Newsweek

MEDIA KIT

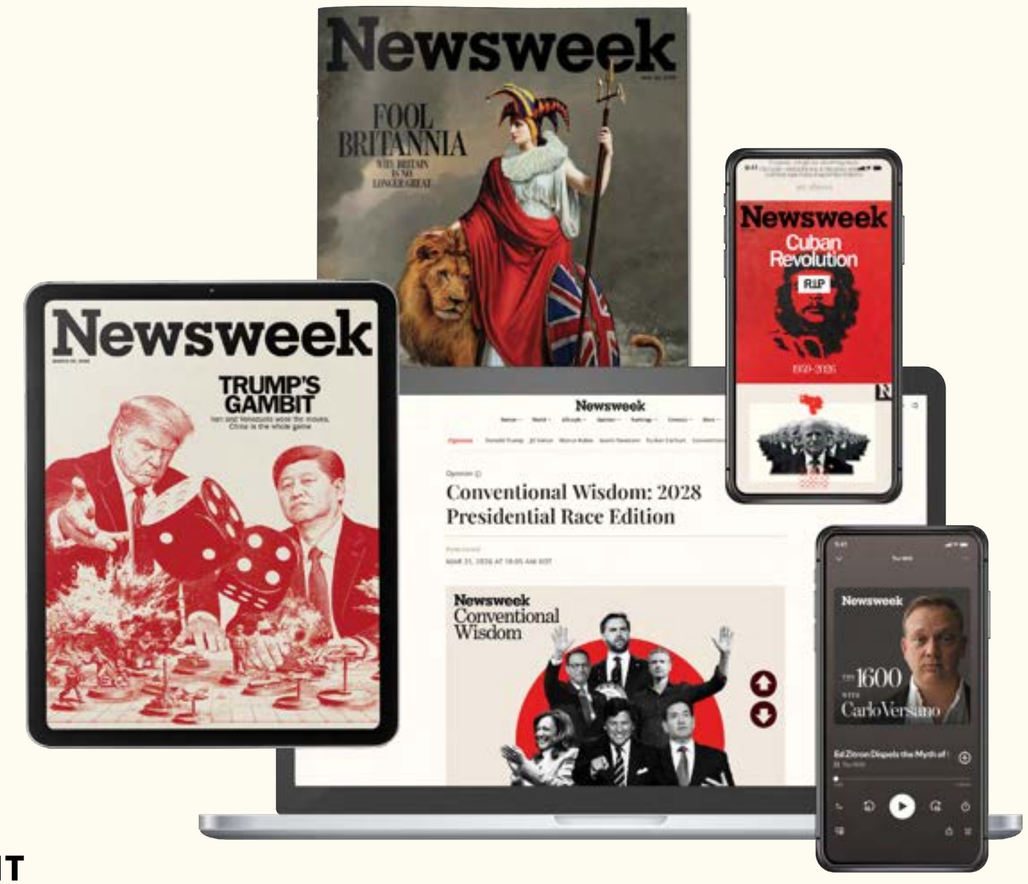


Where The World Comes Into Focus

MEDIA KIT

Reach is everywhere. Attention is scarce.

Reach has never been easier to buy.
Meaningful attention is harder to earn.



The evidence: attention converts

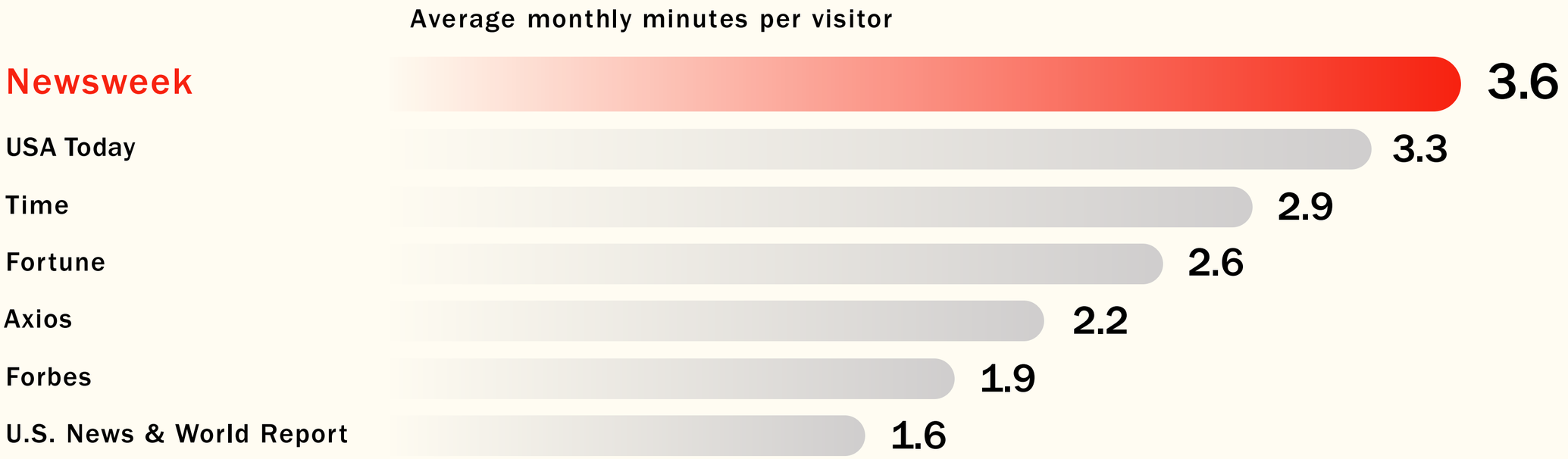
+23% CONSIDERATION **+32%** ACTION INTENT

Where audiences give creative real attention, advertising works harder — measured lift in consideration and action intent.

Source: Newsworks, Lumen and Brand Metrics, 2025. Attention study of editorial vs. noneditorial environments. Independent categorylevel research of UK digital advertising.

MEDIA KIT

More time with Newsweek These leading news brands.



Source: Comscore Key Measures, News/Information domainlevel, Desktop + Mobile, U.S. Adults 18+, April–June 2026 average. Calculated from the monthly values in MASTERNewsweek Audience Profile 2026, Competitor Benchmarks 16Mo.

MEDIA KIT

Independent, curious minds.

Newsweek readers seek context, perspective and ideas that help them understand what matters and form their own point of view.

1

Get Oriented

What happened?

2

Go Deeper

Why does it matter?

3

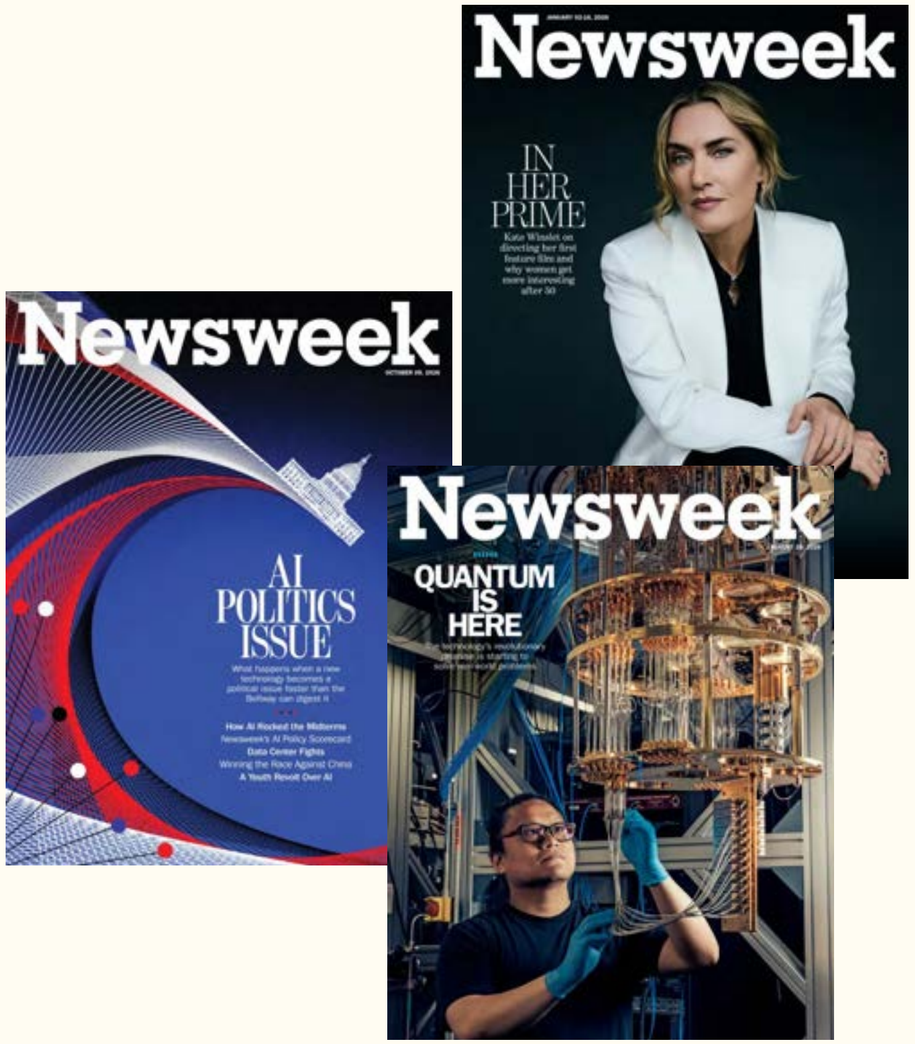
See More Perspectives

What am I missing?

4

Decide

What do I think



MEDIA KIT

One audience. Two generations.



MEDIAN READER AGE NEWSWEEK.COM

58

MEDIAN AGE SOCIAL MEDIA

42

16 YEARS YOUNGER

+7 POINTS VS. TOTAL SOCIAL INTERNET

56%

OF THE SOCIAL AUDIENCE IS UNDER 45

Sources: Comscore Plan Metrix and Comscore Media Metrix MultiPlatform, U.S. Adults 18+, Q2 2026. Newsweek.com median age from Plan Metrix; Social median age and age composition from Media Metrix MultiPlatform, Social, based on April–June audience demographics. Under45 Social audience: Newsweek 56%; Atlantic Media 54%; Washington Post 45%; Time 73%; Reuters 74%; BBC 79%. Total Social Internet: 49%.

MEDIA KIT

Attention with Influence.

34%

MORE LIKELY TO BE IN MANAGEMENT

VP · Director · Manager

27%

MORE LIKELY TO LIVE IN A $500K+ HOUSEHOLD

Significant Purchasing Power

19%

MORE LIKELY TO BE A BUSINESS DECISION MAKER

Business Influence Behind the Attention



Source: Comscore Plan Metrix, MultiPlatform, U.S. Adults 18+, Q2 2026. Likelihood based on composition index vs. the U.S. internet average.

TRUST & CREDIBILITY

Trust is part of the environment.

NewsGuard is an independent ratings service that assesses news sites against nine journalistic standards — accuracy, accountability, transparency and the handling of news versus opinion. Its analysts are journalists, and every rating is published openly.



NewsGuard

100/100
High Credibility

Newsweek meets all nine standards

Source: Comscore Plan Metrix, Multi-Platform, U.S. Adults 18+, Q2 2026. Likelihood based on composition index vs. the U.S. internet average.

READER INTERVIEWS

Independent minds in their own words.

“I go to Newsweek in my first hour of the day.”

“If I want depth, I go to Newsweek.”

“Newsweek gives me room to form my own opinion.”



Source: The Newsweek Edition reader interviews, 2026. Qualitative research. Names withheld pending approval.

OUR NUMBERS

Newsweek at a glance.

From Newsweek.com to social feeds to the printed page, Newsweek reaches audiences wherever they choose to engage.

DIGITAL

32.2M
Total digital audience

21.6M
Social audience

14.8M
Website audience

PRINT

237K
Global annual circulation

100K
U.S. annual circulation

137K
International circulation

SOCIAL FOLLOWS

3.4M
X / Twitter

3.8M
Facebook + Instagram

2.5M
TikTok



OUR AUDIENCE

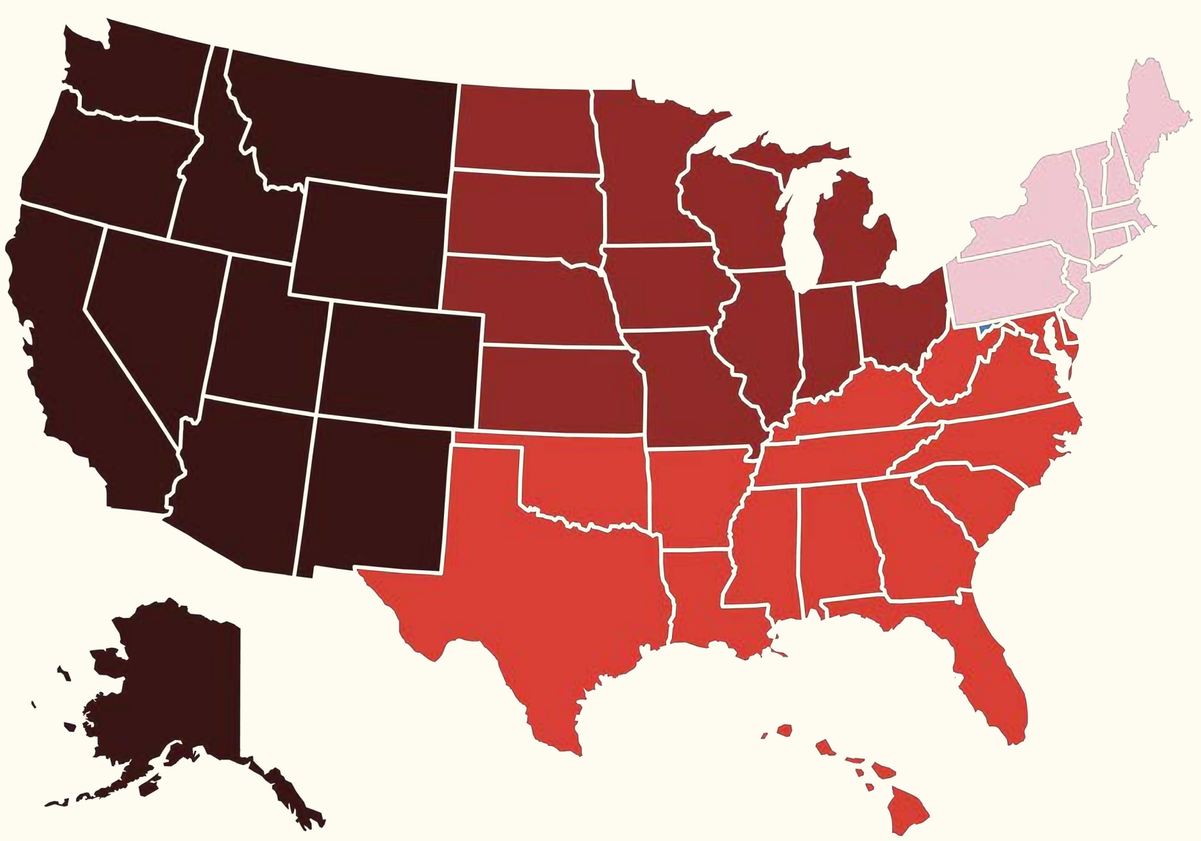
Readers across America

South
South Atlantic, East South, West South Central
38.6%

West
Mountain, Pacific (Including Alaska & Hawaii)
23.2%

Midwest
East Noth Central, West North Central
19.4%

Northeast
Mid Atlantic, New England
18.8%

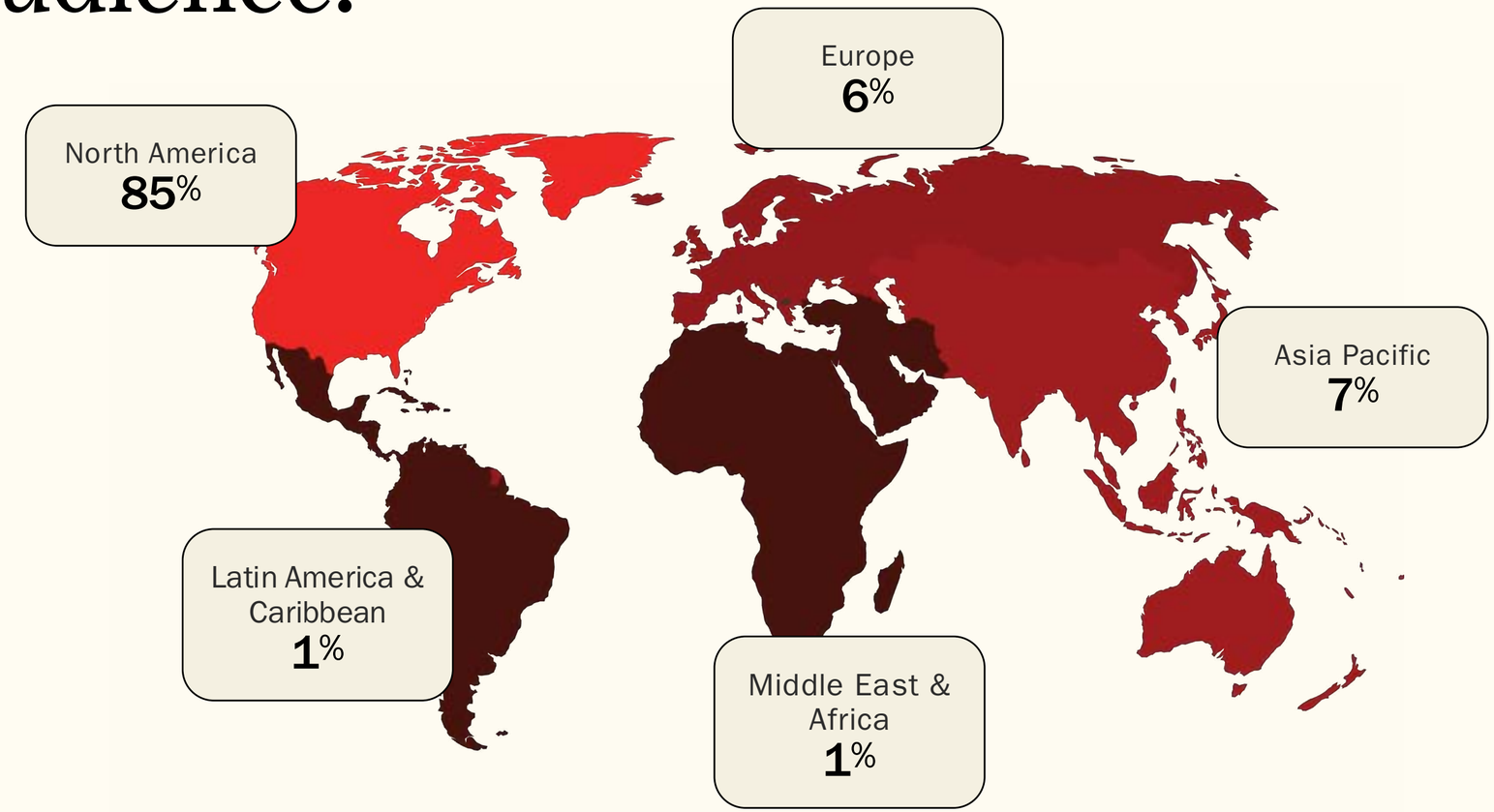


Source: Comscore Plan Metrix, Desktop + Mobile, U.S. Adults 18+, Q2 2026. Average monthly audience composition, April–June 2026. Census divisions aggregated into four regions. Website audience only; not the total digital audience including social.

GLOBAL AUDIENCE

An American masthead with a global audience.

18.2%
OF THE MONTHLY DIGITAL AUDIENCE IS OUTSIDE THE U.S.

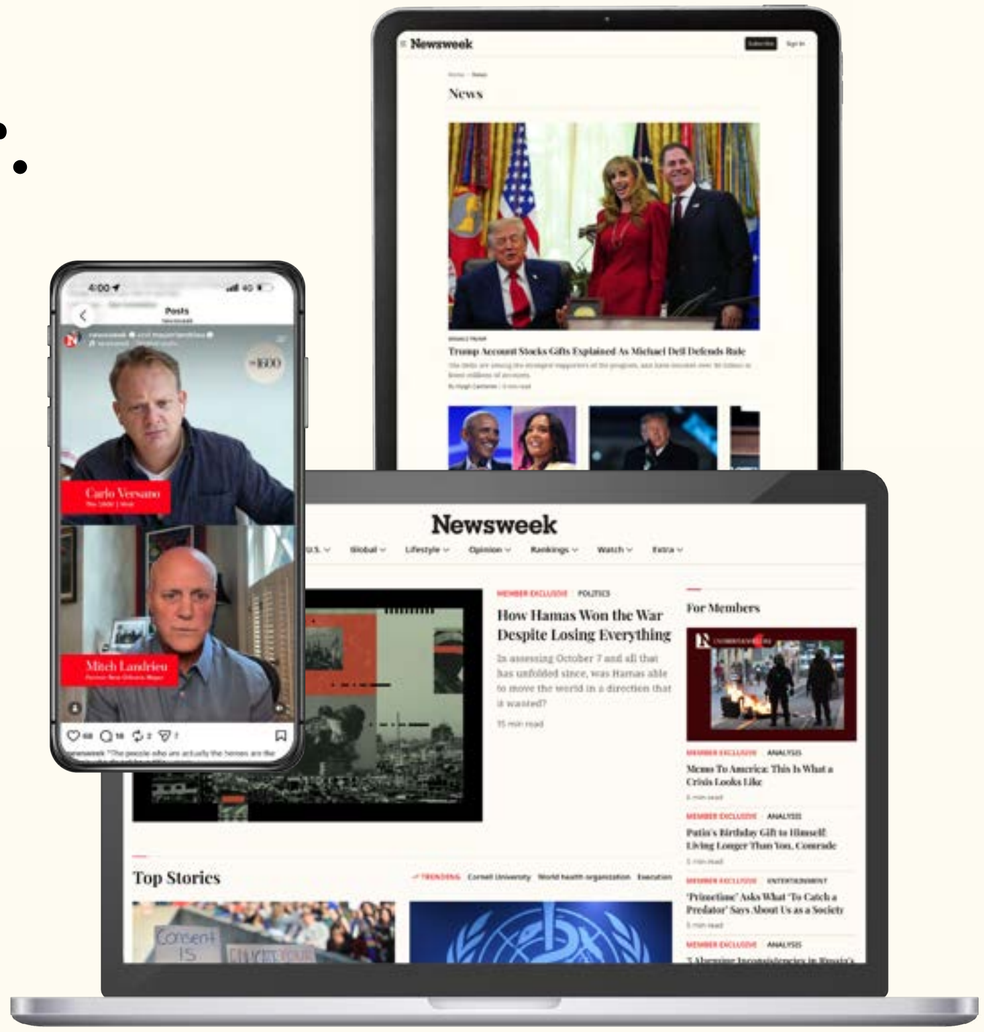


Source: Newsweek GA4, Jan.–Jun. 2026. Share of monthly active users by geography.

AUDIENCE QUALITY

News is what brings them here. Their interests go much further.

2.35× WELLNESS	**2.20×** AUTO	**1.53×** POP CULTURE
1.43× BUSINESS & BANKING	**1.33×** HEALTHY LIVING	**1.28×** TRAVEL



Source: Comscore Plan Metrix · U.S. · Adults 18+ · Q2 2026. Index vs. the U.S. internet average.

PARTNERSHIP OPPORTUNITIES

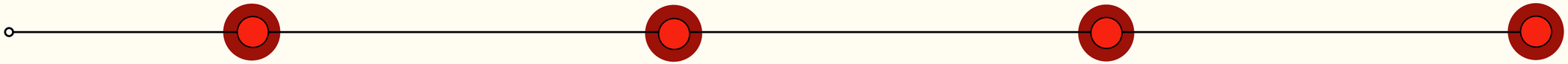
Meet our audience wherever they meet Newsweek

Custon Content • Premium Video • Social • Newsletters • Events
Webinars • Rankings • High Impact Media • Programmatic • Print

GLOBAL AUDIENCE

From discovery to depth.

One Newsweek relationship, across every stage of the news journey.



Discover

Where new audiences first meet newsweek

- **Social**
- **Video**
- **Breaking News**

Understand

Reporting and context that make sense of the moment

- **Articles**
- **Explainers**
- **Premium Video**

Stay Connected

Habit building touchpoints that keep Newsweek in the daily routine

- **Newsletters**
- **App**
- **Homepage**

Go Deeper

Premium experiences for readers seeking authority and depth

- **Print**
- **Events**
- **Long-form**

CUSTOM CONTENT

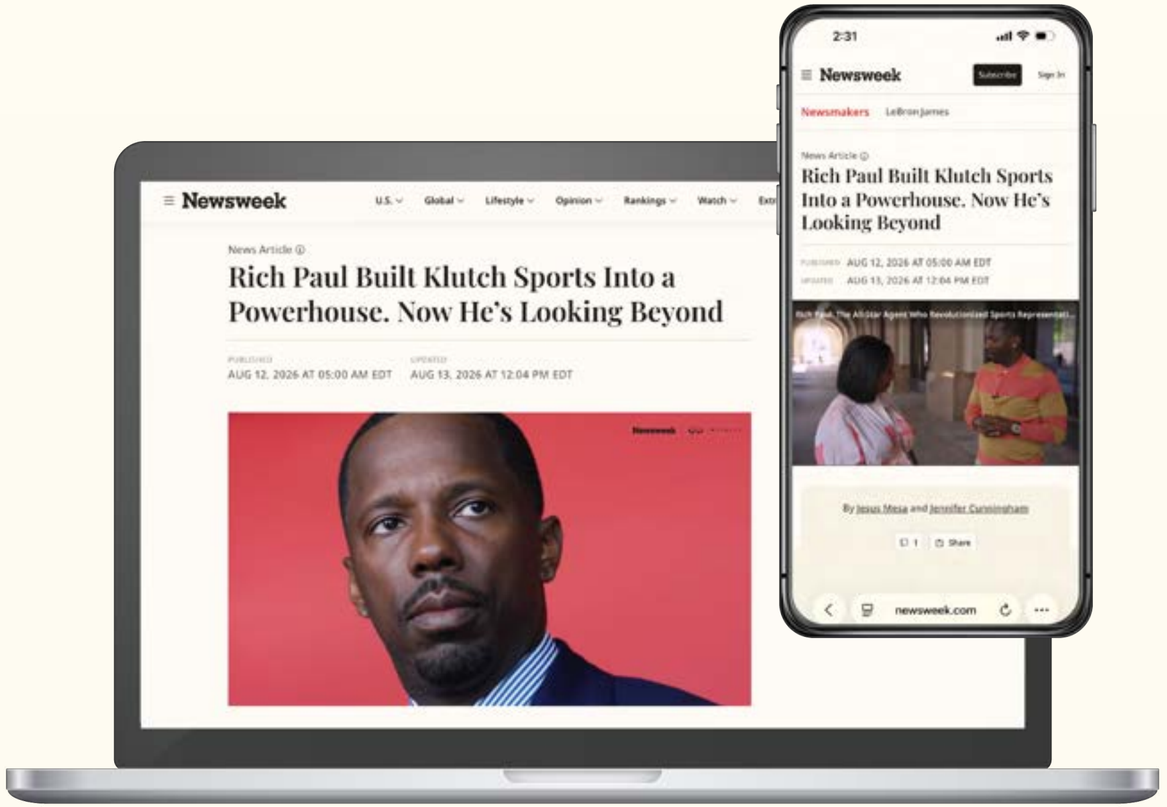
Your story, told through Newsweek.

Newsweek Studios creates branded and custom content that brings your story to life through highquality storytelling, built for Newsweek audiences and distributed across our platforms.

Create
Editorial quality storytelling

Distribute
Newsweek.com · Social · Display

Engage
Measured for meaningful response



PREMIUM VIDEO

High Quality Journalism.

UNCONVENTIONAL

57M+

CHANNEL VIEWS & 1.4M+ SUBSCRIBERS



Documentary

NEWSMAKERS

4.7M+

VIEWS, 72K+ WATCH HOURS & 26 EPISODES



Interview Series
2026 Webby Award Winner

Source: Newsweek video analytics, 2025–26 season.

PREMIUM VIDEO

Original series, premium audiences.



The 1600

Daily Politics with Carlo Versano



The Royal Report

The monarchy, reported straight



The Parting Shot

A closing tale on the story of the week



From the Paddock

Formula 1 from inside the garage

Source: Episode counts and views, platform analytics, August 2026.

SOCIAL MEDIA

Built for the feed.

Social-first campaigns created for how audiences discover, watch and engage today.

- **Creator Integrations**
- **Cross Platform Distribution**
- **Sponsored Social**
- **Branded Video**



67%

SHARE OF NEWSWEEK'S TOTAL DIGITAL REACH REPRESENTED BY THE SOCIAL AUDIENCE

Source: Comscore Media Metrix Multi-Platform, Total Digital Population, U.S., Q2 2026 average. Derived from April–June Social unique visitors and total digital reach.

NEWSLETTERS

A direct connection with Readers

Exclusive sponsorship, Native integrations, and custom sends

2M
EMAIL & NEWSLETTER SUBSCRIBERS



DAILY

The Bulletin

Our premium daily newsletter giving you an in-depht briefing for the day ahead.

234.9K subscribers



DAILY

The Gist of It

Get a brief evening recap of today's news.

199.5K subscribers



WEEKLY

Accountable

Tracking the real cost of policy - and holding isntitutions accountable for what consumers pay and why.

55.5% open rate

Six of 19 Newsweek newsletters

NEWSLETTERS

A direct connection with Readers

Exclusive sponsorship, Native integrations, and custom sends

2M
EMAIL & NEWSLETTER SUBSCRIBERS



AS IT BREAKS

Breaking News

Be the first to know. Live coverage as national and global news breaks.

28.1% open rate



5X A WEEK

Midterms Monitor

A reader's guide to the 2026 midterms: following the polls, races and stakes for U.S. politics

45.5% open / 6.6% CTR



TWICE A WEEK

China Decoded

Inside China's strategy, economy, military and technology sectors - and what it means for the U.S.

50.8% open rate

Six of 19 Newsweek newsletters

EVENTS

Live Moments with Executive Audiences

EVENTS

Bring your brand into the conversation.

Newsweek convenes business leaders, policymakers and industry experts through summits, awards and private executive gatherings - with opportunities to extend the conversation across Newsweek platforms.



The Partnership

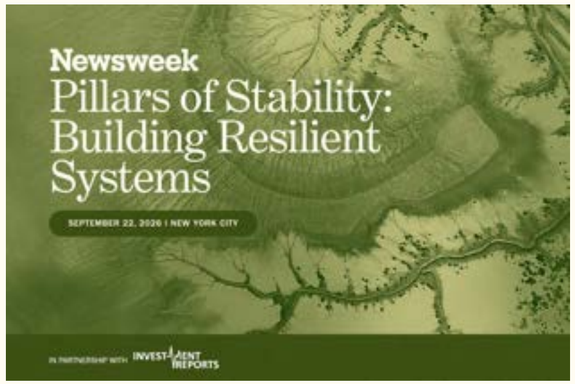
- **Curated executive dinners and roundtables**
- **Content extensions across Newsweek platforms**
- **Presenting sponsorship**
- **Program specific speaking participation**

Speaking participation is subject to program fit and editorial approval. Individual deliverables are confirmed in the proposal.

EVENTS

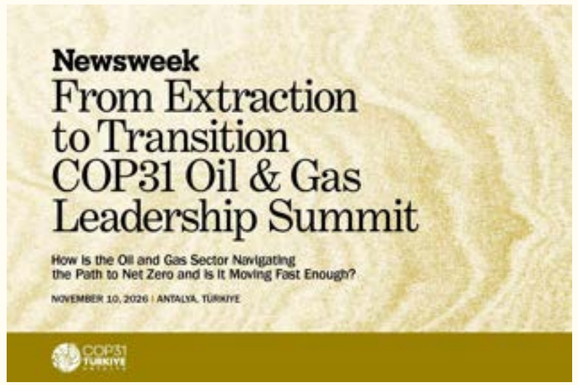
Bring your brand into the conversation.

Our upcoming events



Pillars of Stability: Building Resilient Systems

September 22, 2026 - New York City



COP31 Oil & Gas Leadership Summit

November 10, 2026 - Antalya, Turkiye



Feeding the Future: Agriculture, Energy & Resilience

November 11, 2026 - Antalya, Turkiye



New Destinations Tokyo 2026

November 1-2, 2026 - Tokyo, Japan

Visit events.newsweek.com for more

WEBINARS

Expert conversations. Engaged professional audiences.



Enterprise AI

Strategy, implementation, governance and business impact. Intended audiences include technology, transformation and business leaders.



Healthcare

Digital health, care delivery, clinical innovation and health-system operations. Intended audiences include health-system executives and clinical technology leaders.



Formats

Expert panels, executive interviews and briefings, live on demand, standalone sponsorships or co-branded series

Of 196 sponsor-qualified registrants screened on work email, 47% were director level or above.

WEBINARS

Expert conversations. Engaged professional audiences.

Case Study: Humanizing AI Presented by Cognizant

JULY 30, 2026

777
TOTAL REGISTRATIONS

205
LIVE ATTENDEES

45 MIN
MEDIAN VIEWING TIME



Of 196 sponsor-qualified registrants screened on work email, 47% were director level or above.

RANKINGS & FRANCHISES

Recognition creates a moment. Brands can build around it

Newsweek’s year-round rankings calendar creates natural opportunities for brands to align with the categories, decisions and audiences most relevant to their business.

70+ RANKING LAUNCHES IN 2026 Across high value consumer and business verticals



Health

- World’s Best Hospitals
- America’s Best Maternity Hospitals
- World’s Best Smart Hospitals



Consumer

- America’s Most Loved Brands
- Best New Products
- America’s Best Customer Service



Workplace

- America’s Greatest Workplaces
- Greatest Workplaces for Women
- Greatest Workplaces in Tech

Advertising partnerships are separate from Newsweek’s ranking methodology and results.

Source: Newsweek Rankings Calendar, 2026.

RANKINGS & FRANCHISES

Recognition creates a moment. Brands can build around it

Newsweek’s year-round rankings calendar creates natural opportunities for brands to align with the categories, decisions and audiences most relevant to their business.



Finance

- America’s Best Regional Banks & Credit Unions
- America’s Top Financial Advisory Firm



Business

- World’s Most Trustworthy Companies
- America’s Greatest Companies
- America’s Most Responsible Comapnies



Education + Sustainability

- America’s Top Online Colleges
- World’s Greenest Companies
- World’s Greenest Hospitals

Advertising partnerships are separate from Newsweek’s ranking methodology and results.

Source: Newsweek Rankings Calendar, 2026.

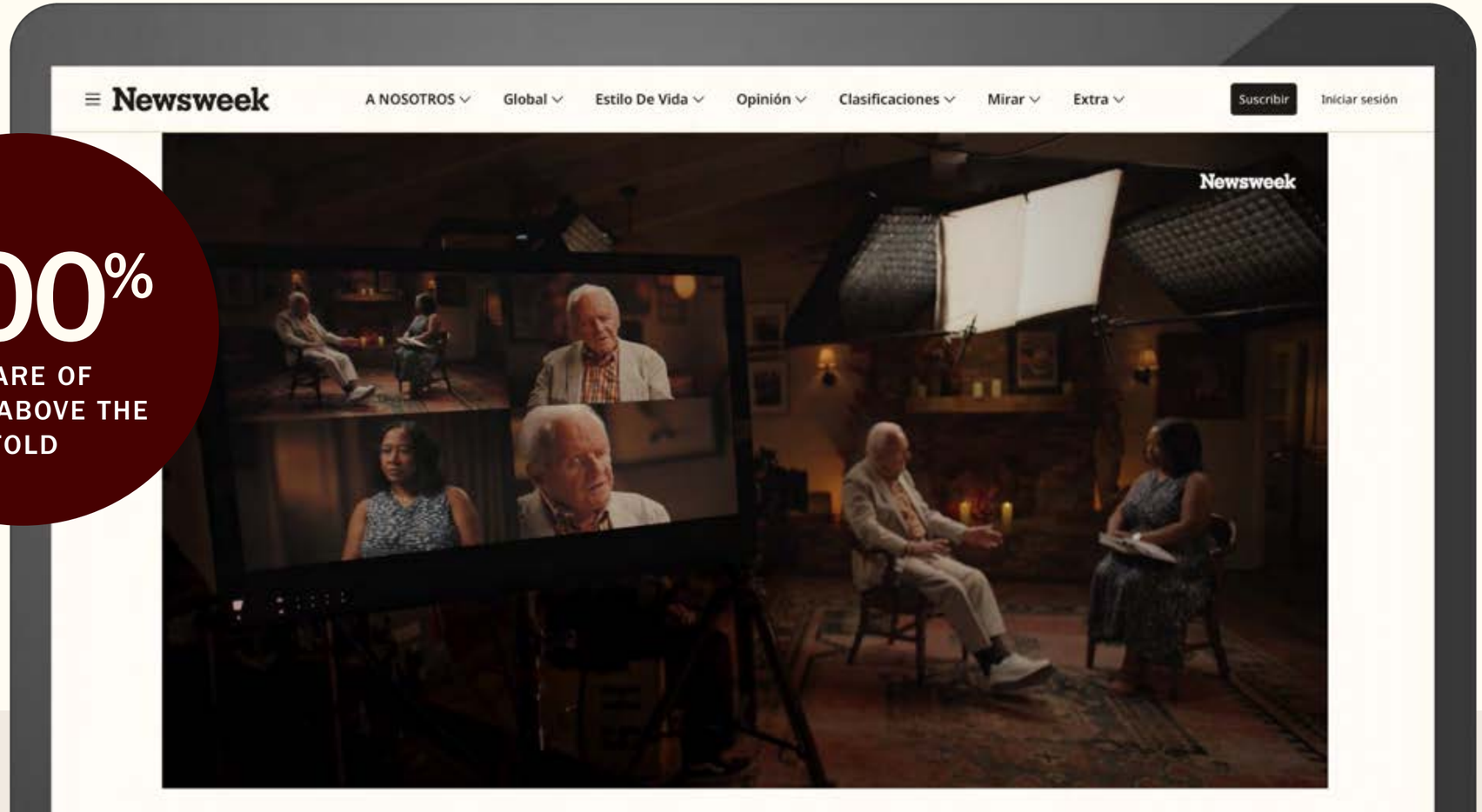
HIGH IMPACT MEDIA

Room for Bold Creative to Breathe.

HOME PAGE

“Centerstage” takeover

Exclusive dominance of the homepage hero, leaderboard and rich media zones for a full day.



100%

SHARE OF VOICE, ABOVE THE FOLD

MOBILE

Mobile Video Interscroller

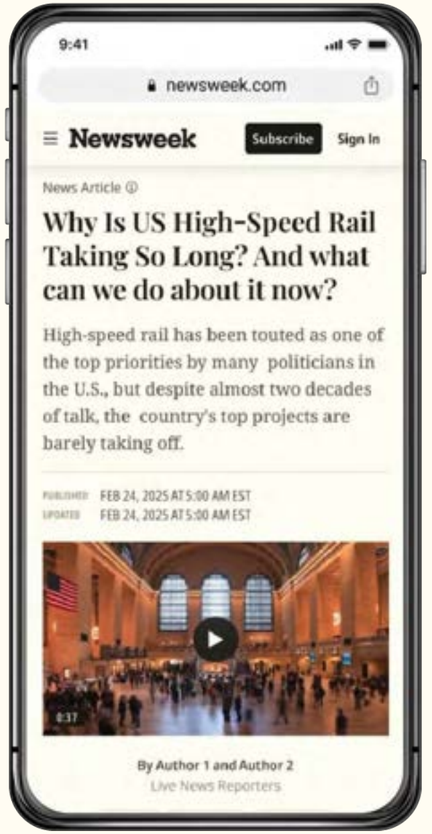
Fullscreen creative revealed on scroll, snapping into place with parallax.

9:16
AD UNIT

1%
BENCHMARK CTR

70%
VIEW ABILITY





Source: Newsweek adserver benchmarks, 2026.

WAYS TO TARGET

Audience led targeting.

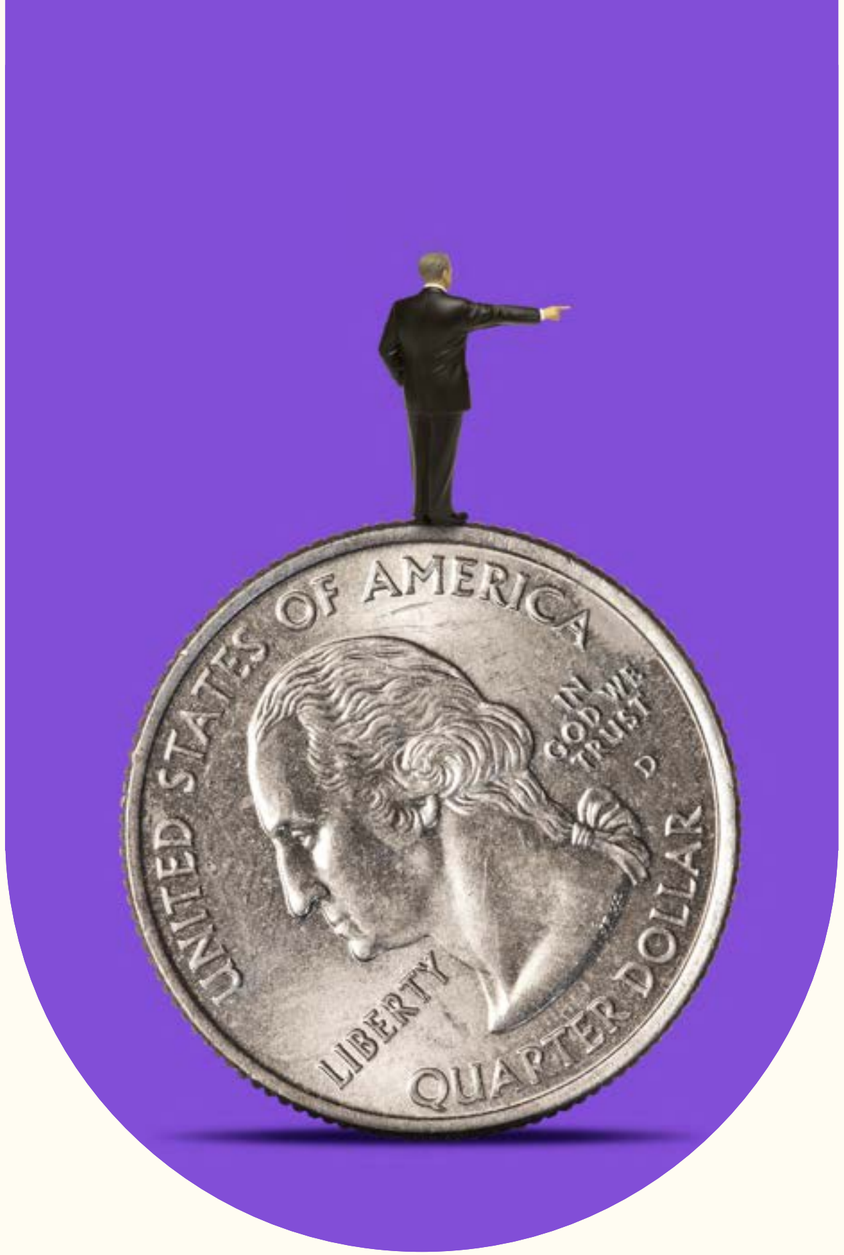
First Party Audience
Built from Newsweek's own logged-in newsletter and registration data

Contextual
Editorial adjacency by section, Topic and article context

Interest Segments
Declared and behavioral interest, from wellness to business & banking

Custom Audiences
Built to brief for a category, product or campaign

Geographic & Device
Market-level targeting across desktop and mobile

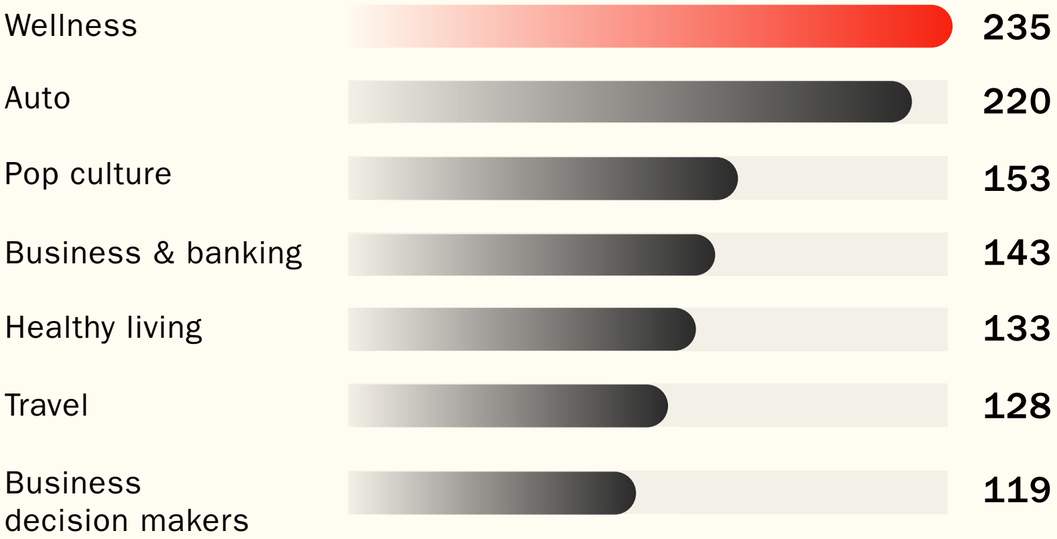


Interest indices: Comscore Plan Metrix · U.S. · Adults 18+ · Q2 2026. Index 100 = U.S. internet average.

PROGRAMMATIC

Audience led targeting.

Strongest Audience Categories





Interest indices: Comscore Plan Metrix · U.S. · Adults 18+ · Q2 2026. Index 100 = U.S. internet average.

Newsweek

Let's partner

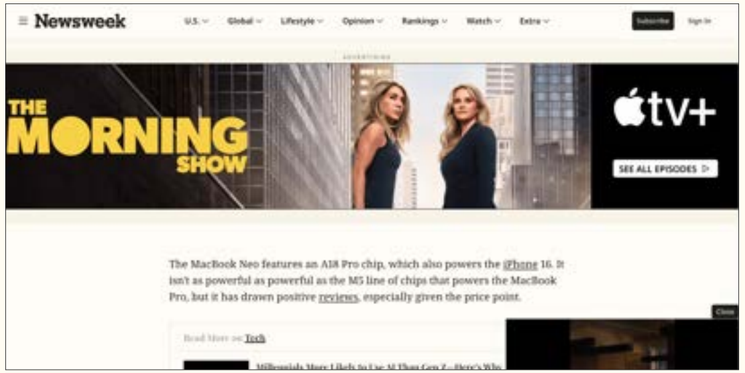
advertising@newsweek.com



APPENDIX

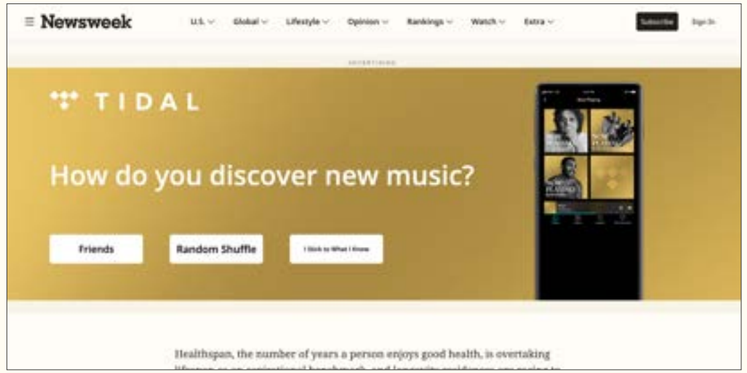
For the Planners

The new premium lineup.



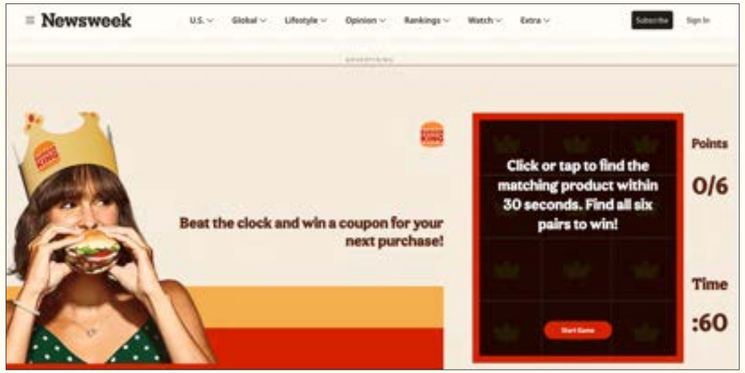
Fluid 250

Always 250px tall, brand awareness



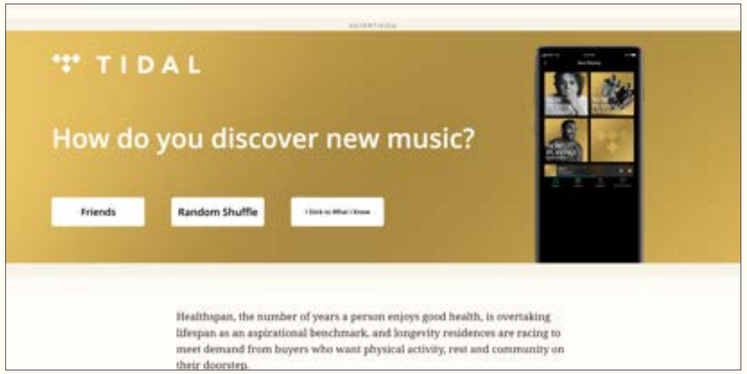
Fluid 400

Always 400px tall, rich creative



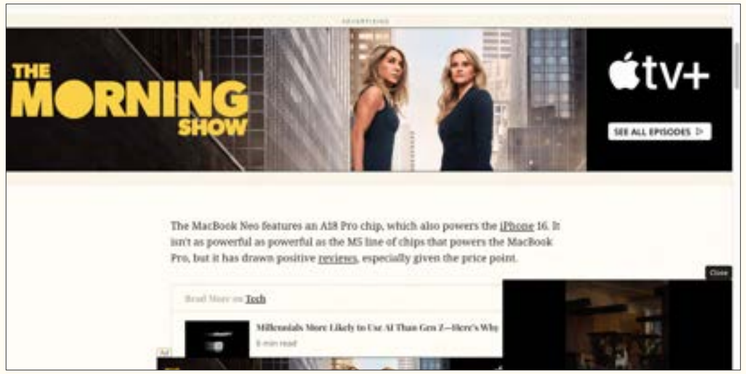
Fluid 600

Always 600px tall, playable creative



Responsive

3x1 to 10x9 multi-format creative



FITO + Fluid 250

First impression, then a sticky bilboard



Pagescroller

Immersive reveal at 50% and 75% scroll

ON THE PAGE

Built into the reader experience.

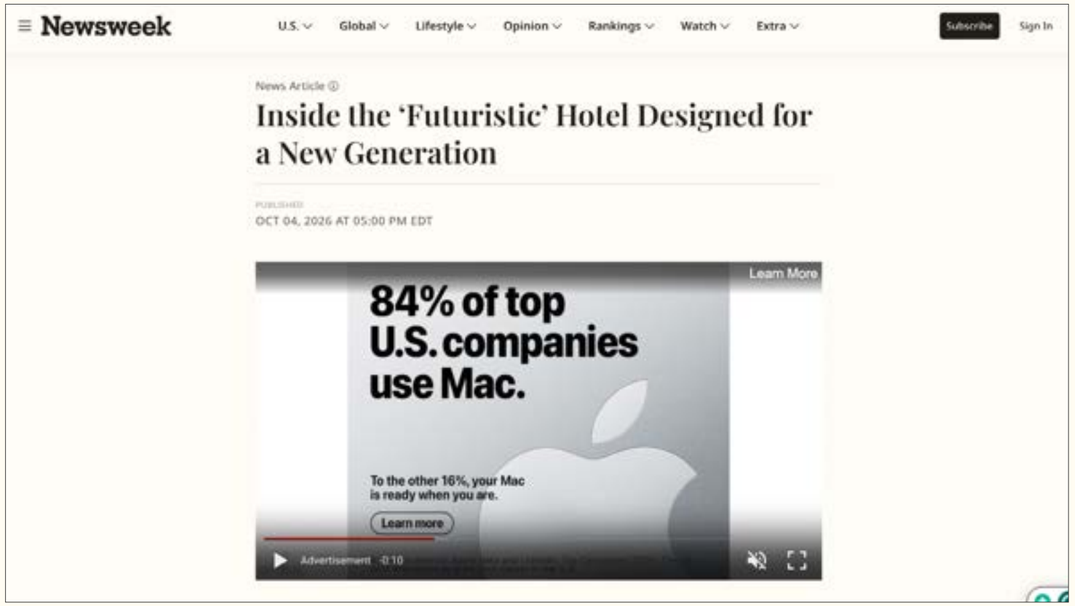
FITO + Fluid 250

Above-the-fold billboard, then a persistent sticky bar.



Inarticle video & preroll

Premium “15/ :30 ahead of original Newsweek video.



SHOWCASE UNITS

Premium billboards, three heights.

UNIT	HEIGHT	BEST FOR	PLACEMENT
Fluid 250	250px	Broad reach, brand awareness	In-article, desktop & mobile
Fluid 400	400px	Rich creative, product storytelling	In-article, desktop & mobile
Fluid 600	600px	Engagement, playable & Interactive	In-article, desktop & mobile

Width is fluid to the article column. Live test pages available for every unit on request.

SHOWCASE UNITS

Responsive, takeover & immersive

UNIT	FORMAT	BEHAVIOUR	BEST FOR
Responsive	3×1 – 16×9	Scales to the container	One creative, every placement
FITO + Fluid 250	Takeover	First impression, then sticky bottom	Launches and tentpole moments
Page Scroller	Immersive	reveals at 50% and 75% scroll	Story-driven, cinematic creative
Mobile Interscroller	9:16	Parallax reveal on scroll	Mobile-only, static or video

Full technical spec sheets supplied at booking. Mobile Interscroller benchmarks: 1% CTR, 70% viewability.

INDICATIVE RATE CARD

Premium units, premium rates.

UNIT	TIER	EST.CMP	SUGGESTED MIN.
Fluid 250	Premium	$15	$10k
Fluid 400	Premium	$18	$12k
Fluid 600	Interactive	$22	$15k
Responsive	Responsive	$15	$15k
FITO + Fluid 250	Takeover	$35	$25k
Page Scroller	Immersive	$16–18	$20k

Indicative rates for planning only — final pricing confirmed at proposal.

MEDIA KIT

A more permanent kind of presense.

The weekly edition — U.S. and international — places a brand inside the journalism.

PRINT RATE CARD

Magazine Rate Card



Page Rates

Single ad page	**$20,000**
Double page spread	**$35,000**
Special edition	**$300,000**

Covers

Inner front cover (C2)	**$20,000**
Inner back cover (C3)	**$35,000**
Back Cover (C4)	**$300,000**

Custom Advertorial

Singe page	**$50,000**
Double page spread	**$45,000/page**
8 page section	**$25,000/page**

Indicative net rates for planning purposes only. Final pricing confirmed at proposal.

PRINT PRODUCTION

Print production specifications.

Key dimensions and file requirements for Newsweek print placements. Full mechanical instructions available at booking.

SPACE	TRIM	BLEED
1 page	8⅛" × 10½"	8⅜" × 10¾"
Spread	16¼" × 10½	16½" × 10¾"
⅔ vertical	5½" × 10½"	5¾" × 10¾"
½ horizontal	8⅛" × 5¼"	8⅜" × 5½"
½ horizontal spread	16¼" × 5¼"	16½" × 5½"
⅓ vertical	2¾" × 10½"	3" × 10¾"

Source: Newsweek Print Specs PDF, 2025. Confirm live-area and proofing requirements with production before use.



Safety:
1/4” from trim on all sides.
1 page trim 206.38 x 266.7 mm;
Bleed 212.725 x 273.304 mm.
U.S. and International weekly.

PRINT PRODUCTION

Print production specifications.

Key dimensions and file requirements for Newsweek print placements.
Full mechanical instructions available at booking.



File Preparation

PDF/X-1a:2001

One page or one spread per file

Include trim, bleed and center marks

Image Requirements

300 DPI

CMYK only

No RGB, LAB, ICC profiles or spot colors

Stay Connected

Each page as a separate file

Email, WeTransfer or Dropbox

k.sermon@newsweek.com

Source: Newsweek Print Specs PDF, 2025. Confirm live-area and proofing requirements with production before use.

DATA NOTES & RESOURCES

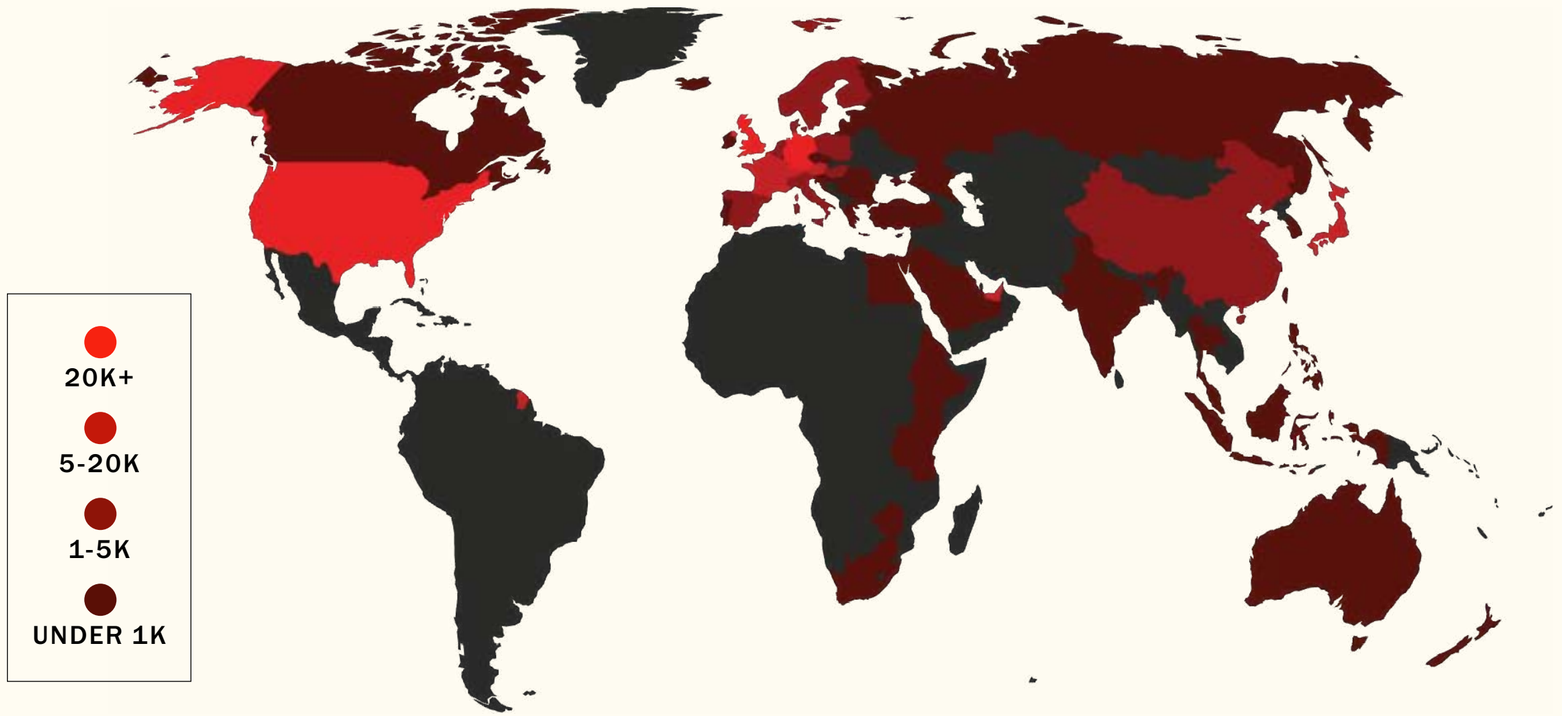
A printed edition with a global footprint.

More than half of the print run circulates outside the United States.
Largest international markets: Germany, the U.K., Japan, France and Switzerland.

237K
GLOBAL ANNUAL CIRCULATION

Where the edition circulates

International edition	137K
U.S. edition	100K



Source: Newsweek circulation data, 2026 — annual circulation by market across the U.S. and International print editions. Map shading indicates annual circulation per market, in four tiers.

DATA NOTES & RESOURCES

Where every number comes from.

PRIMARY SOURCE

Comscore Plan Metrix, Media Metrix MultiPlatform & Key Measures · United States · desktop and mobile. Plan Metrix and Key Measures figures are U.S. Adults 18+; Media Metrix MultiPlatform reach and Social uniquevisitor figures are Total Digital Population. Headline figures are Q2 2026 threemonth, with the pr–Jun 2026 average. with the Apr–Jun 2026 average.

Total digital reach (32.2M) combines site audience with Social reach, both on the Total Digital Population universe; agecomposition claims use the Adults 18+ demographic reports, and the two universes are never combined in a single calculation. Social follower counts are platformreported. Video figures are from YouTube Analytics through June 2026. Reader quotes are verbatim from The Newsweek Edition interviews, 2026, with names withheld pending attribution approval.

HOW TO READ THE INDICES

An index of 100 equals the U.S. internet average; 235 means that group appears at 2.35× its average share. Indices show how concentrated each audience is relative to the U.S. internet average.

Newsweek

MEDIA KIT

Where The World Comes Into Focus

