

## Where Tomorrow Is Realized.

WIRED is where tomorrow is realized. It is the essential source of information and ideas that make sense of a world in constant transformation. The WIRED conversation illuminates how technology is changing every aspect of our lives—from culture to business, science to design. The breakthroughs and innovations that we uncover lead to new ways of thinking, new connections, and new industries.

### Who We Reach

**5.7M**

MILLENNIALS

**214 Index**

NEW TECHNOLOGY  
SUPER INFLUENCERS

**163 Index**

C-SUITE  
EXECUTIVES  
INDEX HIGHER THAN  
THE ATLANTIC, FAST CO & VOX

**\$39.5B**

SPEND ON  
ELECTRONICS  
WITH OVER 1/2 IN THE  
MARKET FOR NEW TECH

### Across Platforms

**3.1M**

PRINT READERS

**12.4M**

DIGITAL UNIQUES

**20.2M**

SOCIAL FOLLOWERS

**106M**

VIDEO VIEWS

### Editorial Tentpoles & Pillars

#### WIRED @ CES - JANUARY, LAS VEGAS

CES is WIRED's Super Bowl, the moment when we flex our editorial muscles, capture massive audiences, show off our expertise, and make a bet or two on who the winners will be. WIRED owns the CES experience, from extensive, multi-platform coverage by onsite WIRED editors to high-profile VIP activations and client networking at the invite-only WIRED Cafe @ CES, just steps away from Tech West.

#### WIRED'S HEALTH & SCIENCE ISSUE, APRIL

WIRED covers news at the latest research and healthcare discoveries, focusing on emerging innovations in biomedicine, genetic modification and gene editing as we look ahead to future-facing healthcare technologies.

#### FOUNDERS FAIR - JUNE, NEW YORK

For the first time ever, WIRED is joining Vanity Fair for their 3rd annual Founder's Fair, a celebration of entrepreneurs and trailblazers. This one-day conference will bring founders together in conversation with our editors to highlight their unique ways of working and how they brought their ideas to life.

#### W25 - SEPTEMBER / OCTOBER, SAN FRANCISCO

Building the previous successes of the WIRED Business Conference and our 25th Anniversary Celebration, W25 is the premiere moment for our brand in 2019. Aligned with complementary in-book content, W25 will explore the technology driving massive cultural shifts and the people behind it. The 3-day event is one part Thought-Leader Summit, one part Work Immersions, and one part Consumer-Facing Festival, bringing WIRED off-the-page and into the world.