



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.



| 2019 CONTENT CALENDAR | |
|-----------------------|-------------------------|
| January | Next 25 Years |
| February | Love/Desire |
| March | Emerging Tech |
| April | Science & Health |
| May | Transportation |
| June | Travel |
| July | Entertainment |
| August | Future Issue |
| September | Back to School/Internet |
| October | Business & Security |
| November | Food |
| December | Wish List |

Wired

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|-----------------------|-----------|
| Rate Base | 850,000 |
| Subscriber Base | 98.0% |
| Median Age | 40 |
| Age Breakdown | |
| 18-24 | 13% |
| 25-34 | 25% |
| 35-54 | 44% |
| 55+ | 19% |
| Avg. Household Income | \$119,418 |
| Female / Male Readers | 23% / 77% |
| Readers Per Copy | 4.1 |

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|------------------------|-----------|
| Median Age | 44 |
| Avg. Household Income | \$103,838 |
| Female / Male Visitors | 44% / 56% |
| Social Media Followers | 20.1M |

Source: MRI /ComScore2018