



WIRED

U.S. Media Kit
2H 2025

CONDÉ NAST



WIRED

Brand Mission

WIRED is where tomorrow is realized. For three decades, we have been the indispensable guide to a world in constant transformation. We cover humanity's biggest challenges, and tell stories of the people trying to solve these challenges and the role science and technology can play. WIRED helps bring about a better future by inspiring those who want to create it.

"We're in a transformational moment in tech. WIRED is breaking stories, with scoops that rattle industries, narrative storytelling that will become canon, and global journalism that enthralls. And we're having fun doing it."

KATIE DRUMMOND, GLOBAL EDITORIAL DIRECTOR

2X

TECH
PROFESSIONALS

94%

WIRED CONSUMERS AGREE
"WIRED INFLUENCES THE
CULTURAL CONVERSATION
AROUND FUTURE TECH"

\$36B

TOTAL SPENDING ON
TECHNOLOGY

1.4X

TECH INFLUENTIALS

4.9M

PRINT READERS

14.6M

AVG. MONTHLY
DIGITAL UNIQUES

28M

SOCIAL FOLLOWERS

82.2M

AVG. MONTHLY
VIDEO VIEWS

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 September 2024

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WIRED

Brand Highlights

HEALTHY PLANET, HEALTHY LIVES | SEPTEMBER/OCTOBER 2025

From AI drug discovery to Parkinson's disease to psychedelic medicine, WIRED will shine a light on the innovations that most clearly signal the future of health and medicine.

THE BIG INTERVIEW ISSUE (DIGITAL) | NOVEMBER 2025

The Big Interview is our signature editorial series, where WIRED editors sit down with entrepreneurs, policy whisperers, and inventors for platform-jumping, genre-bending Q&As.

THE BIG INTERVIEW (TENTPOLE) | DECEMBER 2025

The Big Interview is back in San Francisco—showcasing WIRED's eye to the future with a day of in-depth, illuminating conversations, featuring the biggest names in innovation today, each led by a WIRED journalist. Plus, networking, performances, and our reimagining of the classic science fair, delivering awe-inspiring hands-on experiences and cutting-edge demos.

WIRED TRAVEL | YEAR-LONG

Launched in 2024, WIRED Travel is a new sub-section exploring the dynamic relationship between technology and transformation in travel. From AI concierge assistants to floating ocean eco-resorts, we'll shed light on the bleeding-edge ideas becoming mainstream.

UNCANNY VALLEY | YEAR-LONG

Every week, Michael Calore, Lauren Goode and Zoë Schiffer get together for a deep dive examining the impacts of the tech industry. The three hosts of WIRED's Uncanny Valley share witty, informative and fresh commentary on news, culture and technology to make sense of our rapidly changing world.

WIRED SOCIAL VIDEO SERIES | FLEXIBLE

WIRED's full slate of branded series on Instagram and TikTok connects our audiences more deeply to the world around them. We help viewers answer questions they didn't even know they had. Opportunities to connect with our engaged audiences include title card sponsorship, topical alignment, shoppable content around editor-led social originals, and affiliate links around hobby-driven content.



*Production Schedule
and Rate Cards*

JANUARY/FEBRUARY 2025 | INSIDE SILICON VALLEY

AD CLOSE: 10.11.24 | NEWSSTAND: 12.3.24

MARCH/APRIL 2025 | MONEY, MONEY, MONEY

AD CLOSE: 12.13.24 | NEWSSTAND: 2.4.25

MAY/JUNE 2025 | FRONTIERS OF COMPUTING

AD CLOSE: 2.14.25 | NEWSSTAND: 4.1.25

JULY/AUGUST 2025 | THE CYBERSECURITY ISSUE

AD CLOSE: 4.11.25 | NEWSSTAND: 6.3.25

**SEPTEMBER/OCTOBER 2025 | HEALTHY PLANET,
HEALTHY LIVES**

AD CLOSE: 6.13.25 | NEWSSTAND: 8.5.25

NOVEMBER/DECEMBER 2025 | THE POLITICS ISSUE

CLOSE DATE: 8.8.25 ON SALE DATE: 10.7.25

PRINT OPEN GENERAL RATE CARD

Page: \$95,378.52

Cover 2: \$114,457.12

Cover 3: \$100,119.26

Cover 4: \$119,241.22

*All rates are net