



# THE NEW YORKER

U.S. Media Kit  
2H 2025

CONDÉ NAST



"In 1925, Harold Ross envisioned ***The New Yorker*** as a reflection in word and picture of metropolitan life.' A century later, we continue that mission – surprising, delighting, and informing readers with the wit, depth, and accuracy that defines our coverage of today's most important stories."

DAVID REMNICK, EDITOR

2.6X

COMMUNITY  
INFLUENTIALS

2.5X

POLICY CHANGERS

1.8X

HIGH NET WORTH  
INDIVIDUALS

4:5

TNY CONSUMERS AGREE  
"THE NEW YORKER IS THE  
THOUGHT LEADER"

6.6M

PRINT READERS

8.3M

AVG. MONTHLY  
DIGITAL UNIQUES

21.8M

SOCIAL FOLLOWERS

22.7M

AVG. MONTHLY  
VIDEO VIEWS

## 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.

MRI-Simmons Fall 2024; Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2024 monthly avg.; ListenFirst, followers as of 12/31/24, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2024 monthly average; Comscore Multi-Platform / MRI-Simmons Fusion (09/24-S24); MRI-Simmons Starch December 2024

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## Brand Highlights

### **THE NEW YORKER CENTENARY | FEBRUARY–DECEMBER**

**2025** The country's most esteemed publication celebrates one hundred years of excellence in 2025. Join the moment by aligning your brand with the gold standard in storytelling across high impact print units, digital sponsorships, social spotlights, and more.

**THE NEW YORKER FESTIVAL | OCTOBER 2025** 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 26th annual event will include an expanded weekend of events to highlight the magazine's unique influence with a nod to its 100-year history.

These 30+ events will showcase both rising talent, globally renowned artists, and influential figures across culture and politics, ensuring a continued fusion of entertainment and inspiration.

**THE NEW YORKER DOCUMENTARY | MONTHLY 2025** 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 throughout the year, with approximately two episodes per theme.

**THE NEW YORKER CARTOONS | WEEKLY 2025** 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, consistently garners viral attention. One unique facet of *New Yorker* cartoons is that they can be customized and individually crafted based on advertiser's objectives.

**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 can align themselves with the readers who want to think hard, escape the world, and learn something new.



# THE NEW YORKER

## *Production Schedule and Rate Cards*

### **JANUARY 13**

CLOSE DATE: 12/16/24 ON SALE DATE: 1/6/25

### **JANUARY 20**

CLOSE DATE: 1/2/25 ON SALE DATE: 1/13/25

### **JANUARY 27**

CLOSE DATE: 1/8/25 ON SALE DATE: 1/20/25

### **FEBRUARY 3**

CLOSE DATE: 1/15/25 ON SALE DATE: 1/27/25

### **FEBRUARY 10**

CLOSE DATE: 1/22/25 ON SALE DATE: 2/3/25

### **FEBRUARY 17 & 24: ANNIVERSARY**

CLOSE DATE: 1/28/25 ON SALE DATE: 2/10/25

### **MARCH 3**

CLOSE DATE: 2/12/25 ON SALE DATE: 2/24/25

### **MARCH 10: SPRING CULTURE PREVIEW**

CLOSE DATE: 2/19/25 ON SALE DATE: 3/3/25

### **MARCH 17**

CLOSE DATE: 2/26/25 ON SALE DATE: 3/10/25

### **MARCH 24: SPRING STYLE & DESIGN**

CLOSE DATE: 3/4/25 ON SALE DATE: 3/17/25

### **MARCH 31**

CLOSE DATE: 3/12/25 ON SALE DATE: 3/24/25

### **APRIL 7**

CLOSE DATE: 3/19/25 ON SALE DATE: 3/31/25

### **APRIL 14: INNOVATION/TECH**

CLOSE DATE: 3/25/25 ON SALE DATE: 4/7/25

### **APRIL 21**

CLOSE DATE: 4/2/25 ON SALE DATE: 4/14/25

### **APRIL 28**

CLOSE DATE: 4/9/25 ON SALE DATE: 4/21/25

### **MAY 5**

CLOSE DATE: 4/16/25 ON SALE DATE: 4/28/25

### **MAY 12 & 19: CENTENARY ISSUE #1 (NEW YORK)**

CLOSE DATE: 4/22/25 ON SALE DATE: 5/5/25

### **MAY 26: SUMMER CULTURE PREVIEW**

CLOSE DATE: 5/7/25 ON SALE DATE: 5/19/25

### **JUNE 2**

CLOSE DATE: 5/14/25 ON SALE DATE: 5/26/25

### **PRINT OPEN GENERAL RATE CARD**

Page: \$233,439.65

Cover 2: \$280,132.94

Cover 3: \$233,439.65

Cover 4: \$291,739.25

\*All rates are net

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## *Production Schedule and Rate Cards*

### **JUNE 9**

CLOSE DATE: 5/21/25 ON SALE DATE: 6/2/25

### **JUNE 16**

CLOSE DATE: 5/28/25 ON SALE DATE: 6/9/25

### **JUNE 23**

CLOSE DATE: 6/4/25 ON SALE DATE: 6/16/25

### **JUNE 30**

CLOSE DATE: 6/11/25 ON SALE DATE: 6/23/25

### **JULY 7 & 14: FICTION**

CLOSE DATE: 6/17/25 ON SALE DATE: 6/30/25

### **JULY 21**

CLOSE DATE: 7/2/25 ON SALE DATE: 7/14/25

### **JULY 28**

CLOSE DATE: 7/9/25 ON SALE DATE: 7/21/25

### **AUGUST 4**

CLOSE DATE: 7/16/25 ON SALE DATE: 7/28/25

### **AUGUST 11**

CLOSE DATE: 7/23/25 ON SALE DATE: 8/4/25

### **AUGUST 18**

CLOSE DATE: 7/30/25 ON SALE DATE: 8/11/25

### **AUGUST 25: FALL CULTURE PREVIEW**

CLOSE DATE: 8/6/25 ON SALE DATE: 8/18/25

### **SEPTEMBER 1 & 8: CENTENARY ISSUE #2**

CLOSE DATE: 8/12/25 ON SALE DATE: 8/25/25

### **SEPTEMBER 15:**

CLOSE DATE: 8/27/25 ON SALE DATE: 9/8/25

### **SEPTEMBER 22: FALL STYLE & DESIGN**

CLOSE DATE: 9/2/25 ON SALE DATE: 9/15/25

### **SEPTEMBER 29: FALL BOOKS**

CLOSE DATE: 9/10/25 ON SALE DATE: 9/22/25

### **OCTOBER 6**

CLOSE DATE: 9/17/25 ON SALE DATE: 9/29/25

### **OCTOBER 13**

CLOSE DATE: 9/24/25 ON SALE DATE: 10/6/25

### **OCTOBER 20**

CLOSE DATE: 10/1/25 ON SALE DATE: 10/13/25

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### **OCTOBER 27: MONEY/ THE ECONOMY**

CLOSE DATE: 10/7/25 ON SALE DATE: 10/20/25

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### **NOVEMBER 3**

CLOSE DATE: 10/15/25 ON SALE DATE: 10/27/25

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### **NOVEMBER 10: WINTER CULTURE PREVIEW**

CLOSE DATE: 10/22/25 ON SALE DATE: 11/3/25

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### **NOVEMBER 17**

CLOSE DATE: 10/29/25 ON SALE DATE: 11/10/25

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### **NOVEMBER 24**

CLOSE DATE: 11/5/25 ON SALE DATE: 11/17/25

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### **DECEMBER 1: CENTENARY ISSUE #3**

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

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### **DECEMBER 8**

CLOSE DATE: 11/17/25 ON SALE DATE: 12/1/25

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### **DECEMBER 15**

CLOSE DATE: 11/24/25 ON SALE DATE: 12/8/25

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### **DECEMBER 22: CARTOONS & PUZZLES**

CLOSE DATE: 12/3/25 ON SALE DATE: 12/15/25

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### **DECEMBER 29 & JANUARY 5**

CLOSE DATE: 12/10/25 ON SALE DATE: 12/22/25

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