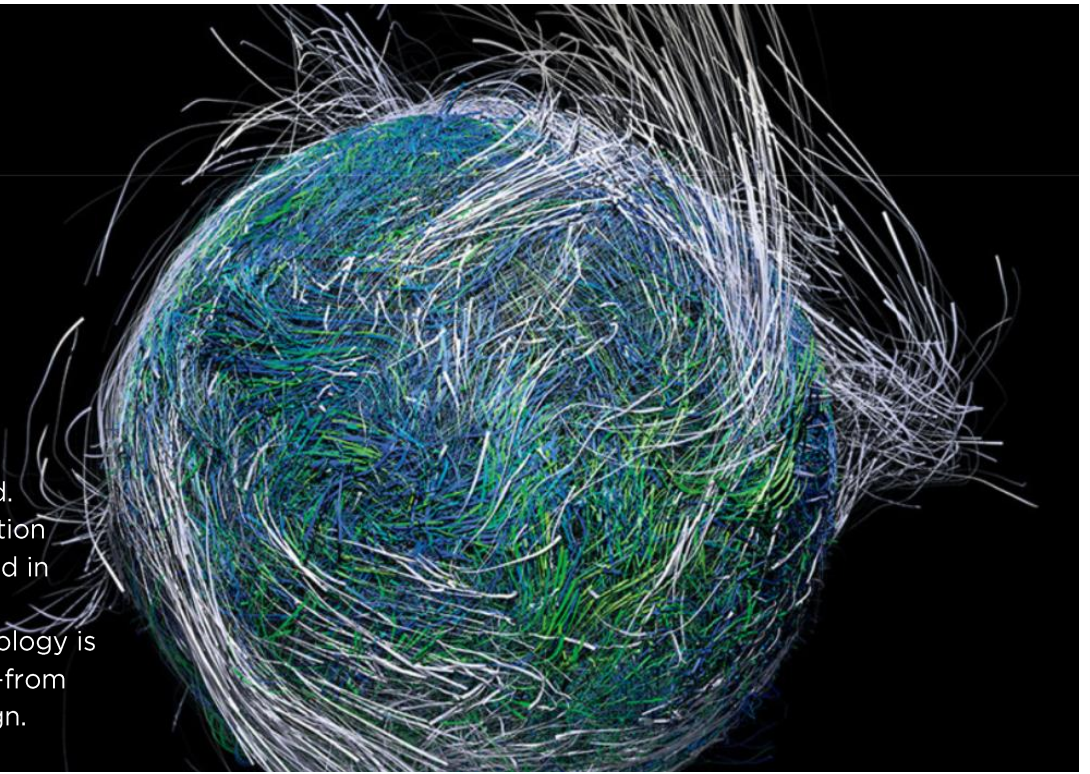




## Get Connected

Wired is where tomorrow is realized. It is the essential source of information and ideas that make sense of a world in constant transformation. The Wired conversation illuminates how technology is changing every aspect of our lives—from culture to business, science to design.



### 2020 CONTENT CALENDAR

January	What Matters in Tech
February	Tech & Democracy
March	Long Boom Redux
April	Climate Crisis
May	Business Package
June	AI
July/Aug	Internet Culture
September	Education/Back to School
October	Security
November	Next List
December	Wish List

Source: MRI/ComScore2019

### Wired

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	3.3

### OUR SUBSCRIBERS

**\$40.1 Billion** spent on electronics —with over 1/2 in the market for new tech

**3 times** as likely to be C-suite/Business Decision Makers

Nearly **2.5 times** as likely to be an IT Business Decision Maker

**2 times** as likely to be a tech influencer