ars TECHNICA

U.S. Media Kit
2H 2025

CONDÉ NAST

ars TECHNICA

Brand *Mission*

Ars Technica provides the greatest insight into what's at stake in technology today, through a comprehensive understanding of all the facets that surround and contribute to it.

"Ars Technica reports on technology like no other because Ars understands technology like no other. We are subject matter experts with a deep but practical knowledge of the realms we cover, from IT to law, from science to tech culture, and beyond."

KEN FISHER, EDITOR IN CHIEF

1.9X
TECH BUSINESS
DECISION MAKERS

1.6X
C-SUITE EXECUTIVES

1.5X
NEW TECH
INFLUENTIALS

1.4X
EARLY ADOPTERS

5.4M
AVG. MONTHLY
DIGITAL UNIQUES

2M
SOCIAL
FOLLOWERS

3M
AVG. MONTHLY
VIDEO VIEWS

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Brand *Highlights*

HOME NETWORKING MONTH | AUGUST 2025
An expert guide to how to get your devices talking to each other, optimize your network, and build your own network attached storage unit.

CLIMATE MONTH | SEPTEMBER 2025
September of 1992, 32 years ago, was the last month that the globe experienced a temperature below the 1950–1980 average. This special series is a look at what we've learned, what we're doing, and what we still need to do.

AI POLICY MONTH | NOVEMBER 2025
In this editorial package, Ars Technica will explore the complex issues around generative AI, LLMs, deepfakes, and more.

SPACE HISTORY MONTH | DECEMBER 2025
Ars will report on the 10th anniversary of the first Falcon 9 rocket landing and how that has completely transformed the launch industry.

ARS LIVE | FLEXIBLE
Ars Live is our monthly, virtual conversation series. During these discussions, reporters and editors at Ars Technica speak with industry leaders about the most important science, technology, and cultural news of the day.

GAME CHANGERS | FLEXIBLE
From StarCraft to Diablo II, gaming does something no other pop culture medium can. In this special 5–article series with video extensions, Ars experts and editors will explore the core technologies that have shaped and defined the gaming industry. Ars will explain key evolutionary developments, like how the CD-ROM disrupted the industry, how gaming drove 3D acceleration in the late 90s, how Color Graphics Adapter (CGA) set the standards for display resolution that we're still building 40 plus years later, and more.

READER SURVEYS | FLEXIBLE
Crafted by Ars Technica editors and Condé Nast Research with high level input from your brand, Ars will create a survey thematically aligned with your brand's initiatives to gather content insights from this hard–to–reach audience.

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