



## Get Connected

Wired makes sense of a world in constant transformation, telling an ongoing adventure story—the invention of the future. 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 cover lead to new ways of thinking, new connections, and new industries.



### 2018 CONTENT CALENDAR

January	New Year / New Future
February	Free Speech
March	Consumption
April	Life
May	Dads & Grads / Vice
June	Business
July	Summer Gift Guide
August	Back to School
October	25th Anniversary
December	Holiday Gift Guide

### Wired

Rate Base	850,000
Subscriber Base	98.0%
Median Age	39
Age Breakdown	
18-24	13%
25-34	23%
35-54	48%
55+	16%
Median Household Income	\$92,038
Female / Male Readers	30% / 70%
Readers Per Copy	4.1

**wired.com** - 15.3M multi-platform users

Median Age	43.6
Median Household Income	\$80,100
Female / Male Visitors	42% / 58%
Social Media Fans/Followers	18,276,500

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