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THE

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# NEW YORKER

## The Writers You Love. The Stories That Matter.

The New Yorker delivers essential reporting and expert commentary on news and politics, business and science, pop culture and the arts, along with a healthy dose of its trademark humor and cartoons. This cultural influence, reach, and creativity has characterized The New Yorker since its founding in 1925

### 2020 CONTENT CALENDAR

January	Power Issue
February	95th Anniversary Issue/Double Issue
March	Spring Style & Design
April	Health
May	Travel
June	Innovators
July	Fiction Double Issue
August	--
September	Fall Style & Design
October	Technology
November	Money
December	Power Issue
January '21	Cartoon Issue

Source: MRI/ComScore2019

### 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

### OUR SUBSCRIBERS

Nearly **2.5 times** as likely to be influentials

**1.8** as likely to be CEOs/C-Level Execs

Nearly **2 times** as likely to be affluent millennials

**88%** is outside of NY – expansive readership