



Newsweek

BRINGING COMMON GROUND TO THE
CENTER OF GLOBAL CONVERSATIONS

Newsweek

CREATES

COMMON GROUND



NEWSWEEK
CENTRIST,
BALANCED,
TRUSTWORTHY.

AllSides™ Media Bias Chart™



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.

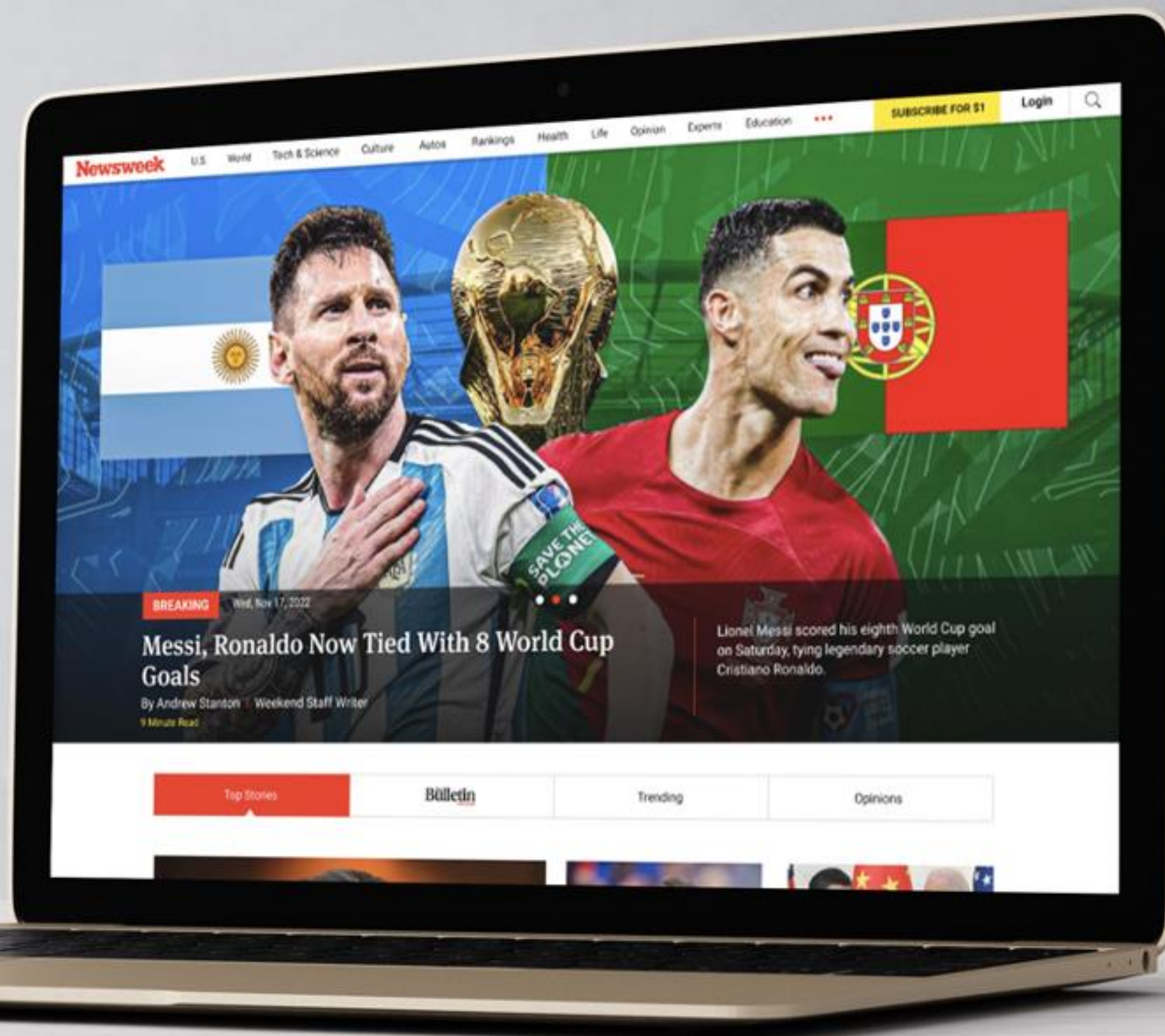
NewsGuard **100**



OUR CENTRIST APPROACH BRINGS

50M+

USERS
ONTO ONE
PLATFORM.



3M+
KEY OPINION
LEADERS

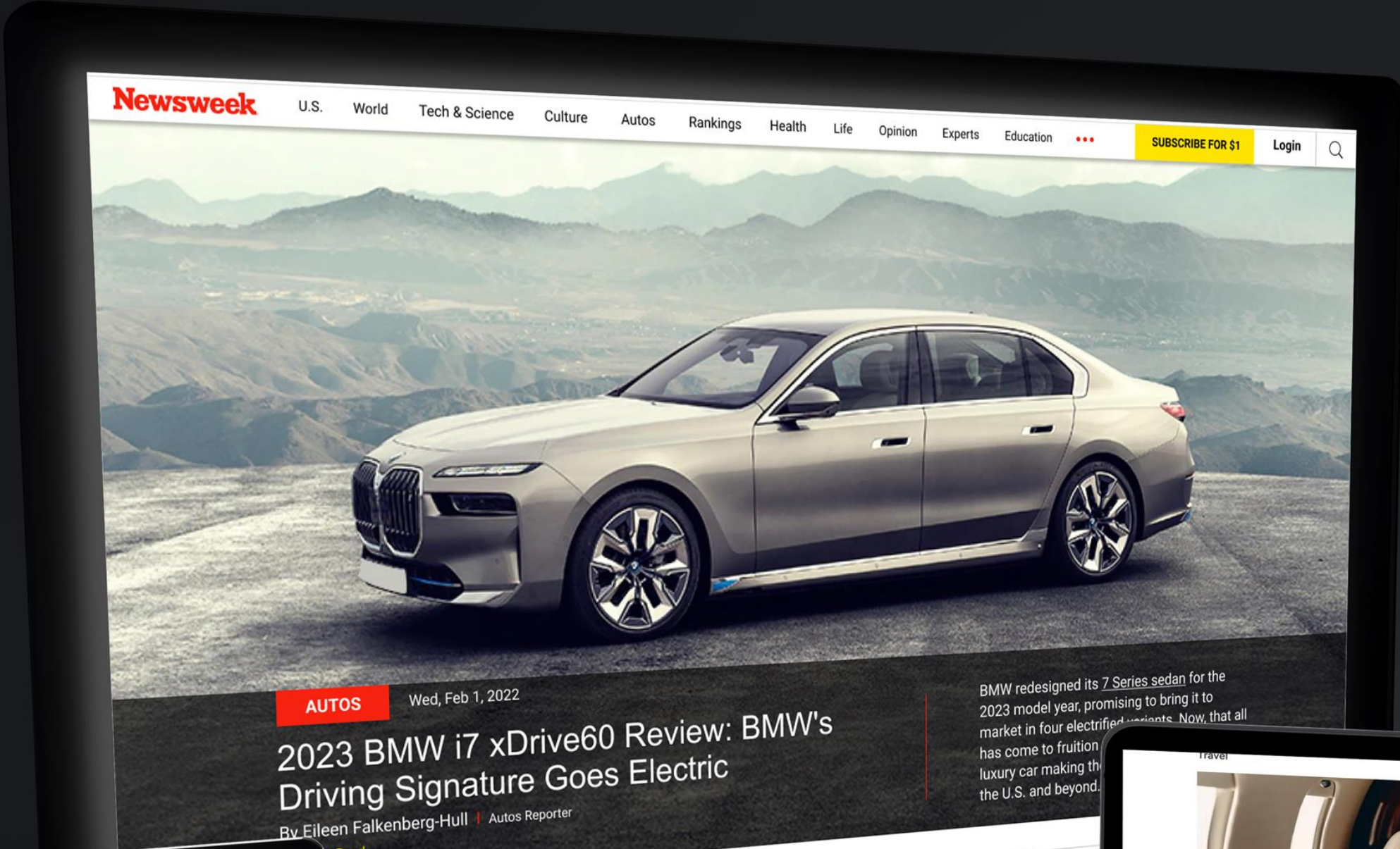
3.7M+
C- SUITE
LEADERS

40%

GEN Z &

MILLENNIAL





HOME PAGE REIMAGINED



AD INNOVATION THAT STANDS OUT.

AMPLIFYING YOUR BRAND

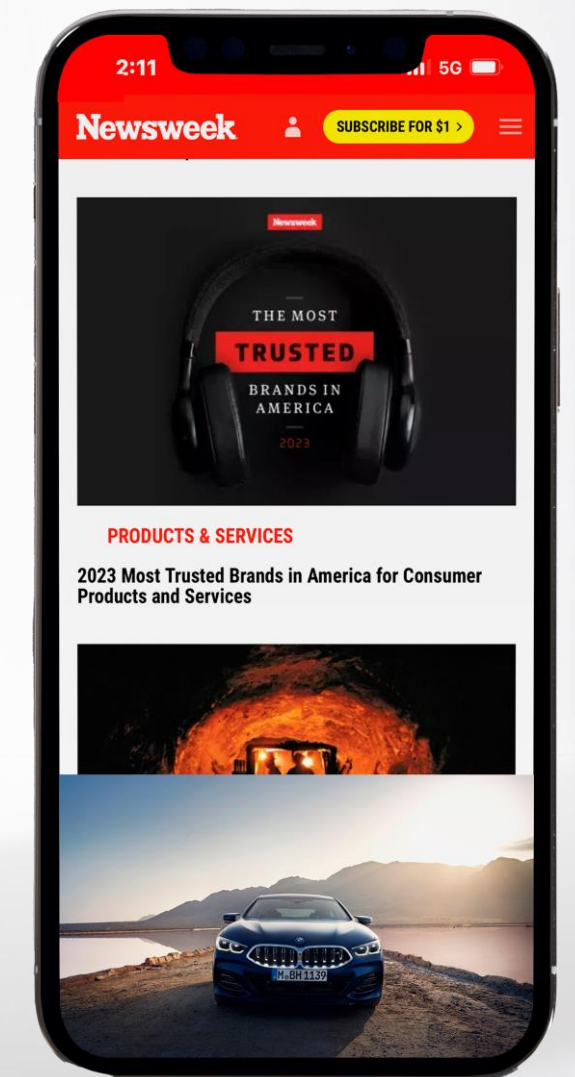
with **Centerstage**, a special, disruptive full-screen takeover on desktop/mobile, above the fold, and 100% in-view for the duration of the user's journey on the page.

First-entry, desktop and mobile, specs 1920x1080

1.63%

**Est. CTR based on test unit performance*

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



The background is a collage of various Newsweek magazine covers, including 'SPECIAL ISSUE', 'Queen Elizabeth II', 'Her Majesty 1926-2022', 'THE FOREVER VIRUS', and 'Democrats' Best Options'.

Newsweek®

2023 CONTENT STRATEGY

A diverse group of people in a meeting, with many hands raised in the air, suggesting an active discussion or a vote. The image is overlaid with a semi-transparent dark blue filter.

AS A 100% **MINORITY-OWNED
COMPANY, DE&I IS IN OUR DNA.**





BETTER

EDITORIAL SPONSORSHIP:



**Better
Podcast**



**Better Daily
Newsletter**



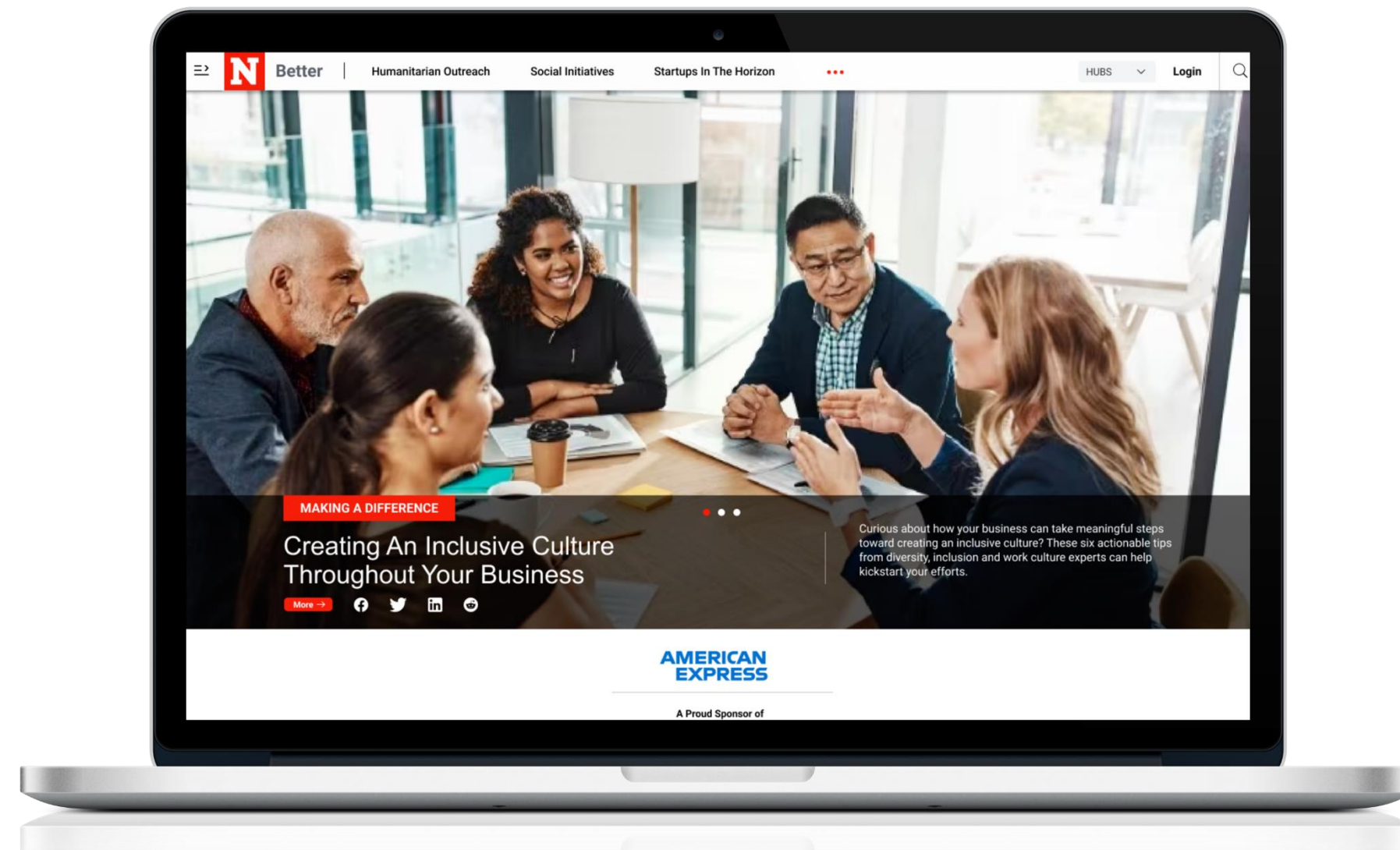
**Weekly
Video Series**



**Better
Live Event**



**Social Media
Promotion**



Rankings Sponsorship



BETTER ADVISORS



Dorie Clark is an American author and executive education professor at Duke University's Fuqua School of Business and is named one of the Top 50 business thinkers in the world. As a host of Newsweek's 'Better' show on LinkedIn Live, Dorie offers advice how employers can do better for their employees.

A photograph of a diverse group of students in a classroom setting. They are seated at desks with books and water bottles. The scene is dimly lit, with a warm, golden light source. Overlaid on the center of the image is the text 'N MIGHTIER'. The letter 'N' is white and set within a red square. The word 'MIGHTIER' is in a large, white, sans-serif font.

N MIGHTIER

EDITORIAL SPONSORSHIP:



Mightier
Podcast



Mightier
Daily Newsletter



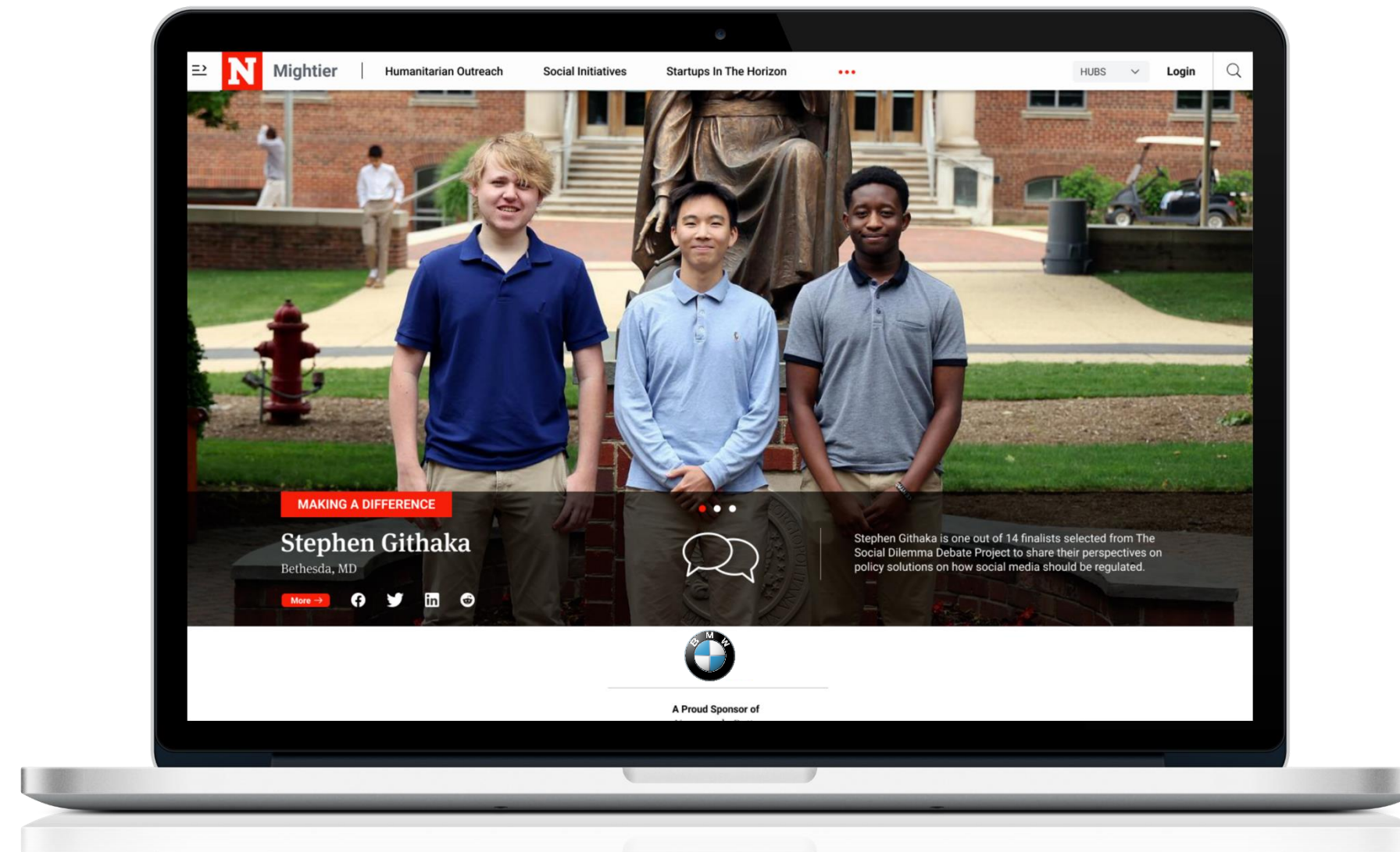
Mightier
Video Series



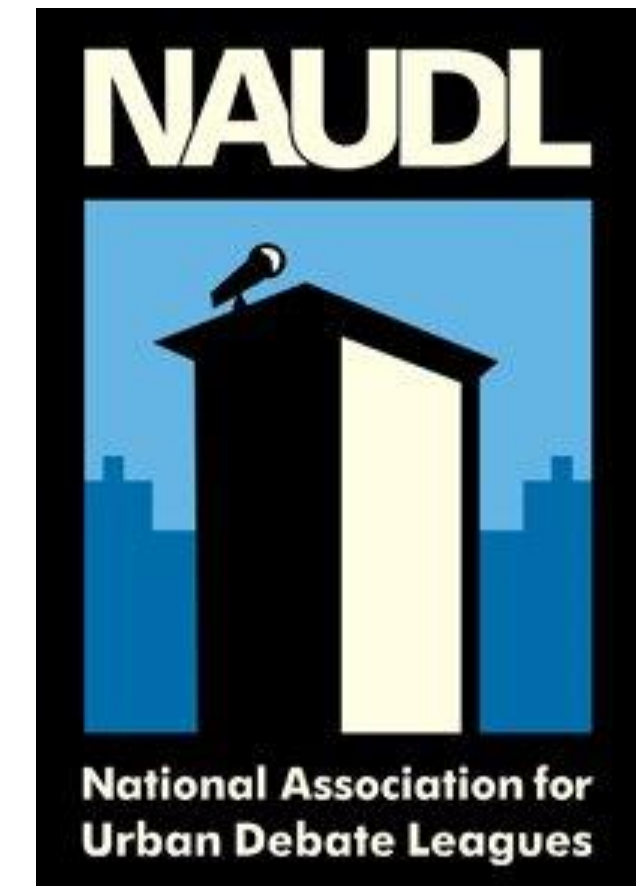
Mightier
Live Event



Social Media
Promotion



In Partnership with:



PARTNERSHIP IMPACT

90%

of debaters
graduate high
school

85%

of debaters enroll
in college

97%

report stronger
financial literacy
skills



CLIMATE HEROES

EDITORIAL SPONSORSHIP:



**Climate Heroes
Podcast**



**Climate Heroes
Daily Newsletter**



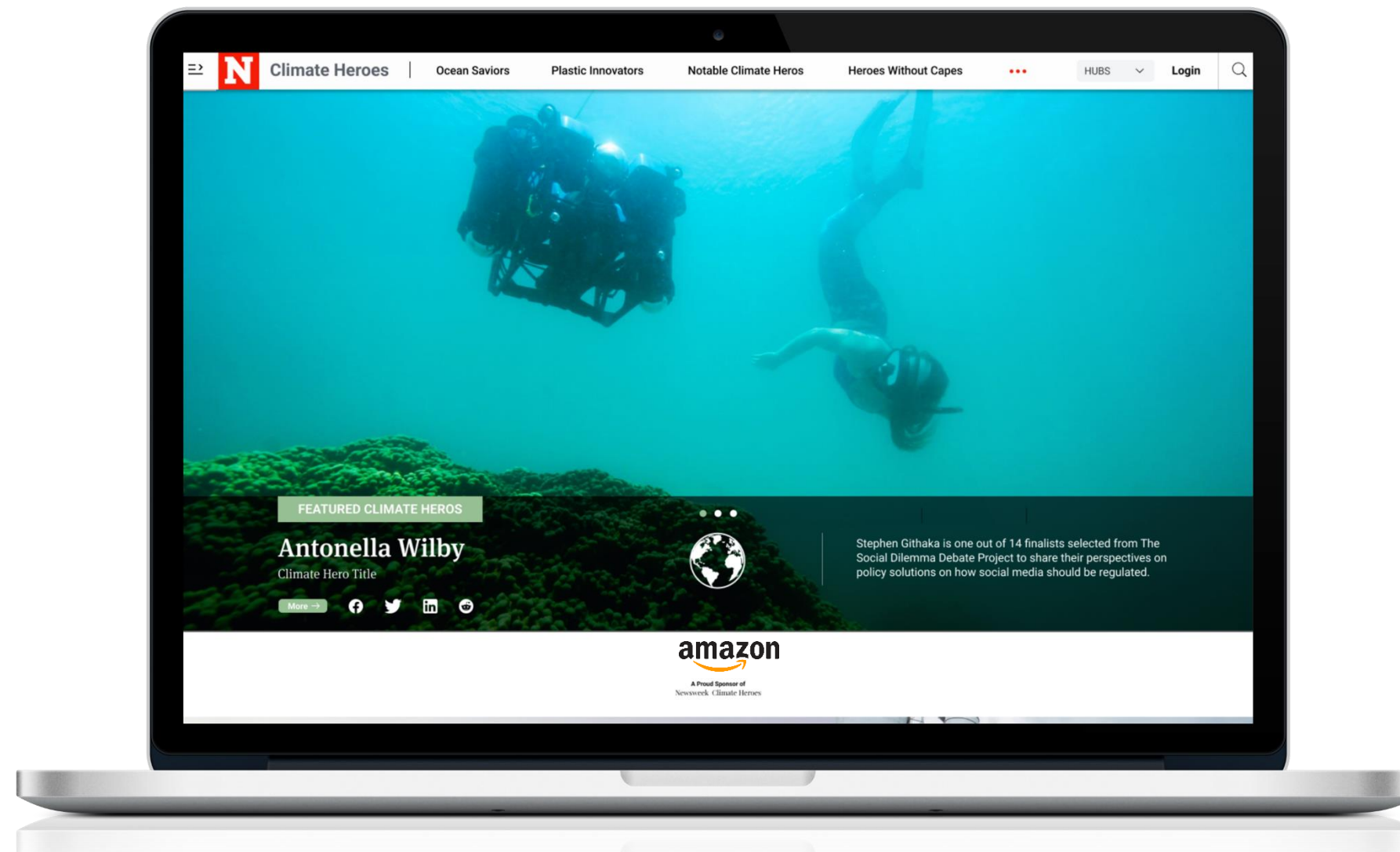
**Weekly
Video Series**



**Climate Heroes
Live Event**



**Social Media
Promotion**



CATEGORIES

Warriors

Innovators

Rising Stars

Lifetime Achievers

Revivers

Protectors

Climate Hero



Kristy Drutman circulates information about green jobs, promotes intersectional environmentalism and breaks down issues such as climate financing. Drutman's page really took off amid racial justice protests in 2020, when people began to search for more diverse and inclusive climate content creators.

THANK YOU

Jason Webby

Chief Revenue Officer

Phone: +1 646 484 7528

Email: j.webby@newsweek.com

Brian Robinson

Sales Director

Phone: +1 929 215 2577

Email: b.robinson@newsweek.com

