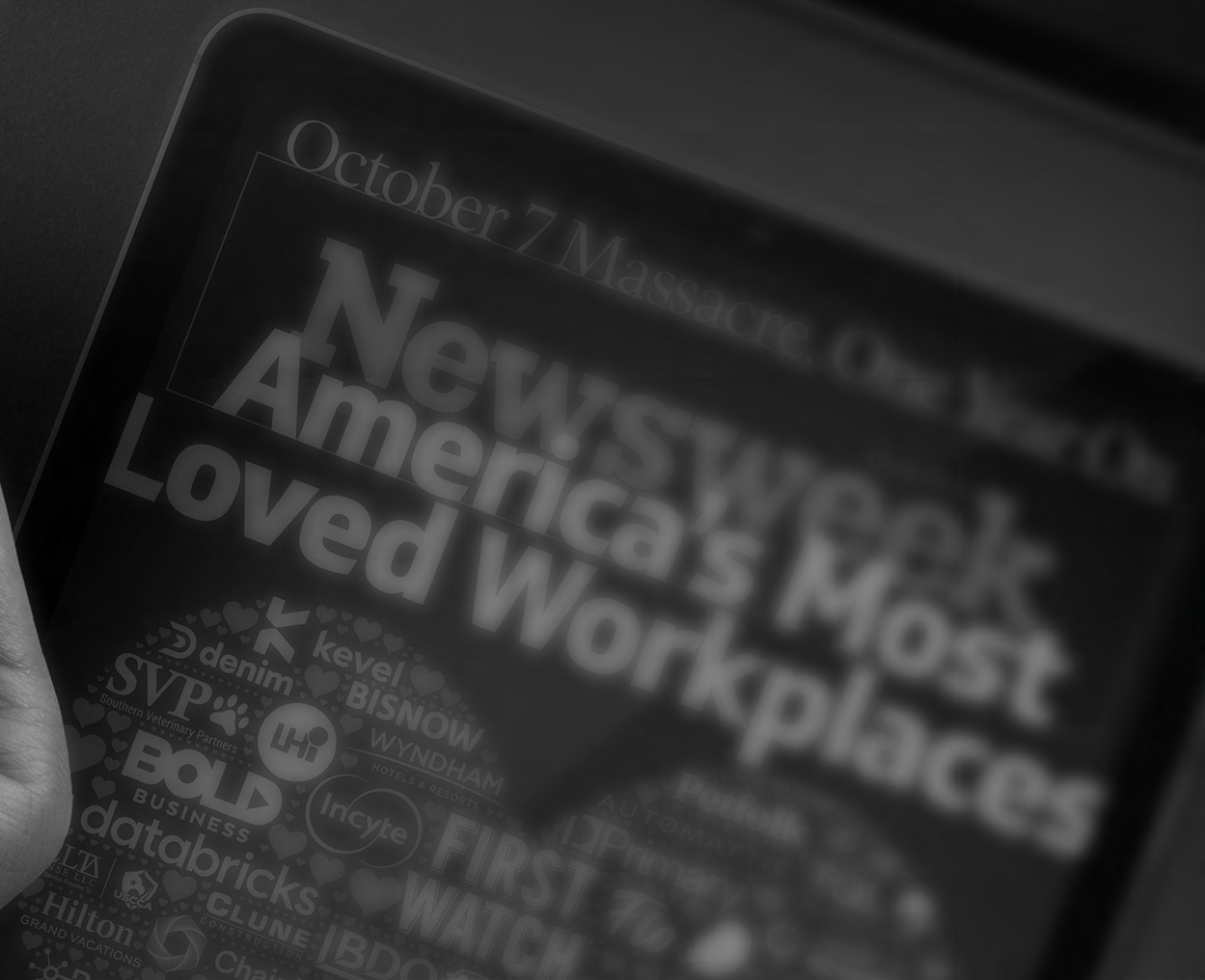
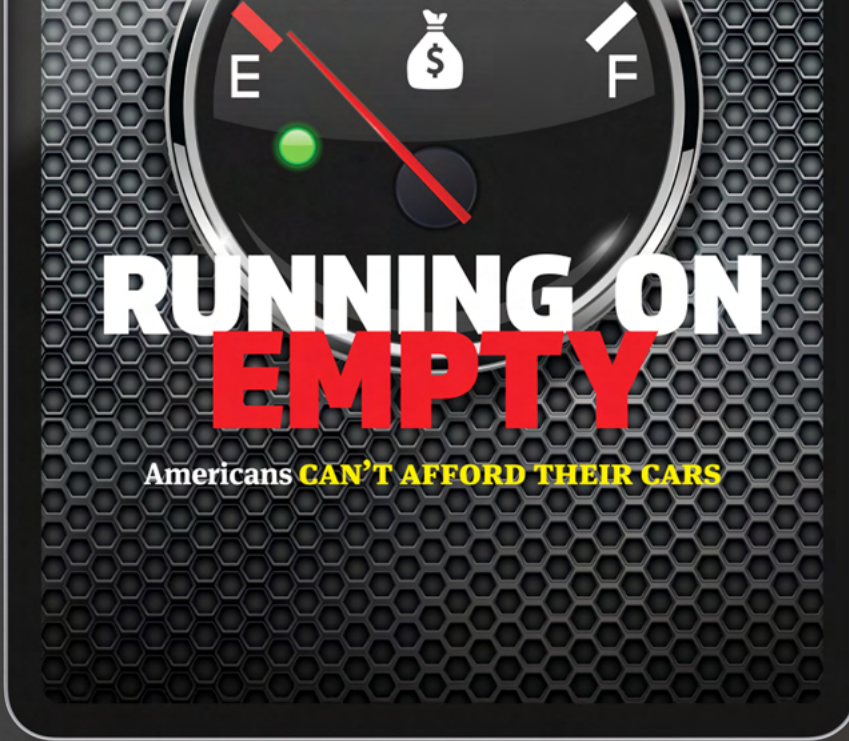


# Newsweek

Where Influence  
Meets Insight



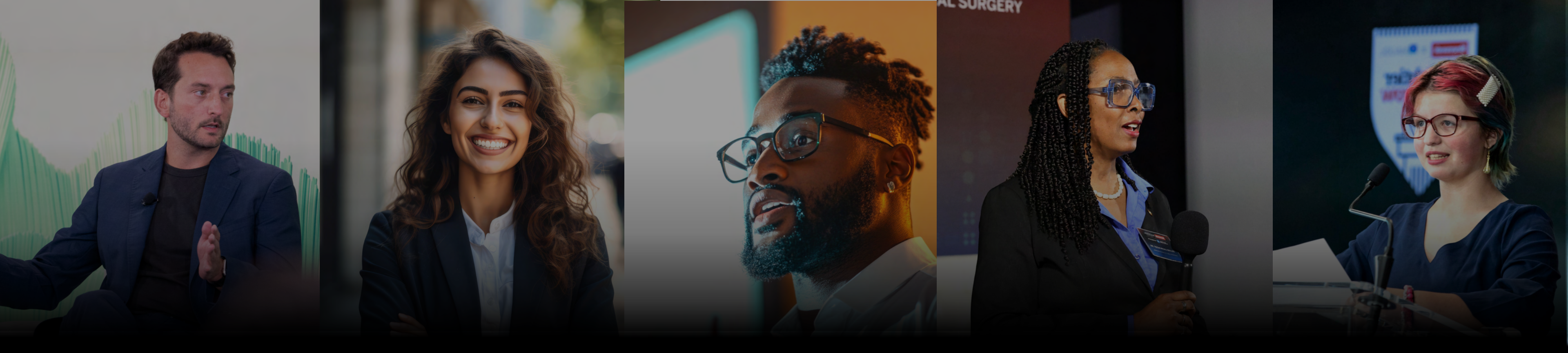
2025 Media Kit



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# Our Mission

To provide balanced and trustworthy journalism that connects readers with the insights they need to shape their industries and their future.



# Engaging Today's Visionaries and Tomorrow's Leaders

## Policy Makers

Newsweek reaches **7.9 million** policymakers, providing the in-depth analysis and coverage they rely on for insights into the issues that matter most.

## Executives

Reaching **3.7M C-suite executives**, more than The Washington Post, Newsweek is the trusted source for senior leaders and business decision-makers.

## Enterprise Businesses

Newsweek reaches over **11 million** enterprise businesses, connecting leaders with insights to drive impact and stay ahead.



# Connecting with Leaders Globally

Newsweek's global team connects your brand with the right audience, at the right time, with trusted, impactful content that resonates worldwide.

## DIGITAL

72M

Global Monthly Uniques

54M

U.S. Visitors

200M+

Pageviews

## PRINT

237k

Global Circulation

100k

US Circulation

137k

International Circulation

## EVENTS

20+

Total Events

8+

International Events

5,000+

Registrants

## SOCIAL

3.5M

Twitter

1.6M

Facebook/Instagram

675k

TikTok

# Content That Drives Innovation

By leveraging our deep expertise across six key verticals, Newsweek delivers content that captivates audiences, sparks meaningful conversations, and provides industry-leading insights— all underpinned through the lens of **technology** and **AI**.



Health



Finance



Workplaces



Sustainability



Cities

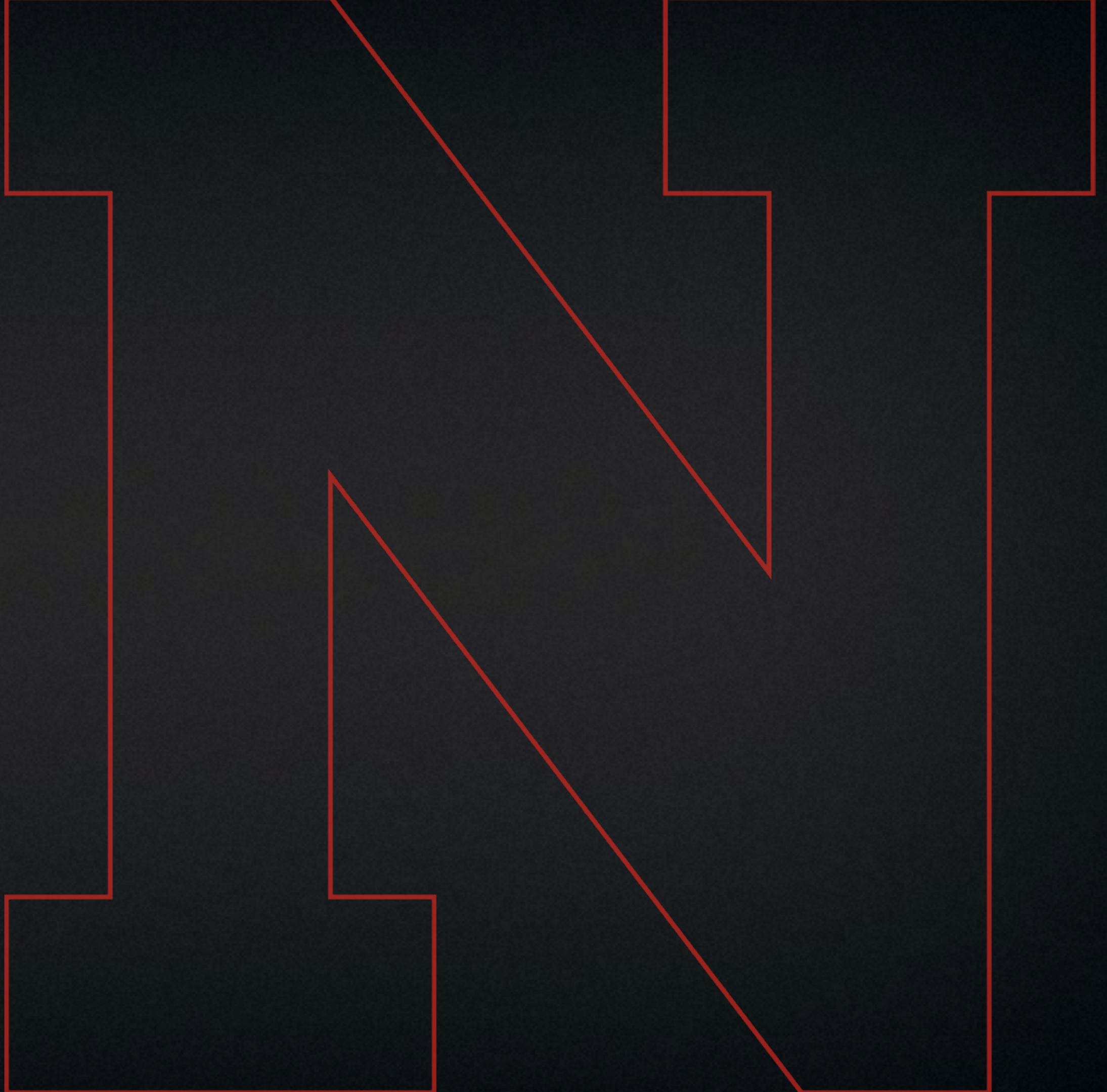


Mobility

OPPORTUNITIES

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# Align your Brand with Newsweek





# Elevating Brands Through Multiple Touchpoints

## Digital Display

High-impact opportunities on Newsweek's homepage and article pages.

## Custom Content

Tailored content solutions that drive brand awareness and engagement through compelling storytelling.

## Events

Live events with influencers, C-suite panelists, and thought leaders from around the world.

## Podcasts

8.5M+ Listeners: Expert insights, in-depth interviews, and coverage of key global stories.

## Newsletters

1.1M+ subscribers: The Bulletin, The Gist of It, The Debate, Better Planet, and Geoscape.

## Video

High-quality journalism brought to life through original video and award-winning content.

## Rankings

Over 50 annual rankings showcasing the best in companies, workplaces, and products.

## Print

Align your brand with the world's most trusted editorial content.



## Newsweek Horizons Event Series

Rooted in our commitment to fair and factual journalism, Newsweek’s Horizon events create dynamic platforms where global leaders, innovators, and industry experts converge. Whether in-person, virtual, or hybrid, these events spark meaningful dialogue, foster collaboration, and drive the future of business and innovation.

Learn more about the [Newsweek Horizons Event Series](#).

### 2025 Horizons Event Series: Bringing Together Leaders Across the Globe

20+  
Global  
Events

8+  
International  
Events

5,000+  
Registrants



# 2025 Newsweek Event Calendar

TIMING	EVENT PANEL		LOCATION
Feb	<b>Women Running Health Care</b>		NYC, 2 adt. cities
Mar	<b>COVID Five Years Later – How the Pandemic Changed the Workplace</b>	<b>Global</b>	NYC, 2 adt. cities, International
Apr	<b>The Auto Industry’s rEvolution</b>		NYC, LA, Detroit
May	<b>COVID Five Years Later – How the Pandemic Changed the Health Care Industry</b>	<b>Global</b>	NYC, West Coast, International
June	<b>LGBTQ+ Inclusion in the Workplace</b>		NYC, San Francisco
July	<b>Cities Adapting to Climate Change</b>	<b>Global</b>	NYC, London, Dubai, Mumbai
Sept	<b>How Cyber-Secure Is Your Hospital?</b>		NYC, San Francisco
Sept	<b>Solving the Energy Demand</b>		NYC
Oct	<b>Bridging the Gen Z Experience Gap</b>		NYC, 1 adt. City
Oct	<b>Why is accessing Capital harder for Small Businesses?</b>		NYC, Chicago
Nov	<b>Solving the Energy Demand (COP30)</b>	<b>Global</b>	Brazil



# Reach High-Impact Audiences and Drive Engagement with Newsweek

## Guaranteed Media & Exclusive Audience

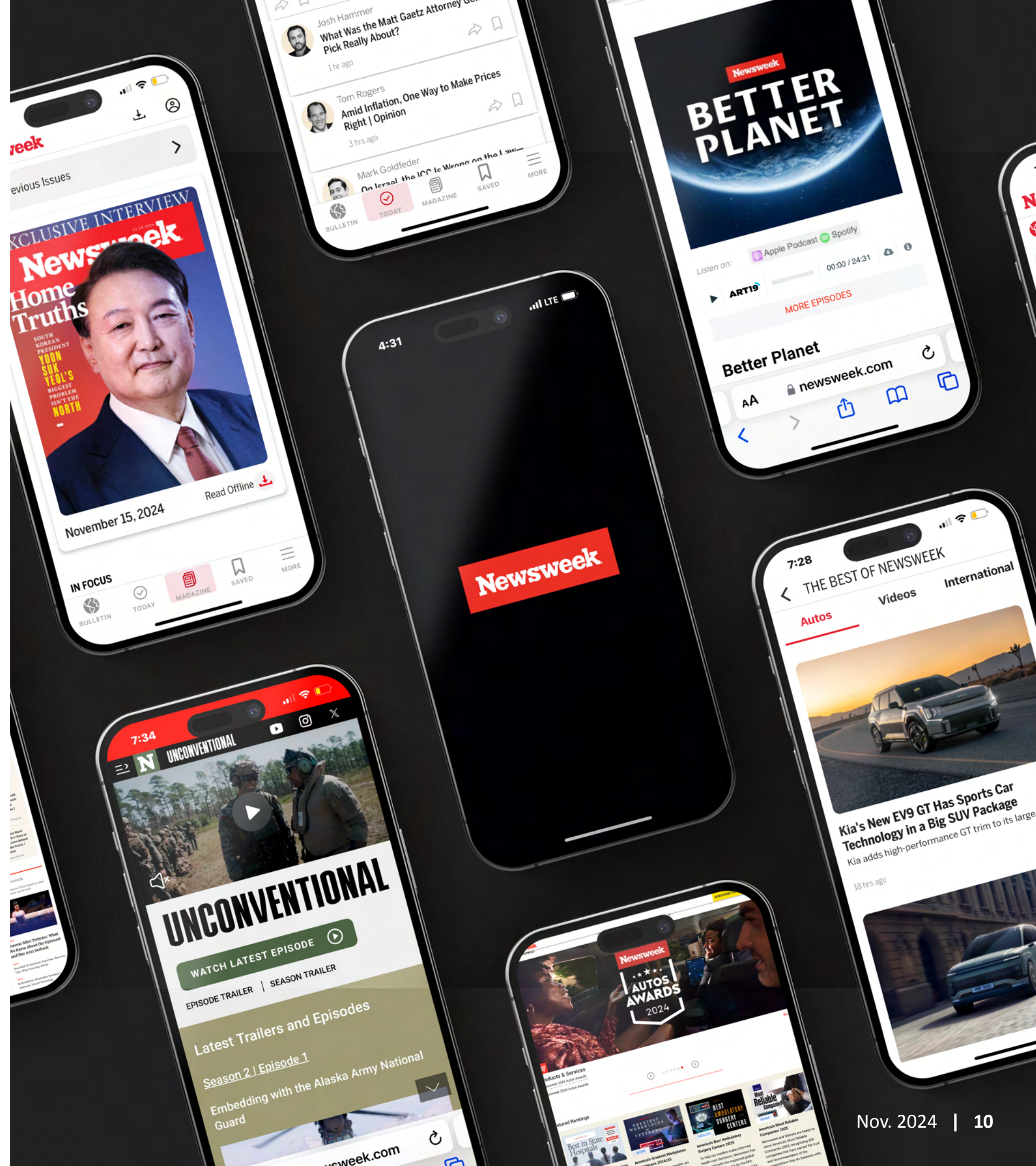
- Access to influential C-suite executives, policymakers, and professionals.
- Guaranteed media placements ensure visibility with high-impact audiences.
- Key events such as COP 30 in Brazil and Davos 2026.

## Joint Media Opportunities

- Strategic media coverage in collaboration with Newsweek's PR team.
- Aligned messaging to maximize audience impact and engagement.

## Branded Content Collaboration

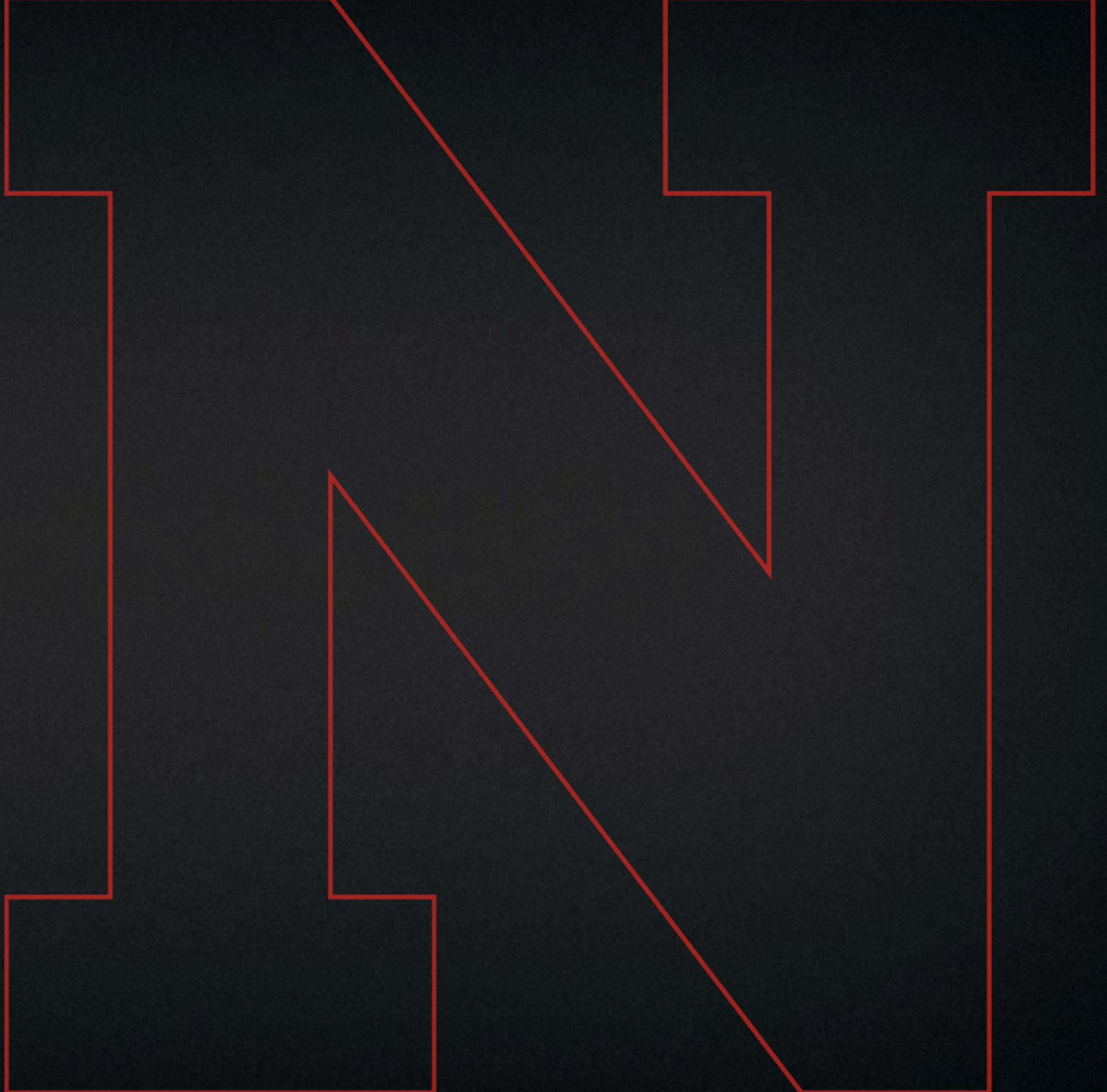
- Customized story arc aligned with your brand's objectives.
- Custom Content developed by Newsweek's content studio.
- Consistent storytelling across owned channels for sustained audience engagement.



OPPORTUNITIES

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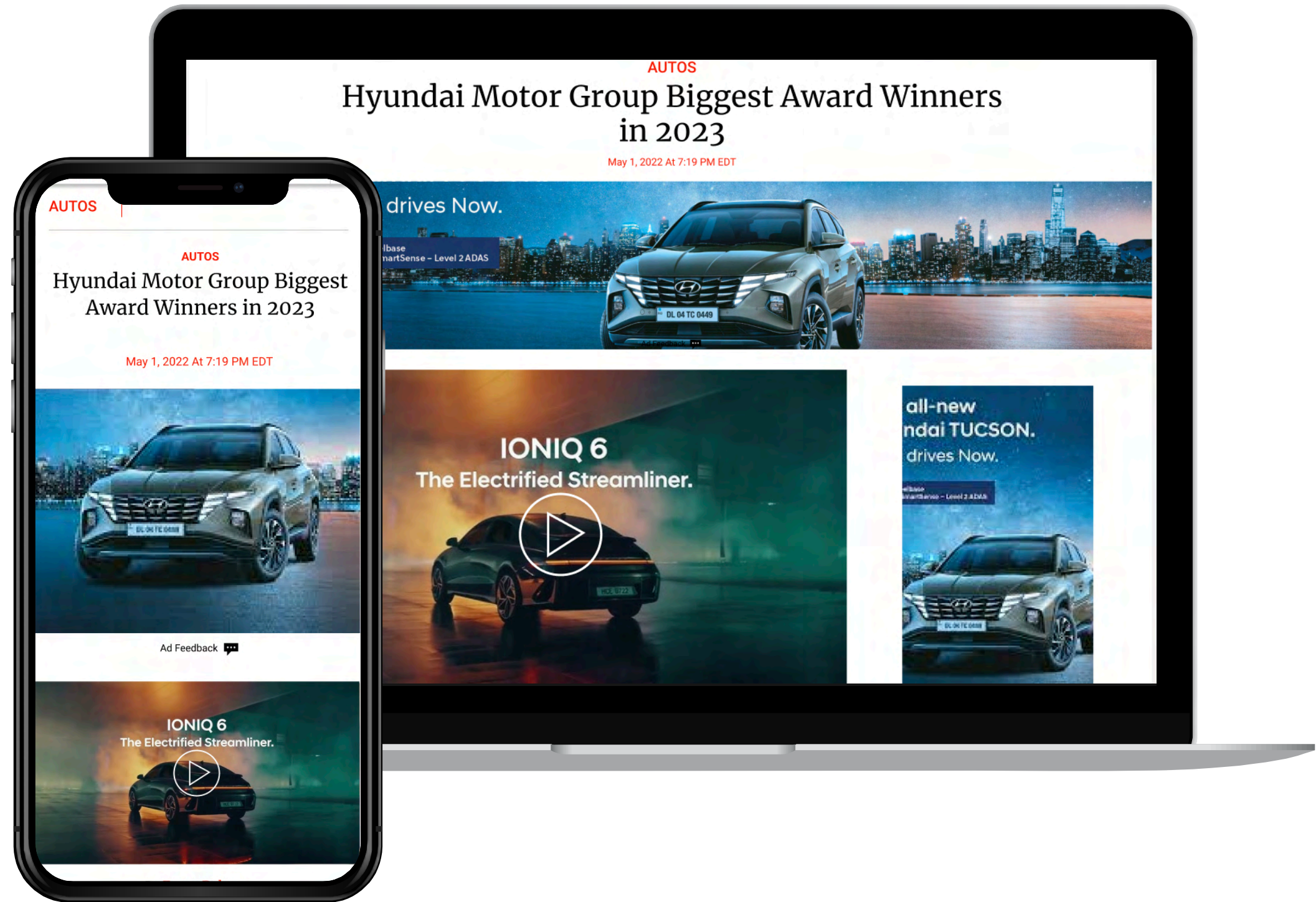
# High Impact Promotion



# First Impression Takeover

A dynamic half-takeover of Newsweek's article pages.

As the users scroll the site, visitors are showcased a continuing experience from the large initial takeovers, with linear banner units of your main creative.



# Centerstage

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Immersive, full-screen takeover on Newsweek's homepage for maximum impact.

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As the users scroll the site, visitors are showcased a continuing experience from the large initial takeovers, with linear banner units of your main creative.



# Newsweek

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