

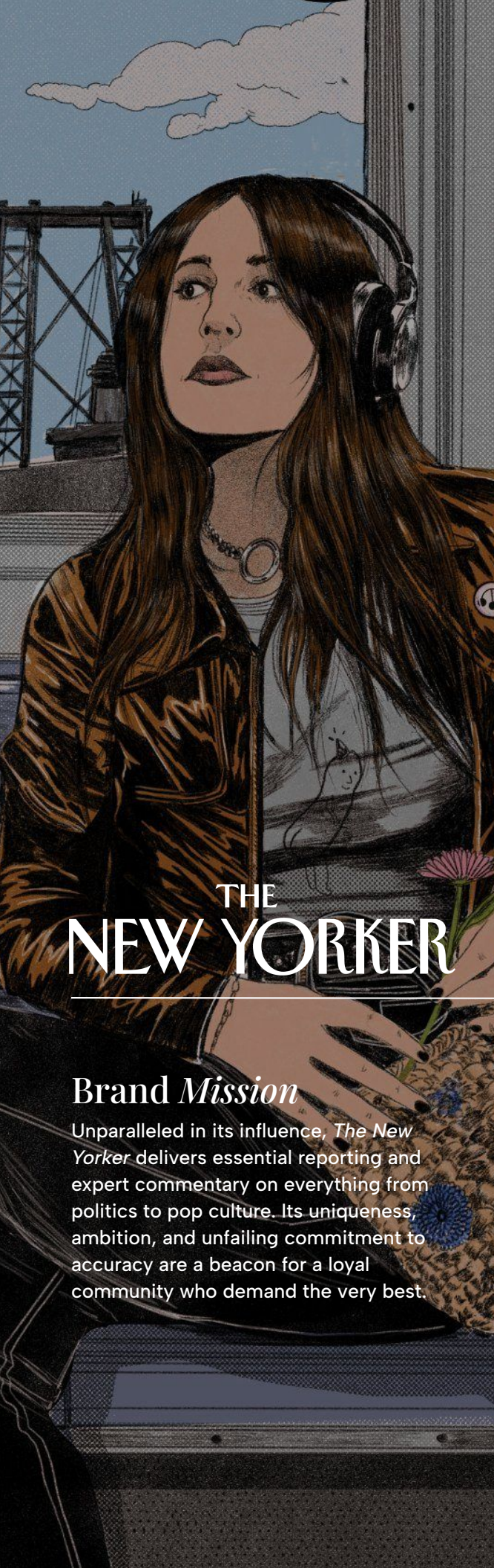


THE  
NEW YORKER

U.S. Media Kit  
1H 2024

CONDÉ NAST





# THE NEW YORKER

## Brand Mission

Unparalleled in its influence, *The New Yorker* delivers essential reporting and expert commentary on everything from politics to pop culture. Its uniqueness, ambition, and unfailing commitment to accuracy are a beacon for a loyal community who demand the very best.

"A *New Yorker* story—whether it's an article, a podcast, or a documentary—is defined by an absolute commitment to quality. This means depth and the highest possible degree of accuracy and fairness and rigor in reporting. It means beautiful and provocative photography and illustrations. It means a devotion to craft, humor, and a sense of decency. Our audience knows the difference."

DAVID REMNICK, EDITOR

1.5X

C-SUITE

\$170

ANNUAL SUBSCRIPTION PRICE

\$881B

SPENDING POWER

4.8M

GEN Z / MILLENNIALS

6.1M

PRINT READERS

9.4M

AVG. MONTHLY DIGITAL UNIQUES

23M

SOCIAL FOLLOWERS

28M

AVG. MONTHLY VIDEO VIEWS

MRI-Simmons Fall 2023; Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2023 monthly avg.; ListenFirst, followers as of 12/31/23, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2023 monthly average; AAM Publisher's Statement IH 2023; Comscore Multi-Platform / MRI-Simmons Fusion (11/23-F23)

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THE  
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Brand *Highlights*

**THE NEW YORKER FESTIVAL | OCTOBER 2024** What started in 2000 as a way to celebrate *The New Yorker's* 75th Anniversary, has morphed into a spectacular weekend brimming with visionary cultural experiences. This year's silver 25th anniversary will include an expanded weekend of events to highlight the magazine's unique influence.

This one-of-a-kind experience, will showcase both rising talent, globally renowned artists, and influential figures in culture and politics, ensuring a continued fusion of entertainment and inspiration.

**THE NEW YORKER DOCUMENTARY | MONTHLY 2024** Offering captivating and distinguished perspectives on issues that matter, this ongoing video series is curated around key pillars like sustainability, diversity, tech and innovation.

The New Yorker Documentaries creates award-winning visual storytelling—regularly publishing content from Oscar nominees to Sundance winners. Series are released regularly throughout the year, with approximately three episodes per theme.

**THE NEW YORKER CARTOONS | WEEKLY 2024** Renowned for its distinct wit and intellectually stimulating tone, *The New Yorker's* iconic cartoon style of black and white sketches paired with sharp one-liners, constantly garners viral attention. One unique facet of *New Yorker* cartoons is that they can be customized and individually crafted based on our advertiser's objectives.

**THE NEW YORKER DIGITAL ISSUES | 3X in 2024** The New Yorker's digital issues are an immersive interactive experience that features new content launching every day over the course of a week. These issues are curated by theme and advertisers have the opportunity to sponsor this popular immersive issue at 100% S.O.V.

**MINI-GAMES | EVERGREEN** *The New Yorker's* crossword puzzles are a highly lauded facet of the brand, and they drive massive engagement. Now advertisers can create their own branded mini-games targeting our curious readers. By customizing crosswords, word scrambles, word searches, and quizzes within ad units and branded-article pages, brands may align themselves with the readers who want to think hard, escape the world, and learn something new.

CONDÉ NAST





THE  
**NEW YORKER**

*Production Schedule  
and Rate Cards*

**JANUARY 15**

CLOSE DATE: 12/18/23 ON SALE DATE: 1/8/24

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**JANUARY 22**

CLOSE DATE: 1/3/24 ON SALE DATE: 1/15/24

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**JANUARY 29**

CLOSE DATE: 1/10/24 ON SALE DATE: 1/22/24

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**FEBRUARY 5**

CLOSE DATE: 1/17/24 ON SALE DATE: 1/29/24

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**FEBRUARY 12 & 19: ANNIVERSARY**

CLOSE DATE: 1/23/24 ON SALE DATE: 2/5/24

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**FEBRUARY 26**

CLOSE DATE: 2/7/24 ON SALE DATE: 2/19/24

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**MARCH 4**

CLOSE DATE: 2/14/24 ON SALE DATE: 2/26/24

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**MARCH 11: SPRING CULTURE PREVIEW**

CLOSE DATE: 2/20/24 ON SALE DATE: 3/4/24

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**MARCH 18**

CLOSE DATE: 2/28/24 ON SALE DATE: 3/11/24

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**MARCH 25: SPRING STYLE & DESIGN**

CLOSE DATE: 3/5/24 ON SALE DATE: 3/18/24

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**APRIL 1**

CLOSE DATE: 3/13/24 ON SALE DATE: 3/25/24

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**APRIL 8**

CLOSE DATE: 3/20/24 ON SALE DATE: 4/1/24

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**APRIL 15**

CLOSE DATE: 3/27/24 ON SALE DATE: 4/8/24

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**APRIL 22 & 29: INNOVATION/TECH**

CLOSE DATE: 4/2/24 ON SALE DATE: 4/15/24

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**MAY 6**

CLOSE DATE: 4/17/24 ON SALE DATE: 4/29/24

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**MAY 13**

CLOSE DATE: 4/24/24 ON SALE DATE: 5/6/24

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**MAY 20: SUMMER CULTURE PREVIEW**

CLOSE DATE: 5/1/24 ON SALE DATE: 5/13/24

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**MAY 27**

CLOSE DATE: 5/8/24 ON SALE DATE: 5/20/24

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**PRINT OPEN GENERAL RATE CARD**

Page: \$222,323.47

Cover 2: \$266,793.27

Cover 3: \$222,323.47

Cover 4: \$277,846.90

\*All rates are net

CONDÉ NAST

**JUNE 3**

CLOSE DATE: 5/15/24 ON SALE DATE: 5/27/24

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**JUNE 10**

CLOSE DATE: 5/22/24 ON SALE DATE: 6/3/24

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**JUNE 17**

CLOSE DATE: 5/29/24 ON SALE DATE: 6/10/24

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**JUNE 24**

CLOSE DATE: 6/5/24 ON SALE DATE: 6/17/24

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**JULY 1**

CLOSE DATE: 6/12/24 ON SALE DATE: 6/24/24

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**JULY 8 & 15: FICTION**

CLOSE DATE: 6/18/24 ON SALE DATE: 7/1/24

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**JULY 22**

CLOSE DATE: 7/26/24 ON SALE DATE: 7/15/24

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**JULY 29**

CLOSE DATE: 7/10/24 ON SALE DATE: 7/22/24

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**AUGUST 5**

CLOSE DATE: 7/17/24 ON SALE DATE: 7/29/24

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**AUGUST 12**

CLOSE DATE: 7/24/24 ON SALE DATE: 8/5/24

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**AUGUST 19: ARCHIVE**

CLOSE DATE: 7/31/24 ON SALE DATE: 8/12/24

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**AUGUST 26: FALL CULTURE PREVIEW**

CLOSE DATE: 8/7/24 ON SALE DATE: 8/19/24

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**SEPTEMBER 2**

CLOSE DATE: 8/14/24 ON SALE DATE: 8/26/24

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**SEPTEMBER 9**

CLOSE DATE: 8/21/24 ON SALE DATE: 9/2/24

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**SEPTEMBER 16: FALL BOOKS**

CLOSE DATE: 8/28/24 ON SALE DATE: 9/9/24

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**SEPTEMBER 23: FALL STYLE & DESIGN**

CLOSE DATE: 9/3/24 ON SALE DATE: 9/16/24

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**SEPTEMBER 30**

CLOSE DATE: 9/11/24 ON SALE DATE: 9/23/24

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**OCTOBER 7**

CLOSE DATE: 9/18/24 ON SALE DATE: 9/30/24

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*Production Schedule*  
and Rate Cards





# THE NEW YORKER

## *Production Schedule and Rate Cards*

### **OCTOBER 14**

CLOSE DATE: 9/25/24 ON SALE DATE: 10/7/24

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### **OCTOBER 21: MONEY/THE ECONOMY**

CLOSE DATE: 10/1/24 ON SALE DATE: 10/14/24

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### **OCTOBER 28**

CLOSE DATE: 10/9/24 ON SALE DATE: 10/21/24

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### **NOVEMBER 4**

CLOSE DATE: 10/16/24 ON SALE DATE: 10/28/24

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### **NOVEMBER 11: WINTER CULTURE PREVIEW**

CLOSE DATE: 10/22/24 ON SALE DATE: 11/4/24

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### **NOVEMBER 18**

CLOSE DATE: 10/30/24 ON SALE DATE: 11/11/24

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### **NOVEMBER 25**

CLOSE DATE: 11/6/24 ON SALE DATE: 11/18/24

---

### **DECEMBER 2**

CLOSE DATE: 11/13/24 ON SALE DATE: 11/25/24

---

### **DECEMBER 9**

CLOSE DATE: 11/18/24 ON SALE DATE: 12/2/24

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### **DECEMBER 16**

CLOSE DATE: 11/25/24 ON SALE DATE: 12/9/24

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### **DECEMBER 23: CARTOONS & PUZZLES**

CLOSE DATE: 12/3/24 ON SALE DATE: 12/16/24

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### **DECEMBER 30 & JANUARY 6**

CLOSE DATE: 12/10/24 ON SALE DATE: 12/23/24

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