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Politics
Election 2024, Congress, Supreme Court Watch, Media

CLIMATE
Energy, Politics, Environment, Green Living

CULTURE
Books, Film, Television, Poetry
Environmental Hazards
Bolsonaro's political and eco-violence in the Amazon
By Kate Aronoff

This meeting was organized by the Brazilian Environmental Movement in opposition to Jair Bolsonaro's administration's policies. The meeting was held in Belo Horizonte, the capital of Minas Gerais state, to discuss the impact of Bolsonaro's policies on the Amazon and the need for support from the international community. The meeting was attended by representatives from various environmental organizations, indigenous groups, and civil society. The meeting condemning Bolsonaro's policies and demanding his resignation. The meeting concluded with a call for action to mobilize and mobilize the Amazon for a greener future.

CRIME AND FORESTRY

Changing How We Live

Inside the Battle Between Big Ag and Lab-grown Meat

Indoor Air Quality is the Next Big Climate Worry

Could Climate Change Kill Backyard Skating Rinks?

Climate

Elon Musk's Open Secret

The Turkey Pound tea Perfect Example of Our Very Bland Politics

By Alexander Crammen

A new report by the National Resource Defense Council (NRDC) has revealed that climate change is already having a devastating impact on the Amazon rainforest. The report, titled "Bolsonaro's Political and Eco-Violence in the Amazon," highlights the role of Brazil's President Jair Bolsonaro in destroying the Amazon's biodiversity and pushing the country towards environmental collapse. The report calls for urgent action to protect the Amazon and address the climate crisis.

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Breaking News
Digital

In the know, inquisitive, engaged

Demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Education</th>
<th>Household Income</th>
</tr>
</thead>
<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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36% female

Viewership

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<tr>
<th>Users</th>
<th>New users</th>
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<tr>
<td>3.4 M</td>
<td>3.1 M</td>
<td>7.9 M</td>
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Sources: Google Analytics, November 2023; 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, January 2023
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.

**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

**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

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>Cultural/arts events</td>
<td>Investments</td>
<td>Advocacy/political publications</td>
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<td>317 index</td>
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<td>Gourmet foods</td>
<td>Stocks/Bonds</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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</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
<table>
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<th>Social Platform</th>
<th>Followers</th>
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<tbody>
<tr>
<td>X (formerly known as Twitter)</td>
<td>175,000</td>
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<tr>
<td>Facebook</td>
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<tr>
<td>Instagram</td>
<td>19,000</td>
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<tr>
<td>LinkedIn</td>
<td>10,100</td>
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**Advertising Opportunities**

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

**Digital**
- **Web**
  - 970 x 250
  - 300 x 250
  - 300 x 600
  - 320 x 50
- **Newsletters**
  - 970 x 250
  - 300 x 250
- **Dedicated Email**
  - Custom sizes
  - **120,000+ opt-ins**
- **Video ads**
  - Pre- and mid-rolls
  - :15 and :30

**Ask for custom integration**

**Podcast**
- *The Daily Blast with Greg Sargent*
  - Pre-, mid-, and post-rolls
  - :30 and :60
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into how peace was built and the hard work so many are still doing to

On the Road in the Emerald Isle

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Again. Is Anyone Listening?

He’s telling us what he will do to his political enemies if he’s president

Moderate Divide Within the Democratic Party.

Decades after deregulation, is the system at a breaking point?

What’s Causing Those Airline Close Calls?

By Alex Shephard

By Liz Jackson, Rua Williams

By Timothy Noah

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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.

TNR Daily ........................................ 97,720
TNR Weekly .................................... 57,634
Politics ........................................... 12,481
Culture .......................................... 11,802
Power Mad by Jason Linkins .............. 11,704
Climate .......................................... 11,395
Breaking News ................................. 10,613
Fighting Words by Michael Tomasky .... 7,754
Inside Washington by Grace Segers* .... 7,125

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

*Created November 2023
Dear Friend,

As a reader of The New Republic, you know that the climate crisis poses an unprecedented threat to humanity. We believe that we need to reduce greenhouse gas emissions and stop investing in fossil fuel companies.

If you have a TNR email, please update your profile to resume receiving them.

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. We believe that we need to reduce greenhouse gas emissions and stop investing in fossil fuel companies.

If you have an email or another investment to save for the future:

- Does it align with your values and keep your money out of coal, oil, and gas companies?
- Or, like so many investments, does it invest in fossil fuel companies that harm the environment and that you do not want to support?

Starting this year, you can join the thousands of individuals and institutions who have stopped investing in environmentally harmful industries, such as tobacco, nuclear weapons and start investing fossil fuel free.

Click the image below to receive our free guide to fossil fuel free investing.

123,000+ opt-ins
Events

Join us as we take *The New Republic* on the road ...

Ask for custom integrations for these and all of our events.

2024 Opportunities

Monthly .......... The Best Political Trivia Night in D.C.
January .......... America in Crisis/New York
February .......... Stop Trump Summit Tour/Los Angeles
March ............ Stop Trump Summit Tour/Phoenix
April ............ Stop Trump Summit Tour/Atlanta
April 24 .......... Right to Read Day/Miami
April 25 .......... Political Influencer Awards
May ............... Stop Trump Summit Tour/Detroit
June 6 .......... Moms' Summit Against Guns
July 2 .......... Stop Trump Summit Tour/Philadelphia
July 16 .......... Stop Trump Summit Tour/Milwaukee
August 19 ......... Stop Trump Summit Tour/Chicago
October .......... TNR Banned Books Tour/Multiple locations
October 20 ...... Stop Trump Summit Tour/D.C.

More to come!
# Net Rates

<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
<th>Newsletter</th>
<th>Dedicated Email</th>
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<tr>
<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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<tr>
<td>$7,200 2/3 vertical 4C</td>
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<tr>
<td>$5,500 1/2 horizontal 4C</td>
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<tr>
<td>$3,600 1/3 vertical 4C</td>
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## 2024 Editorial Calendar

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<tr>
<th>Date</th>
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<th>On Sale</th>
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<tbody>
<tr>
<td>Jan/Feb</td>
<td>Digital only</td>
<td>Oscar Previews</td>
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<tr>
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<td>Print+Digital</td>
<td>State of the Unions</td>
<td>2/14/24</td>
<td>2/21/24</td>
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<td>March</td>
<td>Print+Digital</td>
<td>The Primaries</td>
<td>1/10/24</td>
<td>1/17/24</td>
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<td>Earth Week</td>
<td>2/14/24</td>
<td>2/21/4</td>
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<td>Print+Digital</td>
<td>Spring Books</td>
<td>2/14/24</td>
<td>2/21/24</td>
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<tr>
<td>May</td>
<td>Digital only</td>
<td>Future of Work</td>
<td>3/20/24</td>
<td>3/27/24</td>
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<td>June</td>
<td>Print+Digital</td>
<td>Supreme Court, Women’s Rights, Abortion and the Election; Technology in Politics</td>
<td>4/17/24</td>
<td>4/24/24</td>
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<td>July/Aug</td>
<td>Digital only</td>
<td>Democratic Convention</td>
<td>5/22/24</td>
<td>5/29/24</td>
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<td>Print+Digital</td>
<td>110th Anniversary Issue; Follow the Money</td>
<td>5/22/24</td>
<td>5/29/24</td>
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<td>September</td>
<td>Digital only</td>
<td>Sustainable Futures, Life in a Warming World</td>
<td>7/10/24</td>
<td>7/17/24</td>
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<td>Print+Digital</td>
<td>The Economy</td>
<td>7/10/24</td>
<td>7/17/24</td>
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<tr>
<td>October</td>
<td>Digital only</td>
<td>Banned Books</td>
<td>8/14/24</td>
<td>8/21/24</td>
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<tr>
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<td>Print+Digital</td>
<td>Fall Books</td>
<td>8/14/24</td>
<td>8/21/24</td>
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<td>November</td>
<td>Print+Digital</td>
<td>Elections 2024</td>
<td>9/18/24</td>
<td>9/25/24</td>
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<td>December</td>
<td>Print+Digital</td>
<td>Postelection; Democracy Today; Holiday Books</td>
<td>10/30/24</td>
<td>11/06/24</td>
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<td>Print+Digital</td>
<td>America 2025</td>
<td>11/27/24</td>
<td>12/04/24</td>
</tr>
</tbody>
</table>

*Themes subject to change
Thank you

Tony Bolinsky
Sales director, The New Republic

Tbolinsky@tnr.com
646.779.8010