

Media Kit

2026 Full Year





THE NEW YORKER

Brand Mission

Unparalleled in its influence, The New Yorker delivers essential reporting and expert commentary on the most important stories across genres – from politics to pop culture. The New Yorker's unfailing commitment to accuracy is a beacon for a loyal and discerning readership across platforms, while its covers and cartoons drive attention and conversation every week.

For More Information:

Advertising

advertisingnewyorker@condenast.com

\$123K

AVERAGE HHI

3 in 5

MILLENNIAL/GEN Z

1.8X

C-SUITE
PROFESSIONALS

2X

ART & CULTURE
ENTHUSIASTS

10.3M

PRINT READERS

10.5M

AVG. MONTHLY
DIGITAL UNIQUES

29.3M

SOCIAL FOLLOWERS

29.7M

AVG. MONTHLY
VIDEO VIEWS

Sources: GWI USA (Q1 2025 – Q4 2025); Snowplow Q4 2025 avg month, global visitors; ListenFirst & Dash Social, January 2026, includes TNY, Cartoon, Fiction & Photo accounts; Video: Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok; FY 2025

CONDÉ NAST

THE
NEW YORKER

Special
Issue
Editorial
Calendar
2026

ANNIVERSARY ISSUE | PRINT & DIGITAL

AD CLOSE: 1.27.26 | NEWSSTAND: 2.9.26

SPRING STYLE & DESIGN | PRINT & DIGITAL

AD CLOSE: 3.3.26 | NEWSSTAND: 3.16.26

THE FUTURE ISSUE | PRINT & DIGITAL

AD CLOSE: 3.24.26 | NEWSSTAND: 4.6.26

AMERICA AT 250 | PRINT & DIGITAL

AD CLOSE: 4.21.26 | NEWSSTAND: 5.4.26

THE FICTION ISSUE | PRINT & DIGITAL

AD CLOSE: 5.19.26 | NEWSSTAND: 6.1.26

THE BODY ISSUE | PRINT & DIGITAL

AD CLOSE: 6.16.26 | NEWSSTAND: 6.26.26

FALL STYLE & DESIGN | PRINT & DIGITAL

AD CLOSE: 8.25.26 | NEWSSTAND: 9.7.26

THE FESTIVAL ISSUE | PRINT & DIGITAL

AD CLOSE: 10.6.26 | NEWSSTAND: 10.19.26

THE MONEY ISSUE | PRINT & DIGITAL

AD CLOSE: 11.10.26 | NEWSSTAND: 11.23.26

Print Open General Rate Card

Page:	\$245,111.63
Cover 2:	\$294,139.58
Cover 3:	\$245,111.63
Cover 4:	\$306,326.21

*All rates are net