

## The Writers You Love. The Stories That Matter.

The New Yorker is one of the most influential media brands in the world, delivering unparalleled reporting and commentary on politics and pop culture, business and technology, culture and the arts, and, of course, humor and cartoons. Spanning print, digital, audio, video, and live events, the creativity, influence, and impact that have characterized The New Yorker since its founding, in 1925, are today amplified far beyond its pages.

### Who We Reach

**34.5M**

TOTAL REACH

**3.5M**

INFLUENTIAL  
 MILLENNIALS

**3.2M**

BUSINESS DECISION-  
 MAKERS

**1 in 2**

HAVE AN HHI  
 OF \$100K+

**80%**

AUDIENCE THAT IS  
 OUTSIDE OF NY

### Across Platforms

**4.7M**

PRINT READERS

**16M**

DIGITAL UNIQUES

**16.4M**

SOCIAL FOLLOWERS

**55.1M**

VIDEO VIEWS

**2.3M**

NEWSLETTER  
 SUBSCRIBERS

### Editorial Tentpoles & Pillars

#### CONTENT TENTPOLES

Themed special issues (in print and SOV sponsorships on NewYorker.com), including Innovators, Style and Design, Travel, Health, Summer Reading, Technology, Money, Fall Book Preview, Food, Power, and Seasonal Culture Preview Issues (Winter, Spring, Summer, and Fall).

#### CARTOONS

The most popular and iconic feature, New Yorker cartoons are an American institution and an industry unto themselves. "95% of our readers say they read the cartoons first; the other 5% are lying" notes Editor David Remnick. The proof is in the numbers: the Cartoon Caption Contest, begun in 2005, now generates 21k+ entries per week.

#### THE NEW YORKER FESTIVAL

The world's preeminent cultural event celebrates its 20th anniversary in 2019.

The first weekend in October in New York City belongs to The New Yorker Festival, a 3-day event helmed by New Yorker editor David Remnick, that brings together the people defining Culture and Politics. From Nobel Laureates to pop stars, chefs to heads of state, the Festival captures the culture in this very moment, for an audience of thought leaders, millennials, and travelers. The Festival takes place across several venues throughout New York City and features a mix of one-on-one interviews, exclusive film screenings, tours, culinary experiences, panel discussions, and intimate live performances, all through the lens and from the pages of The New Yorker. Events are highly anticipated and often sell-out in minutes.