



U.S. Media Kit  
1H 2024

CONDÉ NAST

"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



## 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.

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

Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2023 monthly avg.; ListenFirst, followers as of 12/31/23, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2023 monthly average; Ars Technica Audience Study Dec 2021; Comscore Multi-Platform / MRI-Simmons Fusion (11/23-F23)

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## Brand Highlights

### **FITNESS MONTH | FEBRUARY 2024**

We'll take Ars readers far beyond the typical gym and Peloton-like memberships everyone purchases at the top of the year and spotlight the hottest exercise and health technology for your New Year, New You! A focus not only on fitness gadgets and wearables, but apps and other devices that can gamify your workouts.

### **VINTAGE COMPUTING MONTH | MARCH 2024**

This special editorial package will cover personal computing and CPU milestones as well as vintage gaming. What does past technology tell us about future trends? The series will be a nod to Ars Technica's origin as the PC Enthusiast's Resource.

### **ARS CLIMATE & SUSTAINABILITY MONTH | APRIL 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.

### **ARS FRONTIERS | MAY 2024**

For nearly 25 years, Ars Technica has explored the many frontiers of technology, law, and culture. This May, Ars' editors virtually will sit down with leaders in business, policy, science, and research to discuss the latest in technology, cybersecurity, health, and transportation. It's a day not to be missed.

### **ARS TECHNICAST | FLEXIBLE**

The Ars Technicast is the official podcast from Ars Technica, where we bring you groundbreaking innovations in technology, science, and everything in between. Ars publishes original news and reviews, analysis of tech trends, and authoritative advice on the most fundamental aspects of tech and its benefits.

### **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.