As a mission-based media brand, The Week provides thoughtful audiences with multiple perspectives on news and culture, enabling personalized worldviews at a time when echo chambers and algorithms permeate content consumption behavior. The Week editorial encourages open mindedness and healthy debate, from synthesized news analysis found in print and newsletters to contributor-based opinion and commentary across web and social.

With a thriving membership model at play, The Week is working toward expanding platforms, formats, and experiences that carry the mission forward via strategic marketing partnerships, product launches, and distribution models.
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ISSUE DATES SUBJECT TO CHANGE

FOR MORE INFORMATION CONTACT CHIEF SALES & MARKETING OFFICER, ADAM DUB P: +1 646 989 7010 E: ADAM_DUB@THEWEEK.COM
## 2020 U.S. ADVERTISING RATE CARD

**RATE BASE:** 500,000  |  **FREQUENCY:** WEEKLY (48x)

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### PREMIUM CHARGES
No bleed charge

### SPECIALTY UNITS
Rates and production specifications available upon request

### FREQUENCY DISCOUNTS
Check with your sales representative

ALL RATES ARE GROSS.

FOR MORE INFORMATION CONTACT CHIEF SALES & MARKETING OFFICER, ADAM DUB P: +1 646 989 7010 E: ADAM_DUB@THEWEEK.COM
MECHANICAL REQUIREMENTS

BINDING METHOD  | PRINTING PROCESS
---|---
Saddle Stitch  | Web Offset

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FILE SPECIFICATIONS

- PDF x-1a: Acrobat 4.0 and up (PDF 1.3 all fonts embedded-use press options)
- Scanned images must be high resolution (300 dpi), CMYK.
- Files should not include any spot color, RGB, LAB, or ICC profiles, all spot colors should be converted to CMYK. For specific spot color availability and pricing contact The Week
- SWOP standards, GATF/SWOP-approved scales, targets and control patches. Include 5%, 25%, 50%, 95% and 100% Cyan, Yellow, Magenta and Black control patches.
- All files should be uploaded to www.adshuttle.com/theweek

PRODUCTION CONTACT

Anthony White
p: +1 646 334 0741
e: awhite@quad.com
**Newsletter Sponsorship Opportunities**

Reach a highly engaged, targeted audience of thought leaders via sponsorship of The Week’s newsletters.

1. **10 Things You Need to Know Today**
   - *Curation of the top ten must-know stories of the day*
   - 97,000+ subscribers | 34% avg. unique open rate

2. **Today’s Best Articles**
   - *The day’s most popular articles from TheWeek.com*
   - 114,400+ subscribers | 24% avg. unique open rate

3. **Daily Business Briefing**
   - *The 5 most important business updates of the day*
   - 36,500+ subscribers | 26% avg. unique open rate

4. **The Good News**
   - *Highlighting a week’s worth of feel-good stories*
   - 33,000+ subscribers | 33% avg. unique open rate

5. **Today’s Top Cartoons**
   - *Daily compendium of political cartoons from all ideological perspectives*
   - 62,200+ subscribers | 34% avg. unique open rate

6. **The Week’s Best Photojournalism**
   - *The week’s best photojournalism from around the globe*
   - 51,000+ subscribers | 23% avg. unique open rate

**NEWSLETTER SPONSORSHIP DETAILS**

- 100% SOV of e-newsletter & article landing page on TheWeek.com
- Branded byline (optional): “From the editors of The Week, Presented by” & brand logo inclusion

Source: MailChimp July 2019
# DIGITAL SPECS

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*IN-ARTICLE OUTSTREAM VIDEO (RUNS BETWEEN PARAGRAPHS WITHIN EDITORIAL CONTENT)

*ALL VIDEO UNITS CAN RUN CROSS PLATFORM.

*AUDIO MUST BE USER-INITIATED.

*5 BUSINESS DAY LEAD TIME REQUIRED.

*FOR MORE INFORMATION ON PRICING & PROPOSALS, PLEASE CONTACT YOUR SALES REPRESENTATIVE
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New York, New York 10017

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