The writers you love. The stories that matter. The New Yorker is a multi-platform media enterprise, spanning print, digital, audio, video, and live events. The New Yorker delivers unparalleled reporting and commentary on politics, foreign affairs, business, technology, popular culture, and the arts, along with humor, fiction, and, of course, cartoons. You can also find The New Yorker’s writers, editors, and artists on “The New Yorker Radio Hour” radio show and podcast and at marquee events like The New Yorker Festival. The creativity and influence that have characterized The New Yorker since its founding, in 1925, are today amplified far beyond its pages.

By The Numbers

30M
TOTAL AUDIENCE REACH

560K+
NEW SUBSCRIBERS IN 2017

1 IN 3
AFFLUENT MILLENNIALS

45/55
MALE/FEMALE

$104,650
AVERAGE HHI

2.5X
MORE LIKELY TO BE INFLUENTIALS

Across Platforms

PRINT
5.5M

DIGITAL
11.7M

SOCIAL
15.8M

VIDEO
62.7M

Tentpoles & Editorial Pillars

The New Yorker Festival: October 5, 6, 7, 2018
50 events over 3 days in New York City. Attended by 20,000 consumers from all over the U.S. Events span culture and entertainment, business, technology, politics, and the arts.

CONTACT: Risa Aronson, VP Revenue, The New Yorker

Source: 2017 comScore Multi-Platform/QRK MRI Media + Fusion (07-17/5.17); comScore Key Measures Dec. 2017 (Total Audience Desktop 2+ and Total Mobile 13+); Social: TrackMaven 2017; Ipsos Spring 2017 Total Brand Footprint; Video Global Views: Adobe, DFP, YouTube Analytics, Internal data
Editorial Calendar

**Anniversary Double Issue:** On-sale 2.5.18 / Cover date 2.12.18 & 2.19.18
Year after year, The New Yorker's Anniversary Issue features an all-star line-up of the magazine's biggest writers on the most important news of the day, and sets the agenda for the stories people will be talking about all year. From Malcolm Gladwell to David Remnick to Atul Gawande, and more, the Anniversary Issue delivers the boldest ideas, the sharpest minds, and the brightest wit.

**Cultural Preview Issues**
(Spring On-sale 3.5.18 / Cover date 3.12.18) (Summer On-sale 5.14.18 / Cover date 5.21.18)
(Fall On-sale 8.20.18 / Cover date 8.27.18) (Winter On-sale 11.5.18 / Cover date 11.12.18)
Spanning the city and the world for creative movers and shakers who are redefining the boundaries of theater, arts, music, dance, and more. The Cultural Preview issues are a vibrant showcase of the names and events soon to be on everyone’s lips.

**Style & Design** (Spring On-sale 3.12.18 / Cover date 3.19.18) (Fall On-sale 9.3.18 / Cover date 9.10.18)
The New Yorker Style & Design issue offers affluent readers in-depth coverage of the latest in fashion, art, and architecture, including profiles of fashion icons and design visionaries that garner international attention.

**The Mind** On-sale 3.26.18 / Cover date 4.2.18
In this era of technological achievement, the human body remains the most complex and important of all machines. This special issue will plumb the depths of this thing that we all have in common, exploring the mysteries of the brain, the intransigence of certain diseases, and the implications of scientific and technological advances.

**Epicurean Adventures** On-sale 4.16.18 / Cover date 4.23.18
With coverage that spans every continent and cuisine, The New Yorker's Epicurean Adventures issue inspires the world's most influential audience to explore.

**Innovators** On-sale 5.7.18 / Cover date 5.14.18
A blueprint for the future, this issue profiles breakthrough concepts in business, science, and technology. A compelling celebration of original thinking, the Innovators Issue provides a synergistic environment for a future-forward message highly anticipated by the media and the C-suite.

**Summer Reading Double Issue** On-sale 5.28.18 / Cover date 6.4.18
Perfectly timed for the start of vacation season – this highly anticipated, story-packed issue is a platform for the biggest writers and important new voices, and a proven hunting ground for the entertainment industry, resulting in more film options than any other magazine.
Editorial Calendar cont.

Entertainment On-sale 9.17.18 / Cover date 9.24.18
The biggest names in show business read, write, and star in The New Yorker and the Entertainment Issue gives our coverage a starring role. Featuring in-depth profiles, insider views and trends, reviews and commentary from Pulitzer Prize winning Television Critic, Emily Nussbaum, and more.

Money On-sale 10.15.18 / Cover date 10.22.18
From Malcolm Gladwell and John Cassidy, to Adam Davidson and Sheelah Kolhatkar, today’s most influential business writers are found in The New Yorker. With unique access to power brokers on Wall Street, the Beltway, and Silicon Valley, these writers get the stories that matter most to C-Suite executives and Washington policy makers.

Technology On-sale 11.19.18 / Cover date 11.26.18
The New Yorker’s Technology Issue delivers even more coverage of the innovations and insiders, gadgets and gurus that readers find in the magazine each week. Examining the latest developments, A-list tech writers follow the digital revolution’s ripples into the worlds of infrastructure, enterprise, commerce, and lifestyle, driving the conversation as only The New Yorker is programmed to do.

Bonus Issue: Holiday Reading On-sale 11.26.18 / Cover date 12.3.18
For the first time ever, The New Yorker introduces the Holiday Reading Issue. Perfectly timed to the season, the bonus issue will provide thematic content around the best of the year—from long-reads to short stories, book recommendations, and more.

Power Double Issue On-sale 12.17.18 / Cover date 12.24.18 & 12.31.18
Meet the people and companies leading the charge to address the greatest challenges of our time. Every week The New Yorker uncovers the individuals and ideas that will shape the future. This issue, devoted wholly to the big ideas moving the world forward, provides a perfect platform for your message of innovation and social responsibility.

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