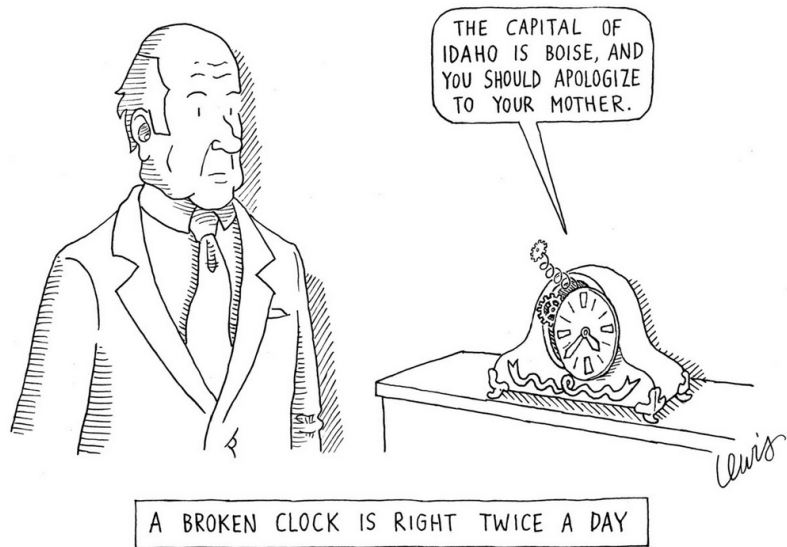


THE
NEW YORKER

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.



2019 CONTENT CALENDAR

January

World Changers Double Issue

February

Anniversary Double Issue

March

Spring Style & Design

April

Health

May

Travel

June

Innovators

July

Summer Reading Double Issue

September

Sept. 10: Style & Design + Festival Guide

October

Technology

November

Money

December

Food

The New Yorker

Rate Base 1,200,000

Subscriber Base 98.4%

Median Age 54

Age Breakdown

18-24 8%

25-34 17%

35-54 28%

55+ 48%

Avg. Household Income \$129,631

Female / Male Readers 55% / 45%

Readers Per Copy 4.5

newyorker.com

Median Age 50.9

Avg. Household Income \$112,238

Female / Male Visitors 59% / 41%

Social Media Followers 16.4M

Source: MRI / ComScore 2018