Leading the American conversation for more than 100 years

“The in-flight magazine of Air Force One.” —NPR

“The most entertaining and intellectually agile magazine in the country.” —Vanity Fair

“The nation’s most interesting and most important political journal.” —George Will

“Your favorite political reporter’s favorite magazine.” —The Atlantic
Award-Winning Editorial Coverage

From Washington and beyond …

BREAKING NEWS

POLITICS
Health care, law, and media

CLIMATE
Green politics, life in a warming world

CULTURE
Books, film, TV, poetry
Politics

The Soapbox and the magazine

THE NEOCONS ARE LOSING.

A new anti-interventionist strain is gaining dominance in the GOP. The neoconservative part is still there. But there’s the administration for Putin, the failure of alliances, the hostility to war...

By Jordan Michael Smith
Illustration by Brian Stauffer

WHY AREN’T WE HAPPY?

Experts: Biden Doc Probe Should End in Six Months. Unless...

The Latest:

- Republicans Revive the Drug Wars for the Pandemic Age
- Conservatives “School Choice” Will Kill Public Schools for Wellness
- How the Right Fights Every Mass-Shooting Mass Distraction
- Biden’s Asylum Compromise Is a Homeland Bargain
- The Supreme Court Weighs Whether the Government Can Take Bank Records
- The Supreme Court Finally Finds a Way to Be Pro-Worker
- The Supreme Court Ticks Turkey and Sovereign Immunity
Environmental Hazards
Bolsonaro’s political and eco-violence in the Amazon

By Kate Aronoff

The Amazon Basin is a vital part of the planet’s carbon cycle, providing habitat for diverse species and playing a crucial role in regulating global climate. However, under Jair Bolsonaro’s presidency, Brazil has begun to reverse these protections in the name of economic development. The Brazilian government has approved plans for large-scale deforestation and concentrated agricultural expansion, which could have devastating impacts on local ecosystems and the global climate.

This week I spoke with a group of environmental activists in the Amazon rainforest, who told me that they feel that the future of their homes and communities is increasingly uncertain. They described how deforestation has led to increased erosion, soil degradation, and loss of biodiversity. They also spoke about the challenges of resisting the expansion of agribusiness and mining companies, which often use violence and intimidation to force local communities off their land.

The Amazon is a vital part of the global climate system and a source of clean water for millions of people. It is also home to millions of species, many of which are yet to be discovered. Protecting the Amazon is essential for the health of our planet and the well-being of its inhabitants.

Climate

Apocalypse Soon and the magazine

Climate Culture Wars

The Vegan Protectors of Spilling Milk in Supermarkets Are Right

The Case for Harassing the Climate Activists Among Us

This Could Be the Start of a Rural Anti-Tracking Coalition

CRIME AND FORESTRY

How is hungry for the last of Humanity’s farmed out growth. Little stands. In its way.

By Alexander Sammen

Editor’s Pick

The Midterms’ Surprising Lessons for 2024’s Gun Debate

Climate Reputations Really Aren’t That Radical—It Hardly Matters What the Climate Is

Russia Appeals to Israel’s Peacekeeping Mission in Syria

A Simple Way to Improve Our Energy Efficiency

A Simple Way to Improve Our Energy Efficiency
Culture

Critical Mass and the magazine

Respite From Loneliness
Cormac McCarthy experiments with friendship.

By Maggie Doherty

A NOVELIST'S DESIRE FOR SOCIAL CONNECTION

In this issue, we explore the deep connection between the work of the late Cormac McCarthy and the critical mass of literary influence. McCarthy's work, often overshadowed by his more popular contemporaries, has left a lasting impact on the world of literature. In this comprehensive analysis, we delve into the intricate relationship between McCarthy's novels and the critical mass of his influence.

Books & the Arts

The Love Song Of T.S. Eliot
For 26 years, Eliot wrote intense, passionate letters to Emily Hale. Should they change the way we read his poetry?

By Evan Kindley

When he died in 1948, T.S. Eliot left behind a treasure trove of love letters to his lifelong companion, Emily Hale. These letters, filled with deep emotion and intellectual curiosity, provide a unique glimpse into the mind of one of literature's most significant figures. In this article, we explore the impact of these letters on our understanding of Eliot's poetry and his relationship with Hale.

Movies & Television

I Fear My Point Is Invalid: Life Is a Fantasy of Numbness

By Philip Mason

ść

The Many Ways She Said Misees Its Own Point

The Grown Up Art of Amor

December 2022
Kevin McCarthy Officially Boot Schiff and Swalwell From House Intelligence Committee

Meanwhile, House Speaker is also pushing for a vote to remove from the Foreign Affairs Committee.

Who Is Brandon Johnson? More on the Chicago Mayoral Challenger With a History in Organizing

Cook County Commissioner Brandon Johnson says Chicago deserves a progressive mayor, "if we're going to invest in people.

U.S. Set To Send Tanks to Ukraine in Major Reversal From Biden Administration

As the United States plans to send Abrams tanks to Ukraine, Germany also confirms it will send its Leopard 2 tanks to the country.
Digital

In the know, inquisitive, engaged

Demographics

<table>
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<th>Gender</th>
<th>Age</th>
<th>Education</th>
<th>Household Income</th>
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<tbody>
<tr>
<td>64% male</td>
<td>41% age 45 and up</td>
<td>85% graduate+</td>
<td>32% $75k+</td>
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<tr>
<td>36% female</td>
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Viewership

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<tr>
<th>Users</th>
<th>New users</th>
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<tr>
<td>1.25 M</td>
<td>1.24 M</td>
<td>2.08 M</td>
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</table>

Sources: Google Analytics FY average, December 2022; Reader Survey, October 2021
Print

1,500 copies of each issue of The New Republic are distributed to U.S. legislative, judicial, and executive branches.

TNR reaches thought leaders throughout the nation and on the Hill.

Paid circulation: 60,000

Sources: Epsilon Research, August 2022; CDS fulfillment, December 2022
60% of TNR readers
• are or have been a senior or C-suite executive/owner, or
• have a net worth of more than $1 million, or
• have a household income of more than $100,000.

**Audience**

Active spenders, travelers, investors

**Chic Society**

High-society lives with high disposable income and affinity for travel and luxury. Active donors who spend via multiple channels across myriad categories.

- **$204,200** average income
- **58** average age

**292 index**

**Easy Street**

Typically older and educated—financially savvy, active investors, have the highest net worth of any niche and spend twice the average across many categories.

- **$208,000** average income
- **63** average age

**205 index**

Sources: TNR Reader Survey, March 2023; Epsilon Research, August 2022
## Audience

Charity-minded, cultured, well-read

<table>
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<tr>
<th>Causes</th>
<th>Passions</th>
<th>Investments</th>
<th>Spending Habits</th>
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<td>Humanitarian</td>
<td>Cultural/arts events</td>
<td>Investments</td>
<td>Advocacy/political publications</td>
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<td>317 index</td>
<td>317 index</td>
<td>227 index</td>
<td>1,526 index</td>
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<td>Gourmet foods</td>
<td>Stocks/Bonds</td>
<td>Business publications</td>
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<td>Photography</td>
<td>Insurance</td>
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<td>Wines</td>
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<td>Environment publications</td>
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<td>197</td>
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<td>Home improvements</td>
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<td>Health publications</td>
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<td></td>
<td>192</td>
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<td>997</td>
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</tbody>
</table>

Source: Epsilon Research, August 2022
An unduplicated, highly exclusive digital audience

97% of TNR's visitors do not read Mother Jones.

95% of TNR's visitors do not read Axios.

95% of TNR's visitors do not read The Nation.

94% of TNR's visitors do not read The New Yorker.

93% of TNR's visitors do not read The Hill.

90% of TNR's visitors do not read The Atlantic.

89% of TNR's visitors do not read Politico.

In the know, inquisitive, engaged

Source: SimilarWeb Visitors, February 2023
Social Followers

Twitter
177,200

Instagram
16,700

Facebook
159,000

LinkedIn
9,800
# Advertising Opportunities

## Print
- Full page
- 1/2 page horizontal
- 1/3 page vertical
- 2/3 page vertical

## Digital

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<tr>
<th>Web</th>
<th>Daily Newsletters</th>
<th>Dedicated Email</th>
<th>Series</th>
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<td>970 x 250</td>
<td>Custom sizes</td>
<td>Sponsor logo</td>
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<tr>
<td>300 x 250</td>
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<td></td>
<td>pencil ad</td>
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<tr>
<td>300 x 600</td>
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<td></td>
<td>100,000+ opt-ins</td>
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<td>320 x 50</td>
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<td>970 x 250</td>
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</table>

Ask for custom integration

## Podcast

*The Politics of Everything*
- Pre-, mid-, and post-rolls
- :30 and :60

## Events

- TNR Live
- TNR Salon book series
- The Run-Up Live

Ask for custom integration
Ohio has a reputation for moderation. But moderation in the Trump era has an entirely different meaning.

Emm a R oller

There are people who have structural disadvantages?

Hanif A b durr aqib

The presidential race may be a toss-up in North Carolina, but the state and national...
Welcome to Fighting Words, a weekly reckoning with life in a warming world—and the fight to save it.

Heather Souvaine Horn, deputy editor

---

**TNR Newsletters**

The New Republic has must-read newsletters every day of the week.

Whether a compilation of articles you can’t miss from TNR and beyond or one of our editors’ POV, TNR newsletters will keep you in the know.

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Subscription Count</th>
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<tbody>
<tr>
<td>TNR Daily</td>
<td>68,000</td>
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<tr>
<td>TNR Weekly</td>
<td>60,000</td>
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<tr>
<td>The Soapbox</td>
<td>9,100</td>
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<td>Critical Mass</td>
<td>8,700</td>
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<td>Power Mad</td>
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<td>Apocalypse Soon</td>
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<tr>
<td>Fighting Words by Michael Tomasky*</td>
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<tr>
<td>The Run-Up by Segers &amp; Strauss**</td>
<td>2,700</td>
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<tr>
<td>The Ticker***</td>
<td>1,300</td>
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</tbody>
</table>

Advertising opportunities: Banners and paid post sponsorships (100% SOV)

*Created February 2022
**Created June 2022
***Created November 2022
Dedicated Emails

Making A Clean Break: Ethical Investing For A Sustainable Future
A guide to fossil fuel free investing

Dear Friend,

As a New Republic reader, you know that the climate crisis poses an unprecedented threat to humanity. To avoid the most catastrophic effects of climate change, we need to reduce greenhouse gas emissions and transition to a clean economy. Join us for a free day of in-person and virtual fitness and fun on January 8th! Register now.

STRANGER AT THE GATE

Join us for a CINEMATTERS screening on Jan 16 at 3pm. This film centers on the anti-war movement in the United States and offers a reflection of our editorial policy; nor does it determine the content of any way. We depend on advertisers like this to help fund our independent journalism. Thank you for your support.

BLACK MOTHERS LOVE & RESIST

We're excited to share with you Season 6 of Revisionist History. Malcolm Gladwell’s podcast about the overlooked and the misunderstood. Every episode re-examines something from the past and asks whether we got it right the first time.

We've got to warn you, the new season is completely unbound. Malcolm is finally out of the house, and taking you into the streets, and under the sea. He plays chicken with cars. An Oscar winner helps him remake fairy tale history. He dives into your dirty laundry. We haven’t quite decided who he riles up most. College elitists? Nine year old girls? You’ll have to hear it for yourself to find out.

INTRODUCING: REBUILDING AMERICAN DEMOCRACY

Help fund our winning strategy in 2023. Donate today and your gift will be matched to double your impact.

Subscribe to our newsletter

100,000+ opt-ins
Podcast:
The Politics of Everything

Ad creative:
:30/:60 pre-, mid-, and post-rolls
New for 2023: live events—TNR Influencers series and TNR Thought Leader Roundtables

Ask for custom integrations for these and all of our events.
# Net Rates

<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
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<td>$10,000 Full page 4C</td>
<td>$30 CPM</td>
<td>$1,000 per unit</td>
<td>$6,000 per email</td>
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# 2023 Editorial Calendar

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<tr>
<td>April</td>
<td>Earth Week Digital only</td>
<td>02/15/23</td>
<td>02/22/23</td>
<td>03/21/23</td>
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<td>May</td>
<td>The Future of Work Digital only</td>
<td>03/22/23</td>
<td>03/29/23</td>
<td>04/25/23</td>
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<td>Cybersecurity Policy / Pride / The Supreme Court Digital only</td>
<td>04/19/23</td>
<td>04/26/23</td>
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<td>July</td>
<td>Gen Z in Politics Digital only</td>
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<td>Most Important Political Films</td>
<td>05/24/23</td>
<td>05/31/23</td>
<td>06/27/23</td>
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<td>August</td>
<td>TNR Picks: Political TV and Film Preview Digital only</td>
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<td>September</td>
<td>TNR Picks: Political Books Preview / Living in a Warming World Digital only</td>
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<td>Sustainable Futures Print+Digital</td>
<td>07/12/23</td>
<td>07/19/23</td>
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<td>October</td>
<td>Banned Book Week Digital only</td>
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<td>Fall Books Print+Digital</td>
<td>08/16/23</td>
<td>08/23/23</td>
<td>09/19/23</td>
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<td>November</td>
<td>The Future of Health Care Digital only</td>
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<td>American Innovation Print+Digital</td>
<td>09/20/23</td>
<td>09/27/23</td>
<td>10/24/23</td>
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<td>State of the Unions Print+Digital</td>
<td>11/29/23</td>
<td>12/06/23</td>
<td>01/02/24</td>
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*Themes subject to change*
Thank you

Tony Bolinsky
Sales director, The New Republic

Tbolinsky@tnr.com
646.779.8010