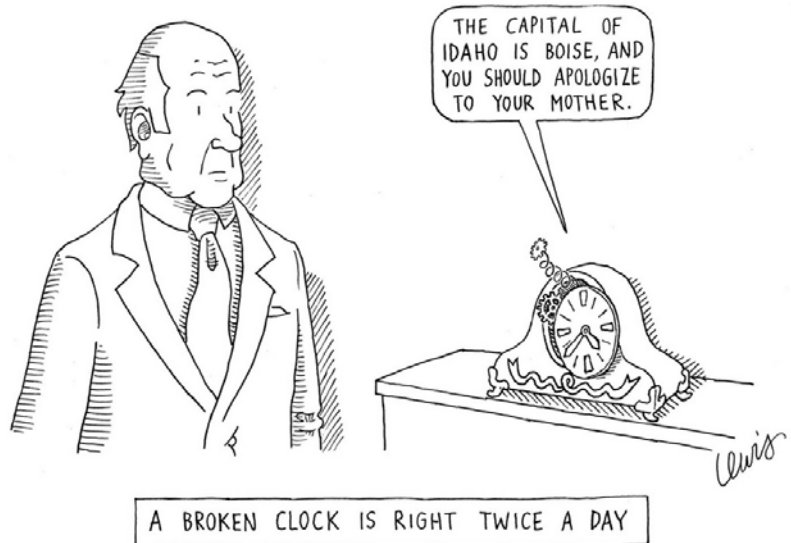


THE
NEW YORKER

Committed to Excellence

The New Yorker is a national weekly magazine that offers a signature mix of reporting and commentary on politics, foreign affairs, business, technology, popular culture and the arts, along with humor, fiction, poetry and cartoons.

Founded in 1925, The New Yorker is at once a classic and at the leading edge.



2018 CONTENT CALENDAR

January

Dec. 18 & 25: World Changers Double Issue

February

Feb. 12 & 19: Anniversary Double Issue

March

Mar. 19: Spring Style & Design

April

Apr. 2: The Mind

May

April. 23: Epicurean Adventures

June

May 14: Innovators

July

June 4: Fiction

September

Sept. 10: Style & Design + Festival Guide

October

Sept. 24: Entertainment

November

Oct. 24: Money

December

Nov. 26: Technology

The New Yorker

Rate Base	1,200,000
Subscriber Base	98.4%
Median Age	54
Age Breakdown	
18-24	8%
25-34	13%
35-54	31%
55+	48%
Median Household Income	\$111,792
Female / Male Readers	55% / 45%
Readers Per Copy	4.5

newyorker.com - 24.9M multi-platform users

Median Age	50.9
Median Household Income	\$82,500
Female / Male Visitors	53.7% / 46.3%
Social Media Fans/Followers	15,249,781

Source: comScore Multi Platform MRI Fusion 7-17/S17. comScore Multi Platform, December 2017. AAM Report, June 2017.