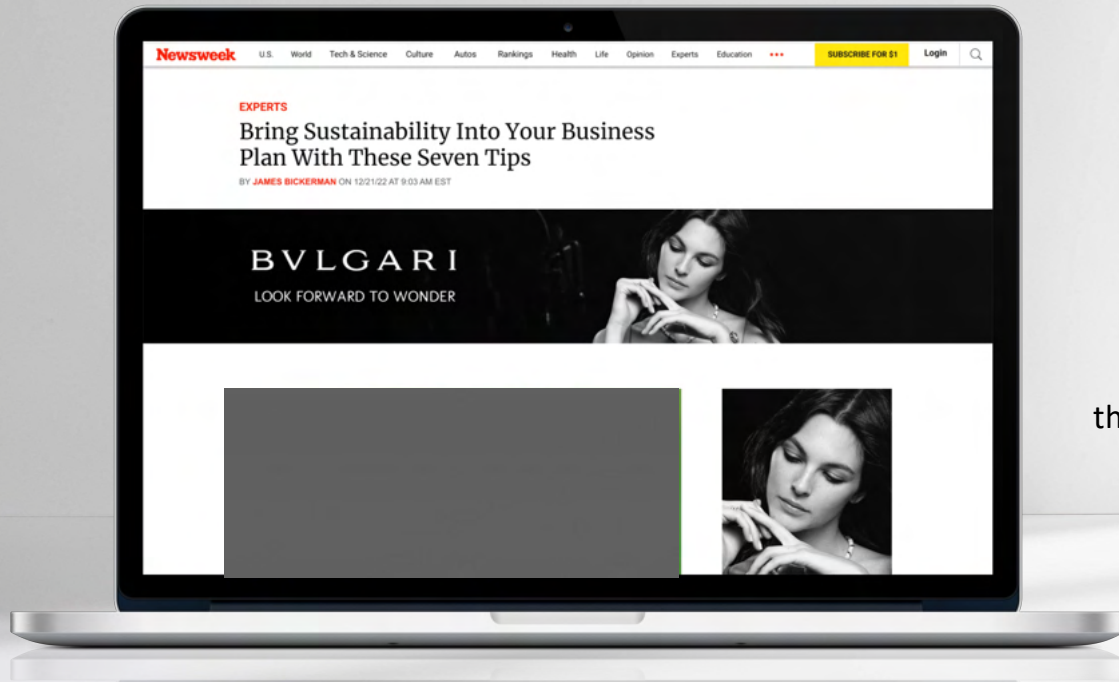
2.1%
AVG CTR

When the user scrolls, the unit retracts to a sticky leaderboard at the top of the page. (970x250 desktop, 320x100 mobile)

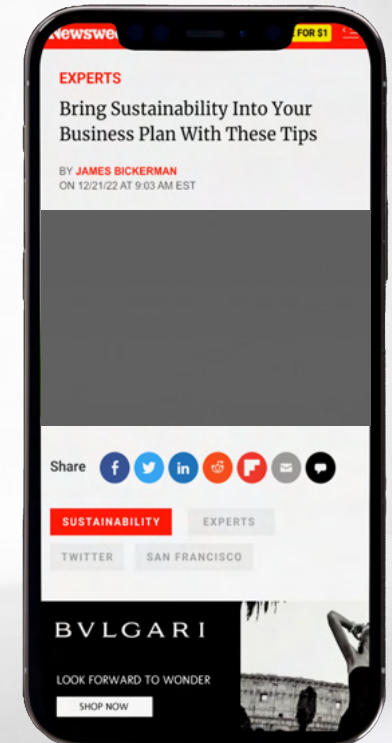
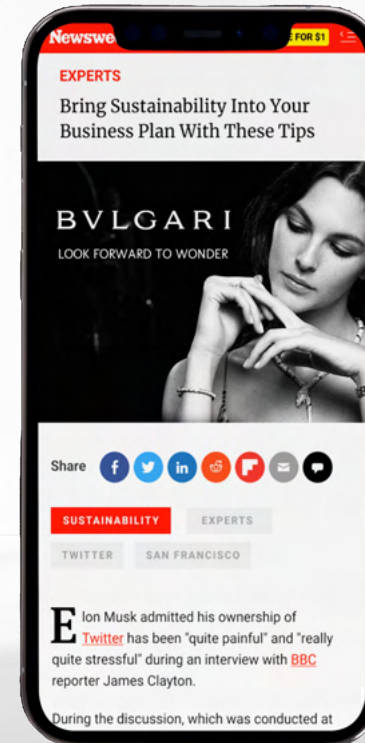


First Impression Takeover

First Impression Takeover, is a dynamic half takeover of our article pages utilizing either static or video content. As the users scrolls the site, visitors are showcased a continuing experience from the large initial takeovers, with inline banner units of your main creative.



Upon scroll, the LG unit (1600x350) folds behind the main site content, followed by a 300x600 positioned on the right side next to the main image/video.



Thank You

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