

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.