

THE WEEK
 OF MANY
 MINDS

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.

OUR AUDIENCE

\$186,700

MEDIAN HHI

46

MEDIAN AGE

67%

MALE

33%

FEMALE

GRADUATED COLLEGE+

COMP 89% | INDEX 118

C-LEVEL EXECUTIVES

COMP 40% | INDEX 184

INFLUENTIAL*

COMP 27% | INDEX 169

SOURCE: IPSOS AFFLUENT SURVEY, FALL 2019 (BRAND TOTAL)
 *PARTICIPATED IN 3+ PUBLIC ACTIVITIES IN THE PAST YEAR.

ISSUE #	COVER DATE	ON SALE	AD CLOSE	MATERIALS DUE
958	1/17	1/10	12/18	12/26
959	1/24	1/17	12/24	1/2
960	1/31	1/24	12/30	1/8
961	2/7	1/31	1/8	1/15
962	2/14	2/7	1/15	1/22
963	2/21	2/14	1/22	1/29
964	2/28	2/21	1/29	2/5
965	3/6	2/28	2/5	2/12
966	3/13	3/6	2/12	2/19
967	3/20	3/13	2/19	2/26
968	3/27	3/20	2/26	3/4
969	4/3	3/27	3/4	3/11
970	4/10	4/3	3/11	3/18
971	4/17	4/10	3/18	3/25
972	4/24	4/17	3/25	4/1
973	5/1	4/24	4/1	4/8
974	5/8	5/1	4/8	4/15
975	5/15	5/8	4/15	4/22
976	5/22	5/15	4/22	4/29
977	5/29	5/22	4/29	5/6
978	6/5	5/29	5/6	5/13
979	6/12	6/5	5/13	5/20
980	6/19	6/12	5/20	5/27
981	6/26	6/19	5/27	6/3

ISSUE #	COVER DATE	ON SALE	AD CLOSE	MATERIALS DUE
982	7/3	6/26	6/3	6/10
983/984	7/10 - 17	7/3	6/10	6/17
985	7/24	7/17	6/24	7/1
986	7/31	7/24	7/1	7/8
987	8/7	7/31	7/8	7/15
988	8/14	8/7	7/15	7/22
989	8/21	8/14	7/22	7/29
990	8/28	8/21	7/29	8/5
991	9/4	8/28	8/5	8/12
992/993	9/11 - 18	9/4	8/12	8/19
994	9/25	9/18	8/26	9/2
995	10/2	9/25	9/2	9/9
996	10/9	10/2	9/9	9/16
997	10/16	10/9	9/16	9/23
998	10/23	10/16	9/23	9/30
999	10/30	10/23	9/30	10/7
1000	11/6	10/30	10/7	10/14
1001	11/13	11/6	10/14	10/21
1002	11/20	11/13	10/21	10/28
1003	11/27	11/20	10/28	11/4
1004	12/4	11/27	11/4	11/11
1005	12/11	12/4	11/11	11/18
1006	12/18	12/11	11/18	11/24
1007	12/25	12/18	11/24	12/2
1008/09	12/31 - 1/8	12/25	12/2	12/9

ISSUE DATES SUBJECT TO CHANGE



2020 U.S. ADVERTISING RATE CARD

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

PAGE	\$80,970
SPREAD	\$161,940
2 ND COVER SPREAD	\$194,090
3 RD COVER	\$89,305
4 TH COVER	\$101,210
REQUIRES MINIMUM 5 P4CBS	\$566,790

- ▶ **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.

MECHANICAL REQUIREMENTS

BINDING METHOD

Saddle Stitch

PRINTING PROCESS

Web Offset

	BLEED	TRIM	LIVE
FULL PAGE	8.125" x 10.75"	7.875" x 10.5"	7.375" x 10"
SPREAD	16" x 10.75"	15.75" x 10.5"	15.375" x 10"

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

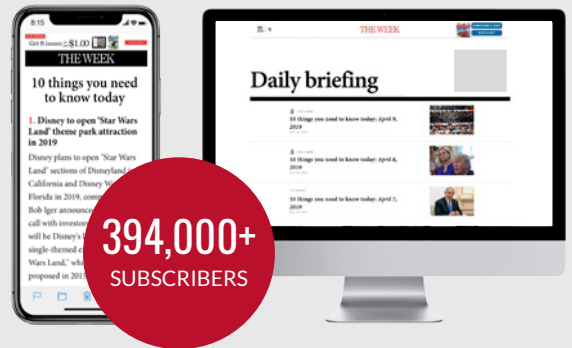
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Newsletter Sponsorship Opportunities

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



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

Today's Best Articles

The day's most popular articles from TheWeek.com

- **114,400+** subscribers | **24%** avg. unique open rate

Daily Business Briefing

The 5 most important business updates of the day

- **36,500+** subscribers | **26%** avg. unique open rate

The Good News

Highlighting a week's worth of feel-good stories

- **33,000+** subscribers | **33%** avg. unique open rate

Today's Top Cartoons

Daily compendium of political cartoons from all ideological perspectives

- **62,200+** subscribers | **34%** avg. unique open rate

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

DIGITAL SPECS

MOBILE

	SIZE	FILE SIZE	SUBSEQUENT SIZE	FORMATS ACCEPTED	SERVING
MOBILE SCROLL	320x50	60K	N/A	.jpg, .gif, HTML5	3rd
MOBILE LEADERBOARD	320x50	60K	N/A	.jpg, .gif, HTML5	3rd
MOBILE RECTANGLE	300x250	60K	N/A	.jpg, .gif, HTML5	3rd

VIDEO

IN-ARTICLE OUTSTREAM*	600x337	50MB	N/A	MP4	3rd
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DESKTOP

LEADERBOARD	728x90	60K	60K	.jpg, .gif, Flash, HTML5	3rd
HALF PAGE	300x600	60K	60K	.jpg, .gif, Flash, HTML5	3rd
RECTANGLE	300x250	60K	60K	.jpg, .gif, Flash, HTML5	3rd

NEWSLETTER

LEADERBOARD	728x90	40K	N/A	.jpg only	1st party
HALF PAGE	300x600	40K	N/A	.jpg only	1st party
SPONSORED LOGO	582x88	60K	N/A	.jpg only	1st party

*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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