



Newsweek[®]

Media Kit 2020

Since 1933, **Newsweek** has been the authority in news journalism with the rare ability to reach both Americans and the world's elite.





Newsweek's Mission: To promote the freedom to disagree. The growth of knowledge and the foundations of democracy are built on disagreement. Through the crucible of dissent, clarity arises. That's why Newsweek covers stories from multiple points of view: One truth, different angles. We challenge unexamined assumptions and conventional wisdom to bring new insight and understanding to the most important events of our time.



Today **Newsweek** is digital first and as influential as ever.

- We reach **95MM+** uniques/month
- More than **1 in 5** Americans read us
- **81% mobile** / 19% desk

* GA: April 2020

Newsweek

Digital Snapshot



55M+
125M+
5.2M+
13M+
8M+

Monthly Uniques
Monthly Global PVs
Organic Social
Apple News
MSN

Avg HHI
HHI (49% of Users)
HHI (67% of Users)
F/M
Age 18-54
Age 25-34
(Cmp Indx UV: 110)

\$120K+
\$100K+
\$75K+
51/49
69%
21%

VIDEO

+90M Vid Imp/Month
+70% Viewability
+75% VCR

DISPLAY

+500M Monthly Ad Imps
+70% Viewability

C-LEVEL:

Reaching +15% of C-Suite

* GA: October 2020

**Brand
Safety**

1



Trustworthy Accountability Group: (TAG)
Certified Against Fraud and approved as a
known & trusted player in the digital ad
ecosystem.

2



TAG Certification
independently assessed
by BPA WORLDWIDE.

3



Deployment across all
video/display Traffic to
monitor Invalid Traffic

Newsweek

Print Snapshot

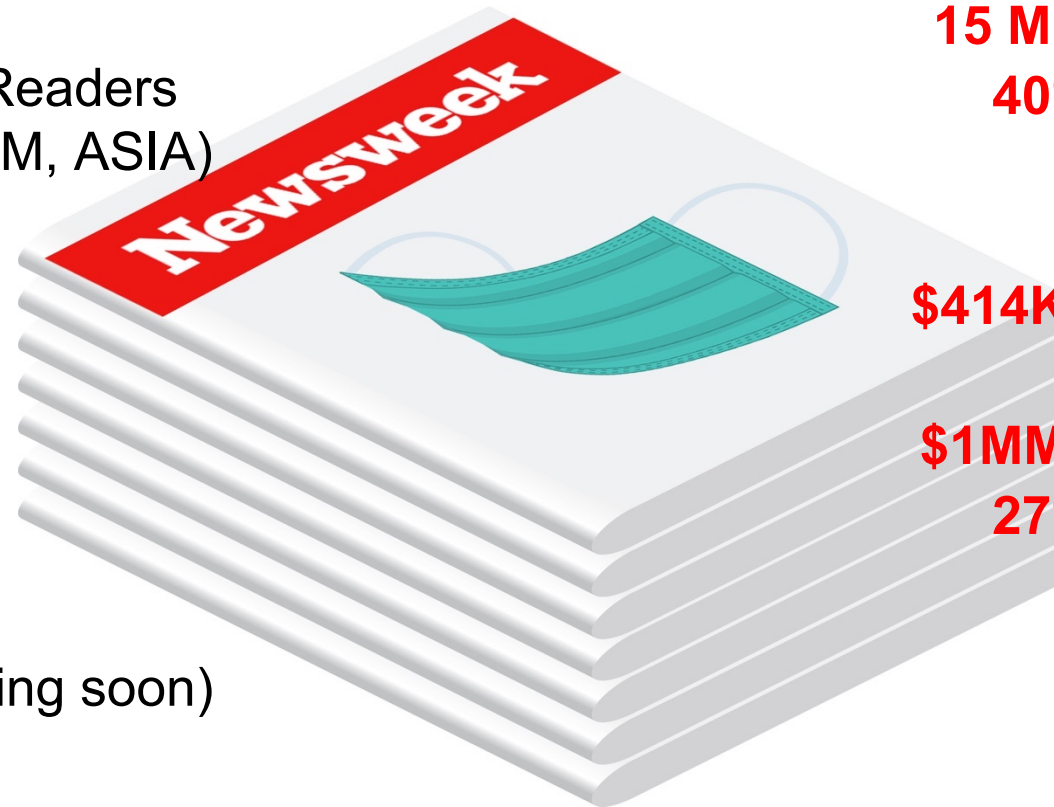


Print Regular Circ: (English)

237K+ Global Readers
100K+ US Readers
137K+ International Readers
(EMEA, LATAM, ASIA)

Franchise Print Circ:

50K+ Japan
30K+ S. Korea
70K+ Poland
6K+ Romania
Belgium (coming soon)



Our Readers

60/40 M/F Split
15 Min Avg time
40% Say Newsweek offers
something they can't get
from other sources
\$414K+ Avg investment portfolio
(excluding home)
\$1MM+ 20% Investment portfolio
27% Are millionaires

Newsweek *Digital Solutions Suite*



Newsweek provides custom content & distribution solutions amplified with our powerful suite of media tools. All packaged neatly for maximum cost-efficiency, hi-impact, and higher than industry engagement with our audience.

- Print magazine showcase
- Display banners
- Hi-impact banner
- Organic social media
- Custom content hub
- Custom video production
- Apple News display banners/vid
- Custom newsletters
- Ndelible jewel boxes

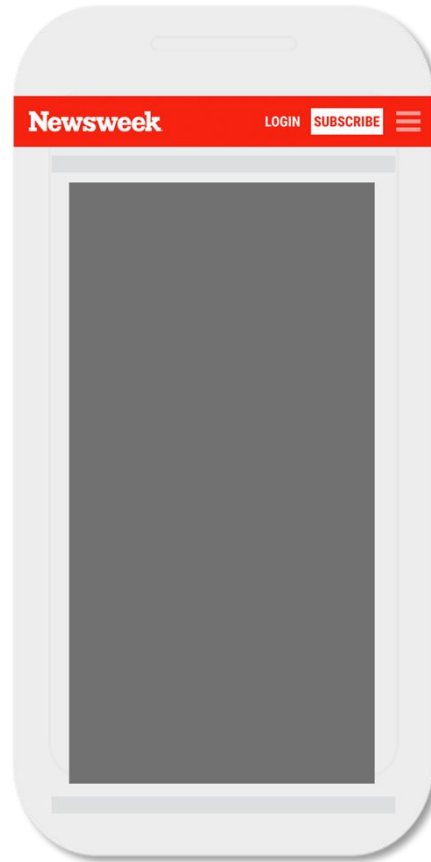
Newsweek Mobile Banners



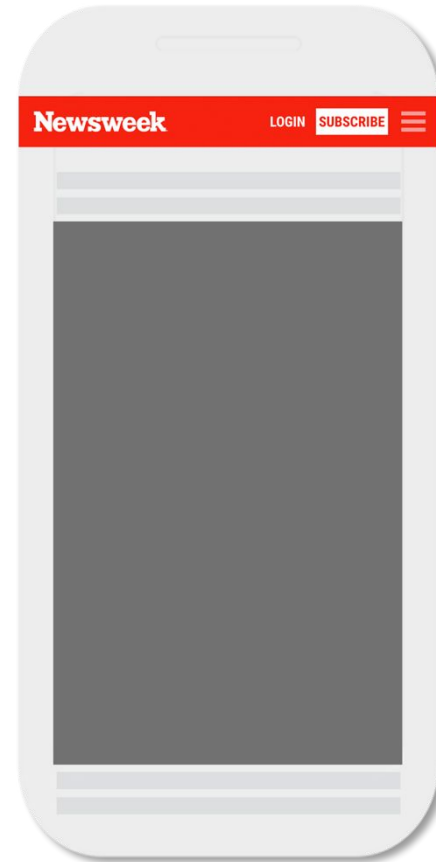
Newsweek digital banners offer clients high visibility and engagement with our readers from disruptive interstitial banners to standard banners we have the solutions to reach your audience.



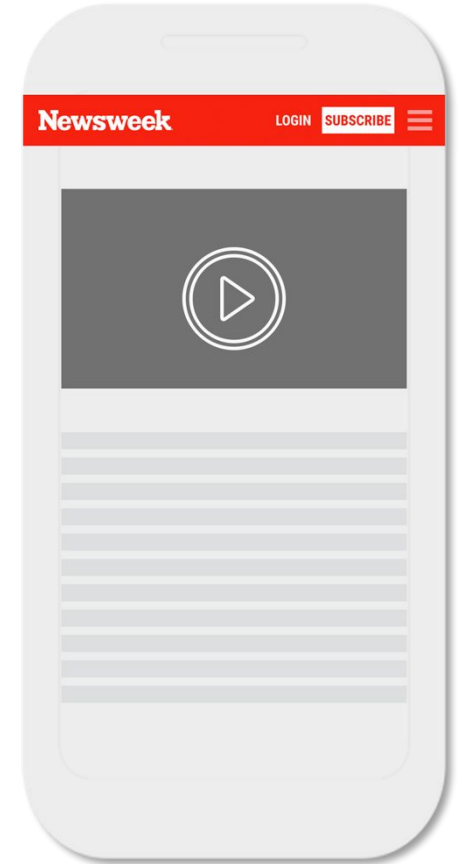
Mobile: 300 x 250



300 x 600



Interscroller



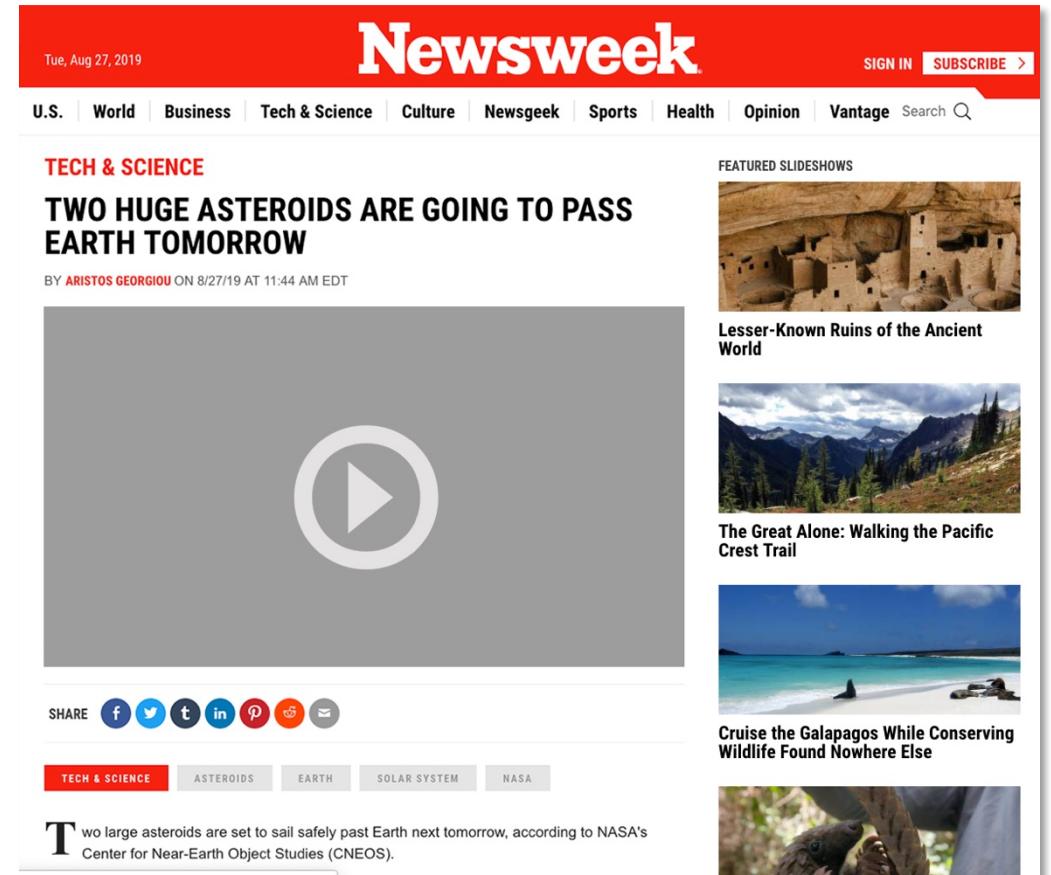
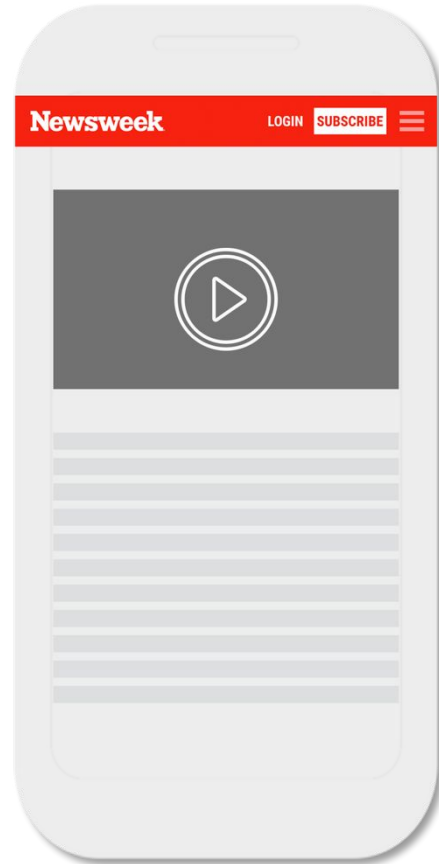
Sticky Video Player

Newsweek Video Pre-Roll (mobile/desk)



Our Newsweek digital video platform reaches our monthly users to deliver desk & mobile video for maximum impact and engagement:

- 75%+ Viewability
- 70%+ VCR
- CTR 3 x industry



Pre-Roll Video Mobile/Desk

Newsweek Display Banners



Newsweek digital banners offer clients high visibility and engagement with our readers from disruptive interstitial banners to standard banners we have the distribution solutions to reach our audience.

728 x 90 Leaderboard / 300 x 600 (Off Homepage)

Homepage Sponsored Insight Module

Newsweek Tue, Aug 27, 2019

U.S. | World | Business | Tech & Science | Culture | Newsgeek | Sports | Health | Opinion | Vantage Search

BUSINESS

U.S.

Fox News Anchor Says Media Encouraged China in Trump Trade War

Fox News anchor Maria Bartiromo blamed the U.S. news media for emboldening the Chinese government to push back against President Donald Trump's ongoing trade war.

NEWS

Oklahoma Man Eats at Olive Garden Every Day for Nine Weeks

Tucker Chonka estimates he downs 7,000 calories a day during his Olive Garden binge, totaling between \$7,000 to \$8,000 worth of pasta, salad, soup and breadsticks

Newsweek Tue, Aug 27, 2019

U.S. | World | Business | Tech & Science | Culture | Newsgeek | Sports | Health | Opinion | Vantage Search

THE NEWSWEEK MOMENTUM AWARDS

ANALYSIS

The Newsweek Momentum Awards

The Newsweek Momentum Awards will recognize five individuals around the globe, as well as one city, which will be chosen as the "smartest city in the world."

U.S.

Trump Administration Has Built Just 13 Percent of Border Wall

President Donald Trump has vowed to see 450 miles of border wall built by the end of 2020.

WORLD

Israel Appears to Attack Four Countries in Two Days, Bombing Iran's Allies

Israeli forces openly claimed attacks over the weekend in Syria and the Palestinian-administered Gaza Strip and were blamed for two more operations in Lebanon and Iraq.

CULTURE & TRAVEL

The Allure of the 'Disappearing' Tribe

From pagan tribes in Pakistan to Inuits in Greenland, traditional tribes aren't disappearing, just transitioning.

Architecture

Starchitects Flock to Miami

Renzo Piano, Bjarke Ingels, and Rem Koolhaas have taken over Miami - and we love it.

OPINION

Trump Should Seize Initiative on Iran and Back Macron's Daring Diplomacy

BY DANIEL R. DEPETRIS

OPINION

40 Years After I Covered the Atlanta Child Murders, Trauma and Doubt Remain

BY VERN SMITH

OPINION

The G7 Laid Bare the West's Leadership Crisis—and Abandonment of WWII Lessons

BY ARIEL COHEN

OPINION

Thanks for Your Lawsuit, Conservatives. Let's Keep Talking About Women on Corporate Boards

BY OLGA V. MACK

SPONSORED INSIGHT

What can a career in public affairs, policy & administration do for you?

Find out what positions in this challenging and rewarding field entail and how you can get the necessary qualifications.

Florida Teen Arrested After

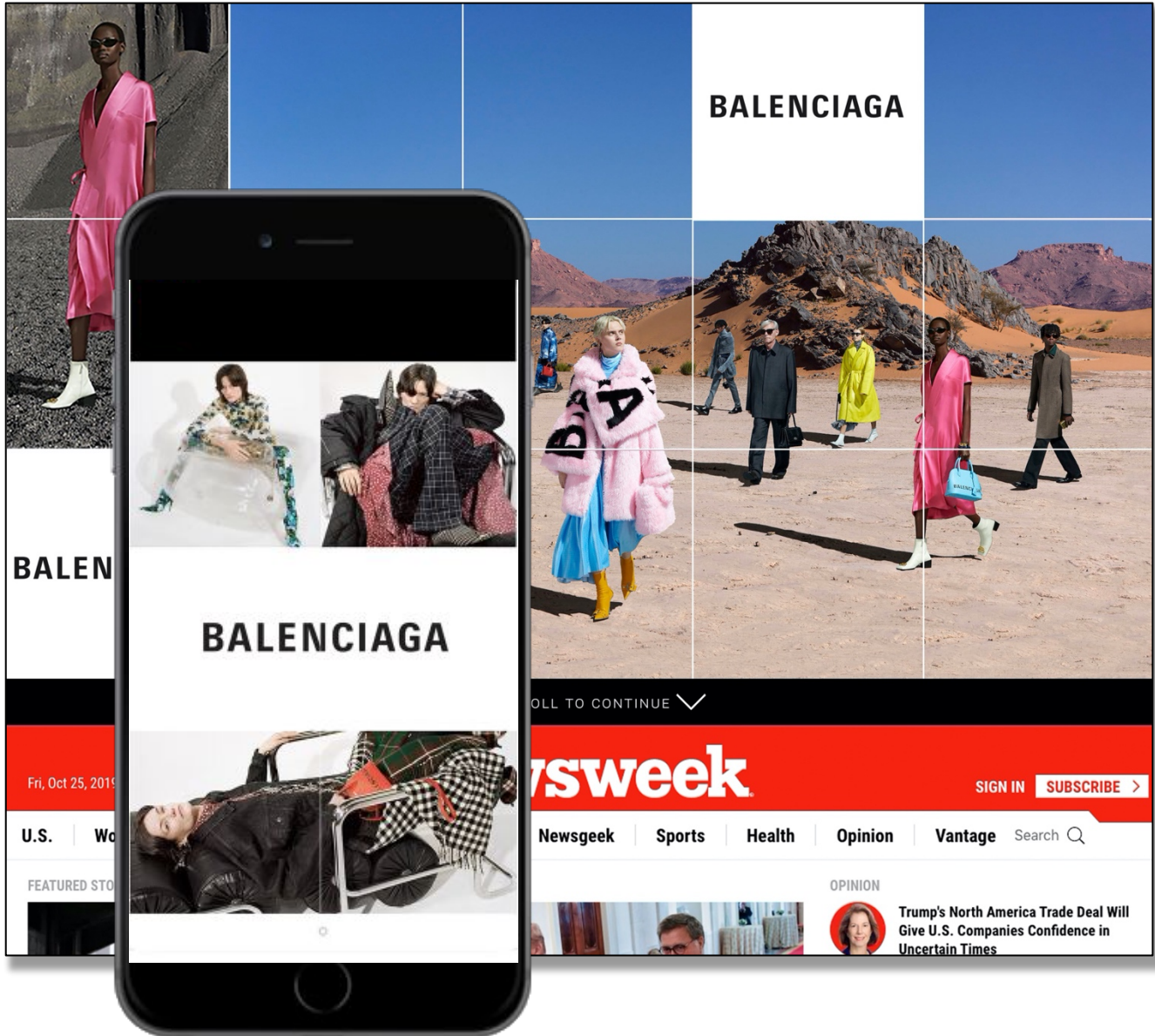
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300 x 250 (Off Homepage)

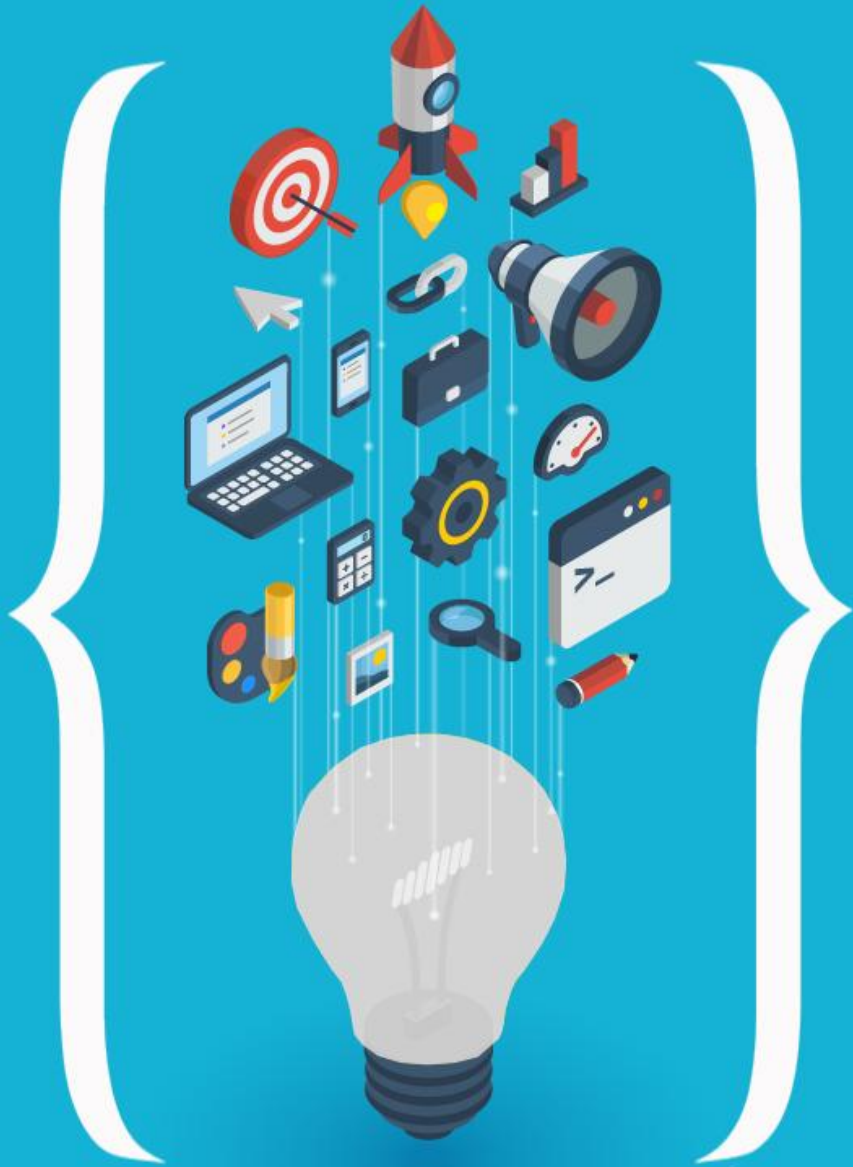
The screenshot shows a Newsweek website layout. At the top is a red navigation bar with the Newsweek logo, the date 'Tue, Aug 27, 2019', and links for 'SIGN IN' and 'SUBSCRIBE'. Below the navigation bar is a horizontal menu with categories: U.S., World, Business, Tech & Science, Culture, Newsgeek, Sports, Health, Opinion, and Vantage, followed by a search icon. The main content area features a 'CULTURE' section with the headline 'THE ALLURE OF THE 'DISAPPEARING' TRIBE' and a sub-headline 'FROM PAGAN TRIBES IN PAKISTAN TO INUITS IN GREENLAND, TRADITIONAL TRIBES AREN'T DISAPPEARING, JUST TRANSITIONING.' The author is 'BY JONNY BEALBY ON 8/27/19 AT 11:24 AM EDT'. Below the text is a large image of two women in traditional, colorful headgear. To the right of the main article is a 'FEATURED SLIDESHOWS' section with two items: 'Lesser-Known Ruins of the Ancient World' (with an image of ancient stone structures) and 'The Great Alone: Walking the Pacific Crest Trail' (with an image of a mountain landscape). At the bottom of the article is a 'SHARE' button with social media icons for Facebook, Twitter, Tumblr, LinkedIn, Pinterest, and Email. Below the share buttons are three tags: 'CULTURE', 'PAKISTAN', and 'TRAVEL'.



Hi-Impact Super Optically Large Display Unit

Seamlessly delivers hi-impact visual messages for product launches, limited edition product drops and breakthru messages.

- Amazing impact on mobile/desk
- 3 active roll-over areas
- 1 Click to ecomm or landing page
- Video enabled



We can **align any product with relevant** content so it's seen by the right audiences.

And we offer creative solutions for maximum impact & engagement.

Newsweek X Guatemala Tourism

Case Study



Heart of the Mayan World 2019

Drive awareness and make travel to Guatemala top-of-mind with our readers: 8pp print insert and a digital landing page, with premium homepage placement and banner ads for stand out results.

PRE-ROLL VIDEO:

| | |
|-------------------|--------------|
| IMPRESSIONS | 1.2M+ |
| VIDEO VIEWS | 822K+ |
| VCR | 70%+ |
| TOTAL CTR: | 1.03% |



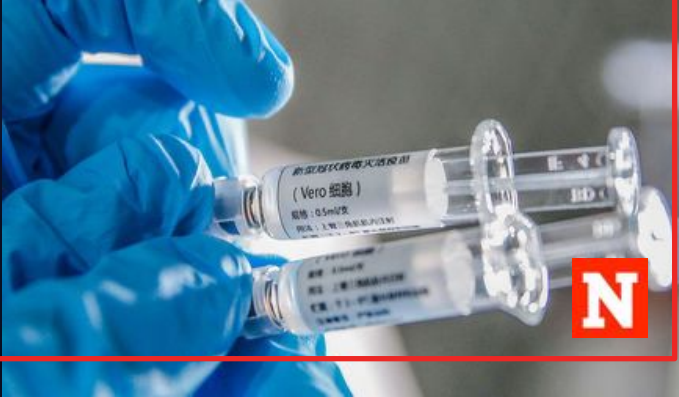
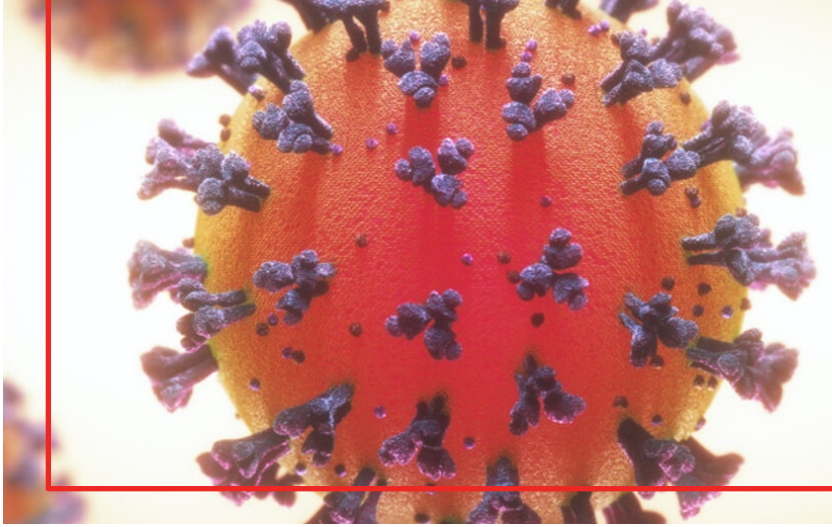
Align with Newsweek's

N NOVATE

Connect with our 95M+ digital readers who are open-minded, optimistic and curious to find out about innovation in healthcare/medicine/tech. Take a leadership role by aligning with amazing innovators who are creating positive change in the world.



N NOVATE



N

APPENDIX

Newsweek

Additional Snapshot



DIGITAL ADVERTISING OPPORTUNITIES

| | | Channel | Video Pre-Roll Opportunities | Display Ad Opportunity |
|-------|-----------------------------|---------------|------------------------------|------------------------|
| 100M+ | MONTHLY VIDEO IMPRESSIONS | | | |
| 75%+ | VIEWABILITY | Politics | 42M+ | 200M+ |
| 75%+ | VIDEO COMPLETION RATE | Health | 14M+ | 100M+ |
| | | Entertainment | 14M+ | 100M+ |
| 500M+ | MONTHLY DISPLAY IMPRESSIONS | Travel | 7M+ | 40M+ |
| 70%+ | VIEWABILITY | Science | 6M+ | 40M+ |
| 25%+ | BETTER THAN MARKET CTR | Other | 40M+ | 120M+ |

Ad Opportunity is not the same as Ad Impressions.

BEST PERFORMING VERTICALS

| LUXURY / RETAIL | CONSUMER FINANCE | AUTO / MOBILITY | CPG | TRAVEL | TELECOM | PHARMA |
|-----------------|------------------|-----------------|-----|--------|---------|--------|
| | | | | | | |

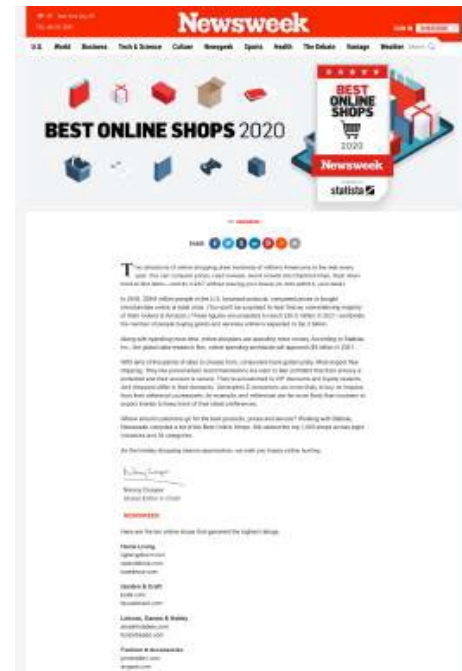
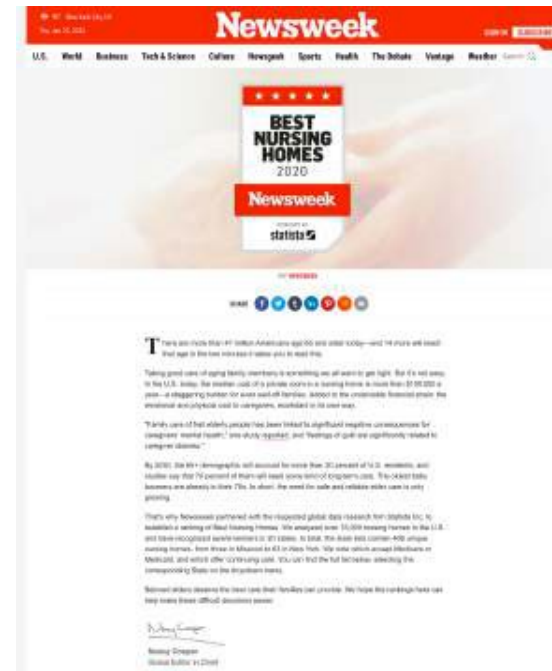
Newsweek **RECOMMENDS**

Mission

Newsweek Recommends is our Accolade, Awards and Rankings program in which Newsweek editors work with expert research partners to create trusted guides for consumers and businesses and build communities of professional excellence

2020

- Newsweek Recommends will recognize 10,000 companies, institutions, products and services
- Working with 10 research partners and dozens of high profile experts
- In 30 categories



Products and Services

Best Business Tools

<https://www.newsweek.com/best-business-tools-2019>

Best Online Shops

<https://www.newsweek.com/best-online-shops-2020>

Coming in 2020

Americas Best New Products

Americas Most Trusted Products

Travel Awards

Best Banks and Credit Cards

Innovation

Blockchain Impact Awards

<https://www.newsweek.com/blockchain-impact-awards-nominees-2019>

Momentum Awards

<https://www.newsweek.com/momentum-awards-worlds-smartest-cities>

Best Stem Schools

<https://www.newsweek.com/americas-best-stem-high-schools-2020/best-stem-schools-4501-5000>



(custom content case studies available upon request)



TIFFANY & Co.



JPMORGAN
CHASE & CO.





Newsweek[®]

Thank You.

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