

**Newsweek**

Bringing common  
ground to the center of

# Global Conversation.



OUR

# Mission

“Our commitment is to journalism that is factual and fair.

We believe in good-faith debate as a public interest and welcome diverse views to find common ground.



*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.*

Centrist.  
Balanced.  
Trustworthy.

## **FUTURE OF NEWS**

*Stagwell's 'Future of News' initiative combines original research, events, and thought leadership to highlight the importance of advertising in news. In partnership with publishing and industry leaders, including Newsweek, it challenges the advertising industry to reinvest in news.*



*News media's most trusted contextual data source for reliability & bias measurement, activation monetization and advocacy.*



## Fairness Meter

The Fairness Meter is a revolutionary tool that places the power of editorial feedback directly in the hands of our readers. We understand the importance of balance and neutrality in today's media landscape, and this innovative product is designed to productize our mission of bringing "common ground" to the forefront.

PRODUCTIZING

# Our Mission

Newsweek

**Fairness Meter**

Newsweek is committed to journalism that's factual and fair. Hold us accountable and submit your rating of this article on the meter.

Request Reprint & Licensing | Submit Correction | View Editorial Guidelines

**About the writer**

**Eileen Holiday**  
FOLLOW

Eileen Holiday is a Newsweek journalist based in the NYC area. The South Jersey native's 23-year career spanning newsrooms in New York, New Jersey, and Washington, D.C. [read more](#)

To read how Newsweek uses AI as a newsroom tool [click here](#).

# 1.6M votes cast

# Our cross-section of America:



## Where they live

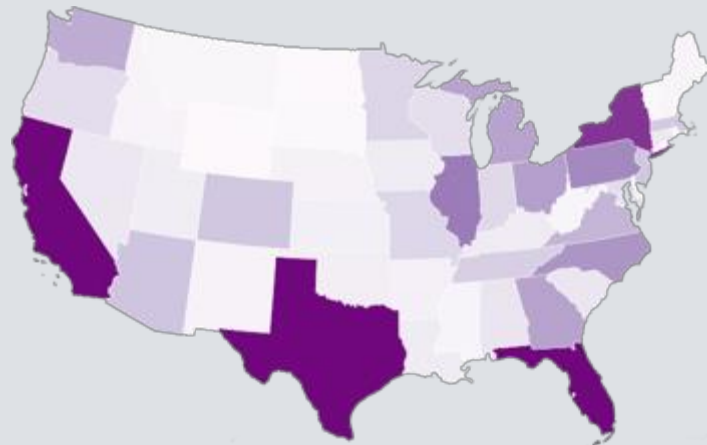
24%



43%

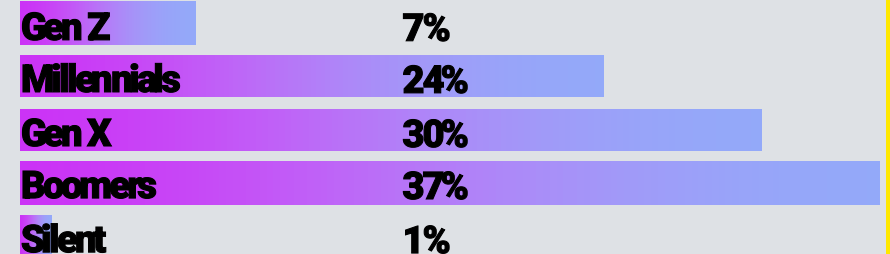


31%



Readership mirrors U.S. population trends, but over-indexes on rural readers.

## Their generation



**4.9M** Newsweek Readers consider themselves a trend setter

EXCLUSIVE

# Readership

Reach an exclusive, qualified audience through Newsweek's first-class journalism. With over 60M monthly users and a strong presence across various digital channels, we connect brands with key opinion leaders, C-suite executives, and policymakers.

**4.6M+**

KEY OPINION LEADERS

**5.4M+**

C-SUITE LEADERS

**9.8M+**

POLICY MAKERS

Envision, build and maintain the AI and digital products that power growth and innovation at Newsweek from a multi-channel platform to a predictive, proactive AI engagement platform.



## Newsweek CUSTOMERS

- N** Digital
- N** Video
- N** Podcasts
- N** App
- N** Magazine
- N** Events
- N** Newsletters
- N** Unconventional
- N** Vault
- N** Social
- N** Rankings

72M+ USERS  
On One  
Platform.

Align your brand with the world's most trusted editorial content and reach an engaged audience that matters.

## Magazine

**Newsweek**  
Our digital packages ensure quality and execution, and Newsweek's private marketplace is available to leverage our first-party data and contextual targeting across both display and video.

Child Marriage Has  
America

Thu, Jul 13, 2024  
By National Institute  
of Health

## Digital

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. Align your brand with thought leaders in various industries across the world.

## Events

Our newsletters provide news optimized and tailored to our busy readers: The Bulletin, The Gist of It, The Debate, Better Planet, Pawsitivity, Geoscape

World in Brief

...iden will seek to draw a sharp fo  
...G7 summit in Italy, where sever  
...e and counter China's rising infl  
...maries: Donald Trump's  
...primary votes in four states  
...over the GOP. Find out w

## Newsletters

**PODCASTS**  
Newsweek presents a diverse lineup of programs that cover a wide range of topics from politics, pop culture, special series and current events.

For Justice! with Rakim Brooks

**BETTER PLANET**

Better Planet

## Podcasts

Newsweek Rankings has become the authoritative place for company rankings recognizing the very best in business, healthcare, and consumer services—helping readers find the top places to work, invest and receive care.

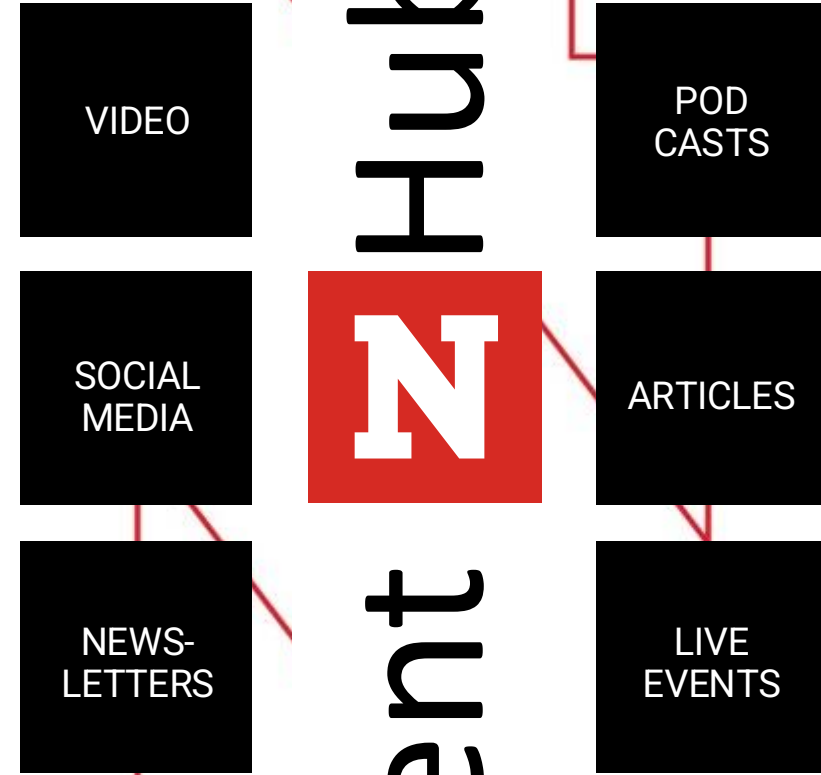
## Rankings



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.

BRAND & PRODUCT

# Integration



## **N** Better Planet

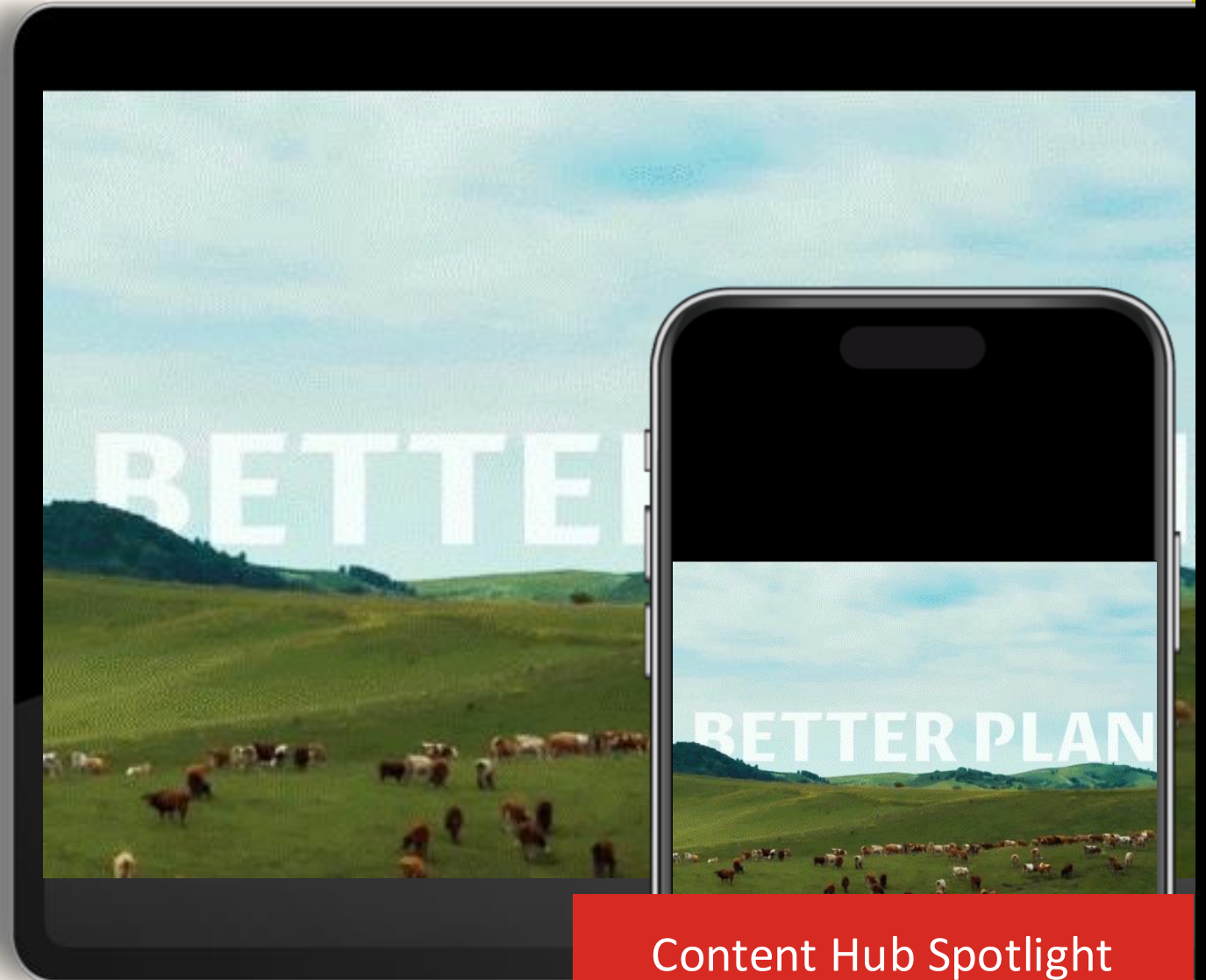
Newsweek's Better Planet covers sustainability topics, celebrating innovators who drive change. From sustainable mobility to paradigm-shifting technology, we recognize those making a positive impact on the environment.

Better Planet Hub covers the following topic areas on sustainability:

Sustainable **Mobility**

Sustainable **Energy**

Sustainable **Planet**

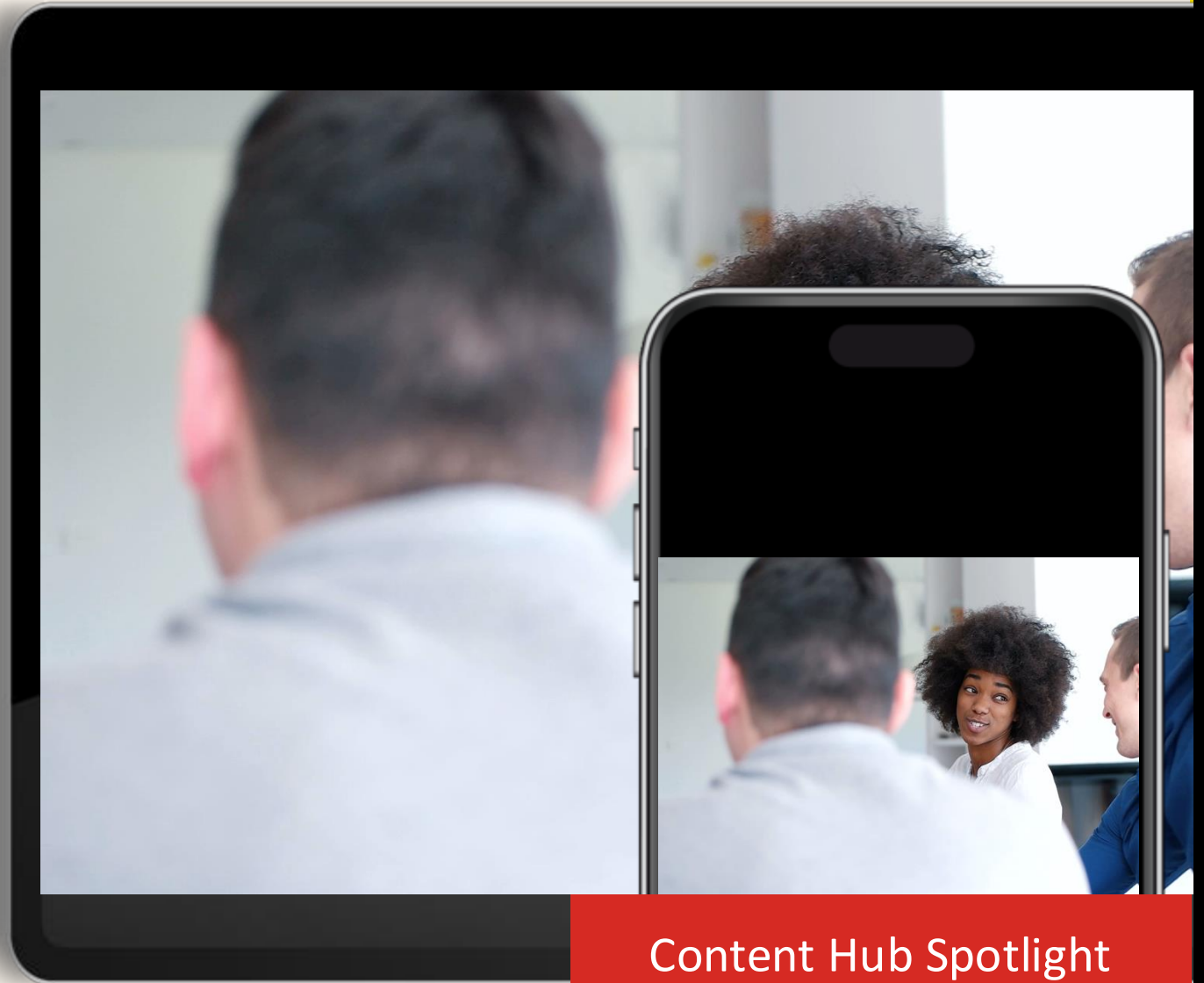


Content Hub Spotlight

## **N** Better Workplaces

Highlighting the future of work through diversity and inclusion, Better Workplaces features interviews with thought leaders, executives, and professionals who prioritize equity and inclusivity.

Diverse teams perform up to 36% better than competitors.



Content Hub Spotlight

## N 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.

Mightier promotes high school debate and the debaters, schools, coaches and mentors who are working to find common ground on our most pressing issues and keeping our civil discourse civil for the future.

90%

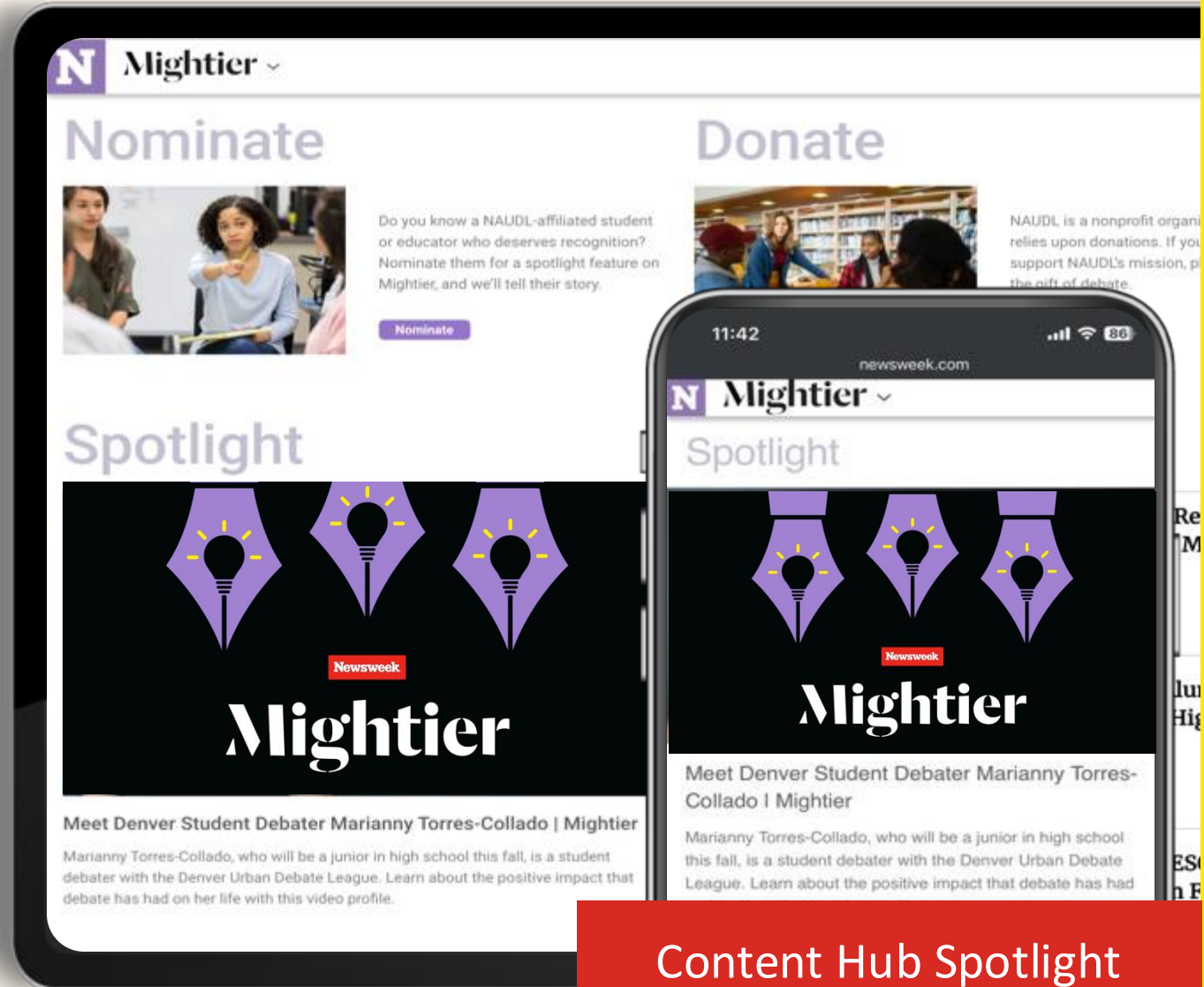
OF DEBATERS GRADUATE HIGH SCHOOL

85%

OF DEBATERS ENROLL IN COLLEGE

97%

REPORT STRONGER FINANCIAL LITERACY SKILLS



Content Hub Spotlight

## N Unconventional

Unconventional is Newsweek's award-winning, original and unscripted military YouTube series.

Host Naveed Jamali (journalist, veteran, and former spy) tells the inspiring stories of the new generation of women and men who serve in a changing world.

From flying in a B-2 Stealth Bomber to getting up close with a Minuteman ICBM to flying with the Alaska National Guard, Unconventional provides exclusive access to some of the most secure locations and critical systems of America's armed forces, highlighting the people who maintain and operate them.

400K+

SUBSCRIBERS

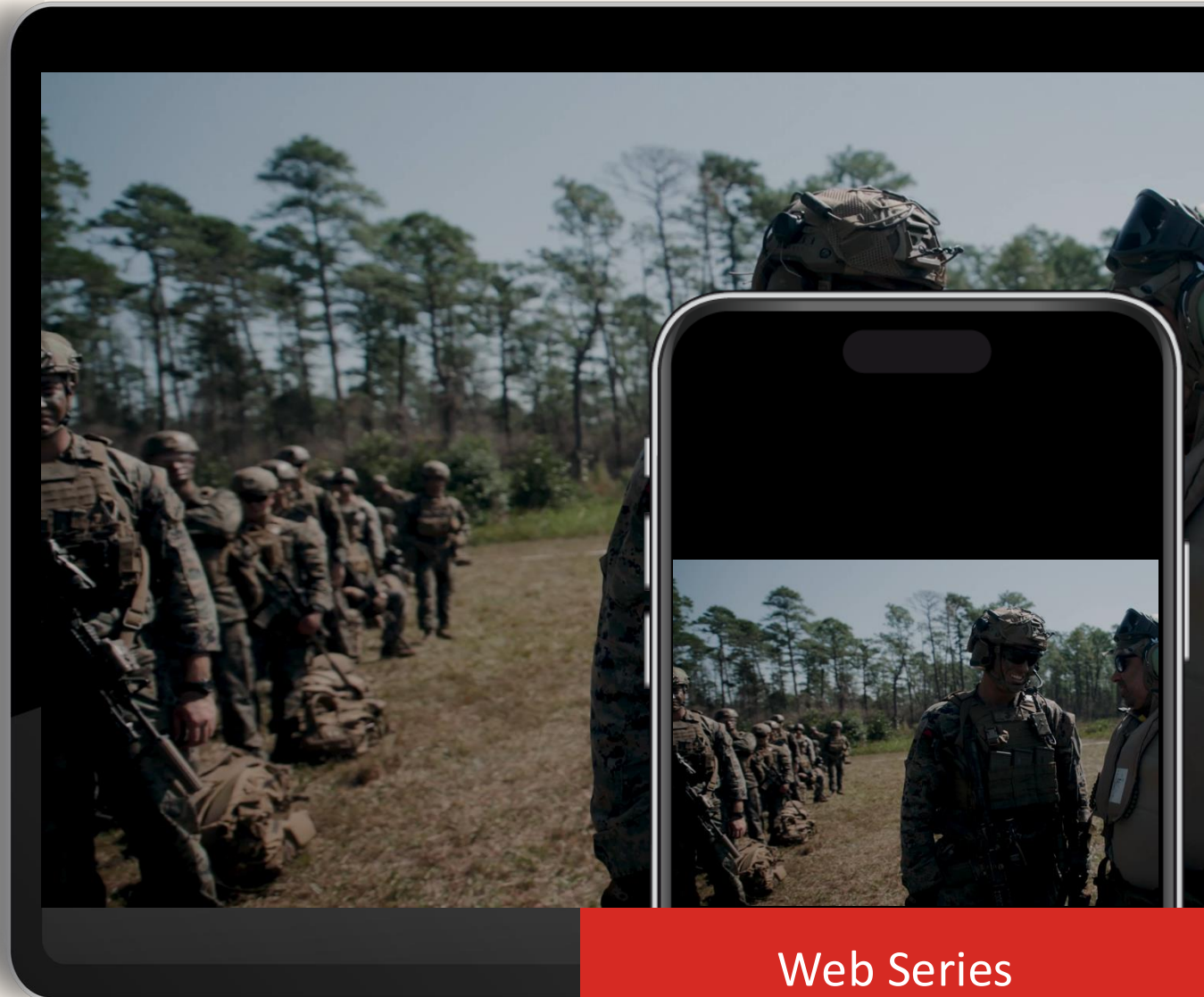
4.9M+

VIEWS

154K+

WATCH HOURS

Source: YouTube 2024



Web Series

BY THE

# Numbers

DIGITAL

PRINT

SOCIAL

72M+

MONTHLY UV

237K

GLOBAL

3.5M

X

4.1M

WHATSAPP

221M+

MONTHLY PV

100K

U.S.

1.6M

FACEBOOK

685K

TIKTOK

10.3M+

ORGANIC SOCIAL

137K

INTERNATIONAL

293K

INSTAGRAM

128K

LINKEDIN

Sources:  
Comscore, 2024  
Google Analytics, 2024  
Newsweek Social Platforms, 2024

Newsweek's video viewability is **2.4X** the industry benchmark (66%)

AD UNIT

# Performance

65%

DISPLAY  
VIEWABILITY

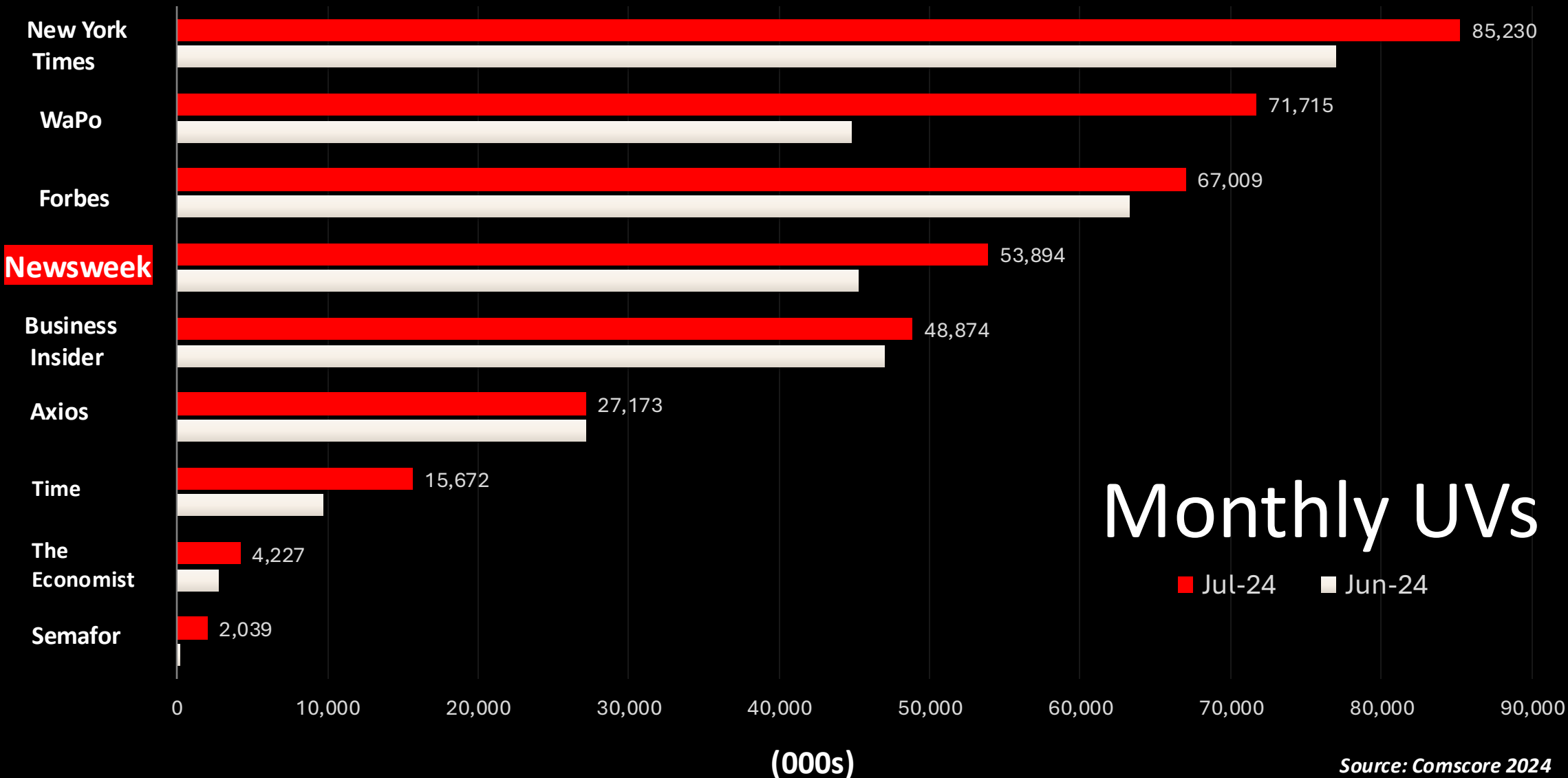
91%

VIDEO  
VIEWABILITY

72%

VCR

# Newsweek is one of the fastest growing news providers in the nation





# Diversity, Equality & Inclusion.

Newsweek connects with multicultural readers worldwide through insightful global perspectives and cultural analyses.

4.2M+

LATINX

3.4M+

AFRICAN  
AMERICAN

2.3M+

ASIAN AMERICAN

Source: Comscore, 2024



## NMSDC-Certified 100% Minority-Owned



### REACH AND PERFORMANCE

<b>72M+</b> MONTHLY USERS	<b>100%</b> MINORITY-OWNED	<b>48/52</b> MALE/FEMALE	<b>\$100K</b> AVERAGE HHI
<b>130M+</b> MONTHLY VIDEO OPPORTUNITIES	<b>1.1B+</b> MONTHLY DISPLAY OPPORTUNITIES	<b>+91%</b> VIDEO VIEWABILITY	<b>25%</b> MULTICULTURAL AUDIENCE

### OUR AUDIENCE

**4.2M+**  
LATINX

**3.4M+**  
AFRICAN AMERICAN

**2.3M+**  
ASIAN AMERICAN

### AGE BREAKDOWN

**18-34 16%**

**35-54 36%**

**55-64 24.1%**

**65+ 24.3%**

BRAND SAFETY



PREFERRED SSPs:  
ADX, MAGNITE

At **72M+ monthly uniques**, we offer more scale than nearly any other minority-owned publisher.



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Thank You.