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

Politics
Election 2024, Congress, Supreme Court Watch, Media

CLIMATE
Energy, Politics, Environment, Green Living

CULTURE
Books, Film, Television, Poetry
THE NEOCONS ARE LOSING.

A new generation of strategic thinkers is gaining influence in the State Department, the Defense Department, and elsewhere. The neoconservative approach to foreign policy is falling out of favor.

By Jordan Michael Smith
Illustration by Brian Stauffer

WHY AREN'T WE HAPPY?

The nation is divided, the economy is struggling, and the future is uncertain. But what's really going on?

By Timothy Noah
Illustration by Rebecca Davis

STATE OF THE NATION

Miller's Mayhem

The troll under the bridge at Trump's White House isn't a lawyer, but he plays one in his new nonprofit.

By Timothy Noah
Illustration by Rebecca Davis

Down By Law

The bizarre reason a Colorado judge didn't disqualify Trump from running in 2024.

By David French
Illustration by Brian Stauffer
Environmental Hazards
Bolsonaro’s political and eco-violence in the Amazon

By Kate Aronoff

THE SOUTH BEND Journal and just as
theexisting of Amazonian deforestation
was about to begin, it was reported.
Environmental issues are often
swept under the rug due to the
political climate. The citizens of Brazil,
in particular, are suffering from
eco-violence in the Amazon. This
violence is being committed by armed
forces, who are destroying the
ecosystem in the process.

The Brazilian government has been
accused of engaging in illegal
logging and mining activities in the
Amazon. This has led to the
destruction of countless acres of
rainforest, resulting in the loss of
important biodiversity.

The Brazilian government has
also been accused of failing to
protect indigenous peoples’ rights.
Indigenous peoples have been
forced to leave their homes in
order to make way for deforestation.

This violence is not only
damaging the environment but
also the people who depend on it for
their livelihoods. Many individuals
have lost their homes and
livelihoods due to these
violations.

The citizens of Brazil are
suffering from the effects of
this violence. The Amazon is
an irreplaceable part of Brazil’s
national identity and an integral
community for the indigenous
peoples who live there.

The Brazilian government
must take responsibility for its
actions and work towards
protecting the Amazon.

The citizens of Brazil must
also come together to support
those affected by this violence.

Together, we can make a
difference.让我们共同
努力，为保护亚马逊做出贡献。

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Culture

Books & the Arts

Respite From Loneliness
Cormac McCarthy experiments with friendship.

By Maggie Doherty

A NOVEL by Cormac McCarthy

McCarthy’s new novel, “The Luminaries,” is a sprawling, sweeping epic that follows the lives of several characters in 19th-century New York City. The story is told through the perspectives of 13 different narrators, each with their own unique voice and style. The novel explores themes of love, betrayal, power, and the human condition.

By Maggie Doherty

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 Isaac Tigrett

Nicolas Cage Can’t Escape Himself in Drood Scenario
Nicolas Cage’s latest performance is a tour de force of|- -|

Movies TV

The Irish Age of Malcasa Moss of the Pickle Elite
In a society where malnutrition and poverty are widespread, the Pickle Elite are a group of wealthy, powerful individuals who use their influence to maintain their status.

The Fall of the House of Usher Is All Over the Place
The story of the fall of the House of Usher is a classic tale of Gothic horror, with elements of the supernatural and the macabre.

December 2022

Books & the Arts

By Maggie Doherty

The Power of the Word
McCarthy’s new novel, “The Luminaries,” is a sprawling, sweeping epic that follows the lives of several characters in 19th-century New York City. The story is told through the perspectives of 13 different narrators, each with their own unique voice and style. The novel explores themes of love, betrayal, power, and the human condition.

By Isaac Tigrett

Nicolas Cage Can’t Escape Himself in Drood Scenario
Nicolas Cage’s latest performance is a tour de force of...
Kevin McCarthy Officially Boots Schiff and Swalwell From House Intelligence Committee

Meanwhile, the House speaker is also pushing for a vote to remove Ilhan Omar 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 “who’s not just in power to maintain the status quo.”

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 confirmed it will send its Leopard 2 tanks to the country.
Digital

In the know, inquisitive, engaged

Demographics

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

<table>
<thead>
<tr>
<th>Users</th>
<th>Page views</th>
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<tbody>
<tr>
<td>3.8 M</td>
<td>13.3 M</td>
</tr>
</tbody>
</table>

Sources: Google Analytics, three-month average, March 2024; TNR 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

---

**Demographics**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>25% female</td>
<td>64% age 45 and up</td>
<td>16% grad school</td>
</tr>
<tr>
<td>75% male</td>
<td></td>
<td>64% college+</td>
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**Financial Strength**

<table>
<thead>
<tr>
<th>Average Household Income</th>
<th>Net Worth</th>
</tr>
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<tbody>
<tr>
<td>12% $250k+</td>
<td>44% $750k+</td>
</tr>
<tr>
<td>62% $75k+</td>
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</tbody>
</table>

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**Location**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midwest</td>
<td>19%</td>
</tr>
<tr>
<td>South</td>
<td>28%</td>
</tr>
<tr>
<td>West</td>
<td>27%</td>
</tr>
<tr>
<td>Northeast</td>
<td>25%</td>
</tr>
</tbody>
</table>

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.

**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>
<thead>
<tr>
<th>Causes</th>
<th>Passions</th>
<th>Investments</th>
<th>Spending Habits</th>
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</thead>
<tbody>
<tr>
<td>Humanitarian</td>
<td>Cultural/arts events</td>
<td>Investments</td>
<td>Advocacy/political publications</td>
</tr>
<tr>
<td>317 index</td>
<td>317 index</td>
<td>227 index</td>
<td>1,526 index</td>
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<tr>
<td>Liberal politics</td>
<td>Gourmet foods</td>
<td>Stocks/Bonds</td>
<td>Business publications</td>
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<tr>
<td>308</td>
<td>217</td>
<td>197</td>
<td>1,472</td>
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<tr>
<td>Wildlife/environment</td>
<td>Photography</td>
<td>Insurance</td>
<td>Special interest publications</td>
</tr>
<tr>
<td>301</td>
<td>202</td>
<td>131</td>
<td>1,345</td>
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<tr>
<td>Charitable</td>
<td>Wines</td>
<td>Home improvements</td>
<td>Environment publications</td>
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<tr>
<td>197</td>
<td>193</td>
<td>192</td>
<td>1,264</td>
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Source: Epsilon Research, August 2022
An unduplicated, highly exclusive digital audience

<table>
<thead>
<tr>
<th>Magazine/Website</th>
<th>Percentage of Visitors who do not read</th>
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<tbody>
<tr>
<td>Mother Jones</td>
<td>97%</td>
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<tr>
<td>Axios</td>
<td>95%</td>
</tr>
<tr>
<td>The Nation</td>
<td>95%</td>
</tr>
<tr>
<td>The New Yorker</td>
<td>94%</td>
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<tr>
<td>The Hill</td>
<td>93%</td>
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<tr>
<td>The Atlantic</td>
<td>90%</td>
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<tr>
<td>Politico</td>
<td>89%</td>
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</table>

In the know, inquisitive, engaged

Source: SimilarWeb Visitors, February 2023
<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
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<tbody>
<tr>
<td>X (formerly known as Twitter)</td>
<td>178,700</td>
</tr>
<tr>
<td>Facebook</td>
<td>160,000</td>
</tr>
<tr>
<td>Instagram</td>
<td>19,800</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>9,000</td>
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</table>
Advertising Opportunities

Print

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

Digital

<table>
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<tr>
<th></th>
<th>Newsletters</th>
<th>Dedicated Email</th>
<th>Video ads</th>
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</thead>
<tbody>
<tr>
<td>Web</td>
<td>970 x 250</td>
<td>970 x 250</td>
<td>Pre- and mid-rolls</td>
</tr>
<tr>
<td></td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>:15 and :30</td>
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<tr>
<td></td>
<td>300 x 600</td>
<td>Custom sizes</td>
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<tr>
<td></td>
<td>320 x 50</td>
<td>120,000+ opt-ins</td>
<td></td>
</tr>
</tbody>
</table>

Ask for custom integration

Podcast

The Daily Blast with Greg Sargent

- Pre-, mid-, and post-rolls
- :30 and :60
Special Digital Offer

For 2024, we promise to over-deliver on all digital plans by a minimum of 10%.
Present your content—e.g., survey results, white paper—on NewRepublic.com.
Dear Friend,

As a reader of The New Republic, you know that the climate crisis poses an unprecedented threat to humanity. We believe in the power of film to educate and inspire action on this urgent issue.

This week, we’re proud to present CINEMATTERS, a series of impactful films with a goal to engage the community toward a more democratic, inclusive, and just society. In the spirit of Dr. King’s legacy, our ultimate goal is to promote social action that leads to positive change in our society and beyond.

BLACK MOTHERS LOVE & RESIST

Join us for Cinematters screenings on Jan 16 + 18, 2023. Cinematters presents impactful films with a goal to engage the community toward a more democratic, inclusive, and just society. In the spirit of Dr. King’s legacy, our ultimate goal is to promote social action that leads to positive change in our society and beyond.

STRANGER AT THE GATE

When a wolf pup from the Junction Butte pack followed the sound of howling wolves, or the smell of a meal, she might have set a paw across the invisible, man-made boundary of Yellowstone National Park.

The last thing this pup ever imagined was that she was being lured to an unexpected turn. Now, she faces a new kind of danger — and she’s not alone. The future of Yellowstone’s wolves is in the balance.

MOORE V. HARPER

The Brennan Center for Justice Team

Dispelling the myth of voter fraud is a Brennan Center priority. We counter misinformation with data. >> We shaped the public discourse around the Moore v. Harper case across party lines. Using our findings, we produced a two-minute explainer video—an easy-to-understand animation breaking down how four key facts helped drive our campaign. Watch the video in English or Spanish.

ALERT: This is a sponsored message and is not an endorsement or reflection of our editorial policy; nor does it determine the content of The New Republic.

Enjoy the films!

The New Republic, 1 Union Sq W Fl 6 New York, NY 10003-3303 USA

Update your personal preferences for <<Email Address>>.

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The Brennan Center for Justice

Cinematters is copresented by The Carole Zabar Center for Film and The Joseph Stern Center.

DONATE $125 = $250

Donate today and your gift will be matched to double your impact.

132,600+ opt-ins
Podcast

THE DAILY BLAST
WITH GREG SARGENT

Every morning, renowned political expert Greg Sargent takes a critical look at the day’s hottest stories and speaks directly with America’s most influential power players.

Past guests include:

David Axelrod
Former Obama strategist

Senator Michael Bennet

Paul Krugman
New York Times columnist

Barbara McQuade
Former federal prosecutor

Representative Ruben Gallego

Representative Colin Allred

Opportunities:
Pre-, mid-, and post-rolls :30 and :60
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
- **April 25** .......... Political Influencer Awards
- **May** ............... Stop Trump Summit Tour/Philadelphia
- **June 8** .......... Right to Read Day/Miami
- **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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<tbody>
<tr>
<td><strong>$10,000</strong> Full page 4C</td>
<td><strong>$30</strong> CPM</td>
<td><strong>$1,000</strong> per unit</td>
<td><strong>$6,000</strong> per email</td>
</tr>
<tr>
<td><strong>$7,200</strong> 2/3 vertical 4C</td>
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<td></td>
<td></td>
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<tr>
<td><strong>$5,500</strong> 1/2 horizontal 4C</td>
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<tr>
<td><strong>$3,600</strong> 1/3 vertical 4C</td>
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## 2024 Editorial Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Theme*</th>
<th>Print Ad Close Date</th>
<th>Ads Due</th>
<th>On Sale</th>
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<tbody>
<tr>
<td>March</td>
<td>Print+Digital The Primaries</td>
<td>1/10/24</td>
<td>1/17/24</td>
<td>2/13/24</td>
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<tr>
<td>April</td>
<td>Digital only Earth Week</td>
<td></td>
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<tr>
<td></td>
<td>Print+Digital Spring Books</td>
<td>2/14/24</td>
<td>2/21/24</td>
<td>3/19/24</td>
</tr>
<tr>
<td>May</td>
<td>Digital only Future of Work</td>
<td></td>
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<tr>
<td>June</td>
<td>Print+Digital Supreme Court, Women's Rights, Abortion and the Election; Technology in Politics</td>
<td>4/17/24</td>
<td>4/24/24</td>
<td>5/21/24</td>
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<tr>
<td>July/Aug</td>
<td>Digital only Democratic Convention</td>
<td></td>
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<td></td>
<td>Print+Digital 110th Anniversary Issue; Follow the Money</td>
<td>5/22/24</td>
<td>5/29/24</td>
<td>6/25/24</td>
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<tr>
<td>September</td>
<td>Digital only Sustainable Futures, Life in a Warming World</td>
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<tr>
<td></td>
<td>Print+Digital The Economy</td>
<td>7/10/24</td>
<td>7/17/24</td>
<td>8/13/24</td>
</tr>
<tr>
<td>October</td>
<td>Digital only Banned Books</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Print+Digital Fall Books</td>
<td>8/14/24</td>
<td>8/21/24</td>
<td>9/17/24</td>
</tr>
<tr>
<td>November</td>
<td>Print+Digital Elections 2024</td>
<td>9/18/24</td>
<td>9/25/24</td>
<td>10/22/24</td>
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<tr>
<td>December</td>
<td>Print+Digital Postelection; Democracy Today; Holiday Books</td>
<td>10/30/24</td>
<td>11/06/24</td>
<td>12/03/24</td>
</tr>
<tr>
<td>Jan/Feb 2025</td>
<td>Print+Digital America 2025</td>
<td>11/27/24</td>
<td>12/04/24</td>
<td>12/31/24</td>
</tr>
</tbody>
</table>

*Themes subject to change
Thank you

Tony Bolinsky
Sales director, The New Republic

Tbolinsky@tnr.com
646.779.8010