



THE NEW REPUBLIC

20
14

MEDIA KIT

Print
Online
Mobile
Event
Social



**100 YEARS OF
EXCEPTIONAL WRITING**

NEW REPUBLIC

A CENTURY OF LEADING THE CONVERSATION

In November 2014, The New Republic will turn 100, marking a century-long tradition of providing context and analysis beyond the daily headlines. Under the leadership of Chris Hughes, our owner with an unrivaled digital background, The New Republic redesigned both the magazine and the website in 2013 to reposition itself as the most prominent media brand of the 21st century. In 2014, The New Republic will celebrate its centennial by continuing to innovate and grow across platforms, while maintaining a commitment to providing serious, thought-provoking journalism that challenges and inspires readers.



LEADERSHIP

CHRIS HUGHES

PUBLISHER & EDITOR-IN-CHIEF

*Facebook Co-Founder &
Obama 2008 Digital Campaign Strategist*

FRANKLIN FOER

EDITOR

Prolific Journalist, Editor and Author

JENNIFER HICKS

VP OF ADVERTISING

*Experienced & Connected
Industry Professional*

DIRK BARNETT

CREATIVE DIRECTOR

Award-Winning Designer

SLOAN EDDLESTON

COO

Former Bain Consultant



MULTI-PLATFORM

NEW REPUBLIC

THE NEW REPUBLIC ACROSS CONSUMER TOUCH POINTS

The New Republic has evolved from a print magazine into a media company that produces thought-provoking events, a responsive website designed for social conversations and a mobile lifestyle, a cutting-edge tablet app for the magazine, 19 print issues a year, and in 2014, the launch of native mobile and tablet apps.

At the forefront of new media technology, The New Republic has expanded its relationship with consumers across platforms to provide an engaging reading experience in print, on your phone, and on your tablet.



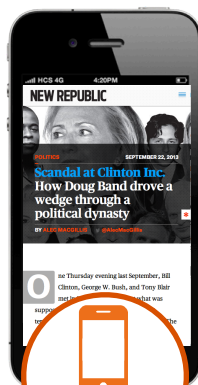
Website



Print



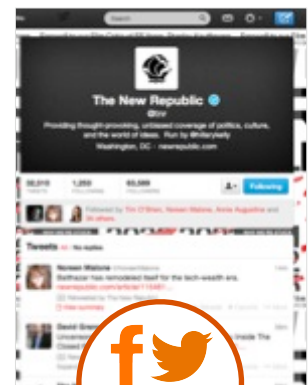
Tablet



Mobile



Events



Social



POLITICS, CULTURE & BIG IDEAS

In 1914, the founding editors wrote, “If The New Republic could bring sufficient enlightenment to the problems of the nation and sufficient sympathy to its complexities, it would service all those who feel the challenge of our time.” One century later, The New Republic remains committed to the mission of its founders.

The New Republic pursues important and timely topics ranging from politics to technology to arts and culture. Tailored for smart, curious and socially aware readers, our journalism does not just tell interesting stories, but always asks why these stories matter and why a leader should care. We connect the dots, the disparate facts of our reporting, and synthesize them to provide another layer of understanding.

INDUSTRY RECOGNITION

*2013 ASME award nomination in the category of
“literary, political & professional magazines”*

*2013 finalist for Adweek’s Hot List in the categories of
“hottest thought leader” and
“hottest reborn magazine”*

DESIGN AWARDS

*Winner of the 2013
International Motion Art Award from AI-AP*

Winner of the 2013 Communications Arts Award

THE ANTHROPOLOGY OF POWER

"The New Republic is about big idea journalism. We provide influential audiences a lively, intellectually-stimulating source for politics, culture and big ideas that informs the way readers look at the world and enables them to shape society."

-Chris Hughes

PRINT FEATURES

In every issue, The New Republic features ambitious, longform journalism that offers readers analysis, context and perspective.

Investigative reports with a compelling narrative quality

Thought-provoking essays that change your outlook

Incisive profiles written by journalism heavyweights

Bold photo essays that capture extraordinary places, faces and moments in the culture

COLUMNS

From the Stacks – A dive into The New Republic archives. What resonated then and how it sparks your interest now

Lifer – A person of note viewed through an illuminating lens

The Jargonist – Understanding a subculture by the way they speak

Cyclorama – Wit and style shape a new form of infographic storytelling

Washington Diarist – Leon Wieseltier's erudite and idiosyncratic views on politics and culture

Fly Paper – High-profile individuals share their high/low favorite fortnight reads

BOOKS & THE ARTS

The Books & the Arts section invites the reader to indulge in the highest levels of aesthetic experience. From Virginia Woolf and John Updike to Joyce Carol Oates and Michael Lewis, The New Republic maintains a strong tradition of publishing writing from the best minds in culture and the arts. The book reviews are among the most well-crafted, thoughtful, and intellectual critiques in publishing.



REACHING INFLUENTIALS WHO SET THE NATION'S COURSE

Our readers seek out the best. They are professionally successful, well-read, civic minded, intellectually savvy, affluent, patrons of the arts, world travelers & active consumers.

MAGAZINE NATIONAL CIRCULATION OF 42,000 AND GROWING

ACHIEVERS

| | |
|---------------------------|-------------|
| Median Age | 57 |
| Average HHI | \$177,000 |
| Average Investable Assets | \$1,100,000 |
| Male/Female | 80/20% |
| Graduate Degree | 76% |

THE NEW REPUBLIC'S THOUGHT & BUSINESS LEADERS

| | |
|---|-----|
| Senior Management, C-Level, or Business Owner | 30% |
| Registered Voters | 95% |
| Donate Regularly to Charity | 76% |
| Serve on Charitable, Corporate or Other Board | 26% |
| Written Articles/Books About Politics | 25% |
| Member of a Museum/Arts Organization | 68% |
| Own a Tablet Device | 53% |
| Own an eReader | 48% |

Source: 2013 Subscriber Study

THE NEW REPUBLIC'S DC PENETRATION

- The New Republic was personally selected by President Obama to read on Air Force One
- The New Republic has deep penetration on Capitol Hill with 3 copies delivered to each House and Senate office
- The White House requests 30 copies of the print magazine

SPHERES OF INFLUENCE

- Washington, DC
- New York
- Silicon Valley
- Chicago



RATES + SPECIFICATIONS

NEW REPUBLIC

| Four-Color | 1x | 6x | 12x |
|---------------|---------|---------|---------|
| FULL PAGE | \$8,720 | \$7,412 | \$6,540 |
| 2/3 PAGE | \$6,794 | \$5,775 | \$5,096 |
| 1/2 PAGE | \$6,795 | \$4,450 | \$3,927 |
| 1/3 PAGE | \$4,045 | \$3,438 | \$3,034 |
| Black & White | 1x | 6x | 12x |
| FULL PAGE | \$6,986 | \$5,938 | \$5,240 |
| 2/3 PAGE | \$5,446 | \$4,629 | \$4,084 |
| 1/2 PAGE | \$4,167 | \$3,557 | \$3,139 |
| 1/3 PAGE | \$3,239 | \$2,753 | \$2,429 |

All rates quoted are net.

Mechanical Requirements

- Final Trim: **w** 8" x **h** 10^{1/2}"
- Editorial Grid: 7" x 9^{1/2}"
- Spread Trim: 16" x 10^{1/2}"
- 2/3 page: 4^{5/8}" x 9^{1/2}"
- 1/2 page horizontal: 7" x 4^{5/8}"
- 1/2 page island: 4^{5/8}" x 6^{5/8}"
- 1/3 page vertical: 2^{1/4}" x 9^{1/2}"
- 1/3 page square: 4^{5/8}" x 4^{5/8}"

Bleeds Must extend 1/8" beyond trim.

Safety 1/4" on all sides.

Materials Press-ready CMYK PDF. Proof optional.

Process Web offset.

Binding Saddle stitching.

Premium Positions

Cover 2 add 15% | Cover 3 add 15% | Cover 4 add 20%

iPad Creative Requirements

Reserving ad space in the print magazine includes a placement in the tablet app version of the issue. Please submit two JPEG duplicates of the print creative in the dimensions below, along with a hyperlink and detailed description of its placement.

High Definition: **w**1536px x **h** 2048px

Standard Definition: **w**768px x **h**1024px

Business Reply Cards Priced at the earned 1/3 page rate above. Must be accompanied by a full page ad and pre-supplied to meet specifications.

Pre-Supplied Inserts Please inquire about insertion specifications and deadlines. Rates below:

1 page | 2 sides

Earned full page rates above, less 35%

2 page | 4 sides

Earned full page rates above, less 40% x2

4 page | 8 sides

Earned full page rates above, less 45% x4

8 page | 16 sides

Earned full page rates above, less 50% x8

Please submit creative to Serena Parr at sparr@tnr.com.



POLITICS, CULTURE AND BIG IDEAS ON THE WEB

NewRepublic.com is a website of up-to-the minute coverage and discourse that encourages social interaction and dialogue. We support commentary that brings the conversation to new levels, and we praise the thinkers bold enough to share opposing viewpoints.

NewRepublic.com is built in HTML5 and configured to make reading longform journalism socially interactive and seamless across devices. It caters to educated, active and independent readers not only in its content but also by highlighting the most thought-provoking comments in the margins of all articles. The responsive redesigned website forges a modern user experience by syncing reading across devices and offering audio of all articles to subscribers.

NEWREPUBLIC.COM MONTHLY TRAFFIC

| | |
|-----------------|-----------|
| Unique Visitors | 1,504,000 |
| Pageviews | 3,000,000 |

Source: comScore, January 2014

ACHIEVERS

| | |
|------------------|----------|
| Median Age | 39 |
| Male/Female | 71/29% |
| Median HHI | \$73,640 |
| Registered Voter | 48% |
| Graduate Degree | 11% |

Source: comScore, December 2013 Desktop

NEW REPUBLIC

For \$34.97/year, a subscriber can enjoy the print magazine, the digital edition and enhanced access to our online community, including cross-syncing of devices and audio, plus invitations to subscriber-only events.



RE-IMAGINED WEBSITE OFFERS SINGLE ADVERTISER INTEGRATION

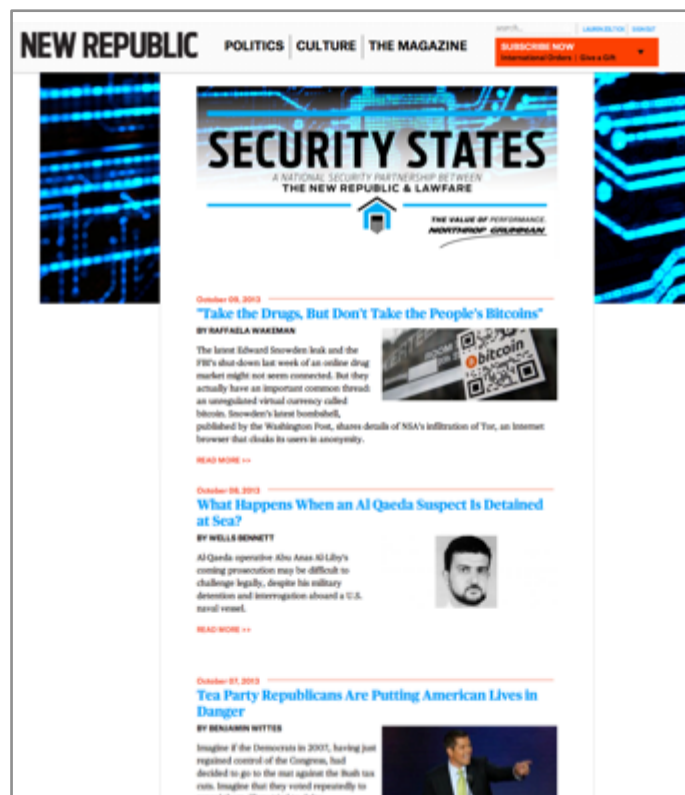
NewRepublic.com mimics the experience of reading a print magazine by featuring the day's key articles on the homepage and strategically positioning advertisements within the content to contribute to the user experience, not disrupt it.

AD UNITS:

- 300x250 ad unit appears in 3rd article paragraph
- 624x300 ad unit appears after the 5th article paragraph
- New 728x90 leaderboard ad to launch in 2014

SPONSORED CONTENT OWNERSHIP: The website homepage features several articles that promote the site's top daily content. An advertiser can supply content that will reside among New Republic content on the homepage that will link to a native article.

CONTENT HUB SPONSORSHIP: Content hubs combine high-quality news and analysis with timely discussions on specific topics. A sponsor receives direct alignment with forward-thinking content, 100% SOV advertising within the hub, social media promotion, and access to all the content for their own initiatives.



SITE FUNCTIONS

An anchored bar stationed at the top of the screen travels with users as they scroll up & down articles so they can gauge how deep into an article they are.

The bar on the left of all articles provides easy access to searches, audio options, connection to social media and the ability to alter font size.

Collected across all devices, the bookmark function allows subscribers to save content to read at a later time.

Clicking the headphones icon enables audio versions of the content.

For an audience with differing reading preferences, the site offers all content in three font sizes for an interactive, easy and accessible reading experience.

The website encourages readers to utilize social media and share their favorite content with friends. When highlighting text, a user is prompted with the option to share the word-for-word segment on Facebook or Twitter. A user can also share entire articles by clicking the Facebook or Twitter icons.

NewRepublic.com allows all users to take part in thought-provoking conversations at the bottom of each article page.

The margins contain popular articles currently trending on the web, and other stories that might be of interest to a user are listed at the bottom of an article.



| Ad Types | Description / Dimensions | Guidelines | CPM |
|-----------------------------------|--|--|------|
| Sponsored Content | <p>Sponsored content is a highly successful integrated program that allows marketers to convey comprehensive and detailed messages to the most influential opinion leaders in the country</p> <p>Positioned alongside editorial content on the homepage for seamless integration</p> | <ul style="list-style-type: none"> Submit image for homepage and article background (1250 x 517) Submit article with headline, subtitle, byline, and article photos 1200 words recommended Article page allows video | \$50 |
| Ads Embedded Within Content | <p>300x250 624x300 728x90</p> <p>Ads live within content</p> | <ul style="list-style-type: none"> Accepted submissions: gif, jpeg, rich media For rich media 300x250 ads, also supply a gif or jpeg in order to accommodate all devices Accepts third party served ads Maximum 30 seconds and 3 loops for animation 40kb file size limit New browser window must open when creative is clicked Must have variable 'clickTag' implemented correctly within each .swf file .swf must not incorporate hard-coded click URL in order to track clicks within OAS | \$20 |
| Ads Embedded Within E-Newsletters | <p>300x250, 540x259 or 600x288</p> <p>E-mail newsletters are sent daily to 45,000+ subscribers and include the day's featured content</p> | <ul style="list-style-type: none"> Accepted submissions: gif, jpeg Provide click-through URL | \$20 |
| Prestitial | 420x340 or 300x250 | <ul style="list-style-type: none"> Accepted submissions: gif, jpeg, rich media, and third party served ads Maximum 30 seconds and 3 loops for animation 40kb file size limit | \$40 |
| Pre-Roll | :15 or :30 spots | <p>640x480 resolution preferred; 400x300 minimum</p> <p>Companion ads accepted as 300x250 or 624x300</p> | \$60 |

Must give The New Republic 5 business days notice if running an online campaign
 Must give The New Republic 2 business days to recreate custom units
 Must give The New Republic 1 business day to get standard units to run
 All digital rates are net

Please submit creative to sparr@tnr.com



EDITORIAL EVENTS SPONSORSHIP

Celebrated Speakers. Thought-Provoking Debates. Desirable Audiences.

New Republic events create an energetic and interactive forum for idea sharing on the most pressing topics of the day. Panelists discuss unexpected theories and eye-opening revelations on topics ranging from politics to technology, entertainment to foreign affairs.

Advertisers Benefit From

High-Impact Brand Integration:

- Brand inclusion in all advertising and promotional materials
- On-site brand presence through signage and creative messaging integration
- Opening or closing remarks by executive
- Sponsorship of live feed
- Sponsorship of edited video on the website
- Extensive Press Campaign
- Influential Guest Access

2013 Event Highlights

- Influential roster of speakers:
 - **Jill Abramson**, Executive Editor, *The New York Times*
 - **Barbara Boxer**, United States Senator, California
 - **Arianna Huffington**, President and Editor-in-Chief, Huffington Post Media Group
 - **Richard Plepler**, Chief Executive Officer, HBO
 - **Peter Thiel**, Renowned Entrepreneur and Venture Capitalist
- Engaged audiences of 100+ senior-level, topically relevant executives
- Livestream views by 300+
- Widespread media and social media pick-up, including a front page article on *The New York Times*
- Sponsor organizations include:
 - American University
 - CARE
 - The Center for American Progress
 - Pfizer



CHRIS HUGHES, Publisher & Editor-in-Chief: An ardent believer in the social role of journalism in society, Hughes purchased The New Republic in March 2012 to preserve the magazine's tradition of critical thinking and nuanced longform analysis. Since taking the helm, he has re-engineered the nearly century-old institution to take full advantage of the digital age, including a full redesign of the magazine and seamless delivery of content across digital and mobile platforms. Hughes is also an independent investor in technology and media companies and a trustee of the Knight Foundation.

Hughes began his career in 2004 when he co-founded Facebook with his Harvard roommates, serving first as the site's spokesperson, then as a leader of its product and user experience team. In 2007, he became Director of Online Organizing for Barack Obama's presidential campaign, where his success in generating grassroots support revolutionized the use of the Web as a political tool. Hughes helped Obama raise more than \$500 million online.

FRANKLIN FOER, Editor: Foer is a prolific journalist, editor and author, having contributed to The New York Times Magazine and Slate among other publications. He is the author of the international bestseller *How Soccer Explains the World: An Unlikely Theory of Globalization*, which has been translated into 27 languages, and the editor of the book of essays *Jewish Jocks: An Unorthodox Hall of Fame*. Recognized by peers, Foer was named one of America's "most influential liberal journalists" by The Daily Beast. He is a senior fellow at the New America Foundation, a graduate of Columbia College and a native Washingtonian.

LEON WIESELTIER has been the Literary Editor of The New Republic since 1983. Born and raised in Brooklyn, NY, he attended Columbia, Oxford and Harvard where he was a member of the Society of Fellows at Harvard from 1979 to 1982. Wieseltier is the author of several critically acclaimed books, including *Nuclear War*, *Nuclear Peace*; *Against Identity*; and *Kaddish*, a National Book Award finalist in 2000.

DIRK BARNETT, Creative Director: Previously the Creative Director for Newsweek, Maxim, and The New York Times Real Estate Magazine, among many others, Barnett is notorious in the world of graphic design. His infamous Newsweek covers not only sparked conversations but increased newsstand sales. Barnett's award winning designs have earned him recognition by The American Institute of Graphic Arts, The American Society of Magazine Editors, The Art Director's Club and several more. As The New Republic's first full time Creative Director, Barnett utilizes visual storytelling to communicate ideas on a much more conceptual level.

RACHEL MORRIS, Executive Editor, is a native of New Zealand and a graduate of the journalism school at Columbia University. Previously, Morris was the articles editor at Mother Jones, an editor at the Washington Monthly, and an assistant editor at Legal Affairs.

GREG VEIS, Executive Editor, returns to The New Republic from The New York Times Magazine and GQ. His writing has appeared in Rolling Stone, Men's Journal, Mother Jones, and many other publications. He grew up in Los Angeles, attended Duke University, and now lives in New York City.

MICHAEL SCHAFFER, Editorial Director, most recently editor of Washington City Paper, oversees digital strategy and the revamped website, as well as helping to think through the next iteration of the print magazine.

WALTER KIRN, National Correspondent, is a renowned essayist, critic and author of several bestselling novels, including *Up in the Air* and *Thumbsucker*. Known for his witty observations and opinions on a range of subjects, from multi-tasking to mental breakdowns, his work has been praised by The Wall Street Journal, The New Yorker and Bloomberg.

ISAAC CHOTINER is a Senior Editor at The New Republic. He was previously the Executive Editor of The Book, the magazine's online review. His work has also appeared in The New Yorker, The New York Times, The Atlantic, and other publications.

JONATHAN COHN, Senior Editor, is a nationally-recognized journalist covering domestic policy and politics with a particular emphasis on health care, social welfare and labor. The author of *Sick: The Untold Story of America's Health Care Crisis* - and the *People Who Pay the Price*, Cohn has been acknowledged as "one of the nation's leading experts on health care policy" by The Washington Post and "one of the best health care writers out there" by The New York Times.



JULIA IOFFE, Senior Editor, is a Russian-American journalist and blogger whose candid critiques of Russian leaders have made her highly regarded - and controversial. She fearlessly pushes the international envelope in reporting on world leaders and events, speaking up when others remain silent.

JOHN B. JUDIS, Senior Editor, has been writing for The New Republic since 1984. He has been a contributing editor at GQ, a columnist for the American Prospect, and the Washington correspondent of In These Times. Judis is also the author of six books, the most recent of which, *Genesis*, was released in February of 2014. Born in Chicago, Judis received a BA from Amherst College and a MA in philosophy from University of California, Berkeley.

ALEC MACGILLIS, Senior Editor, is a former reporter at The Washington Post and The Baltimore Sun. He covered the 2012 presidential campaign and continues to report on national politics and domestic policy.

NOAM SCHEIBER, Senior Editor, writes about politics and economics. He wrote the first story about Barack Obama to appear in a national magazine in May 2004 and later covered the 2008 presidential campaign and the Obama White House. In addition to his New Republic responsibilities, Scheiber is a Schwartz Fellow at the New American Foundation.

JEFF ROSEN is The New Republic's legal affairs editor, one of America's leading interpreters of the law, and a professor at The George Washington University Law School. He is the author of numerous books, including *The Unwanted Gaze: The Destruction of Privacy in America* and, most recently, *The Supreme Court: The Personalities and Rivalries That Defined America*.

JUDITH SHULEVITZ is the science editor of The New Republic, which, despite its title, is mainly a writing job. She has been a columnist for The New York Times Book Review, Slate and New York Magazine, and was one of the four founding editors of Slate. She was also the editor of *Lingua Franca*, a National Magazine Award-winning magazine about ideas and academic life that is now defunct, and the deputy editor of New York Magazine under editor Kurt Andersen. Her book, *The Sabbath World: Glimpses of a Different Order of Time*, was published by Random House in 2010 and was a New York Times Notable Book of the year and a National Jewish Book Award finalist. She lives in New York.

CHRISTOPHER BEAM, a staff writer based in Beijing, covers China, or at least some of it. Beam first moved to Beijing in 2011 as a Luce Scholar. Before that, he was a reporter for Slate in Washington, DC, where he wrote about politics. Beam's writing has also appeared in GQ, New York, and The New York Times Book Review. He graduated from Columbia University in 2006 and grew up in Newton, MA.

LAURA BENNETT, staff writer and online culture editor, covers television, books and arts. She was previously the magazine's assistant literary editor, and spent a year researching the Spanish media as a Fulbright Scholar in Madrid. She studied Latin American literature at Yale, grew up outside of Philadelphia, and lives in New York City. Her writing has also appeared in The New York Times, The Daily Beast, and The Boston Globe, among others.

NORA CAPLAN-BRICKER is a staff writer covering social policy, especially women's issues and education. Most recently, her reporting has taken her behind the lines of Texas' abortion wars and to a quixotic North Carolina start-up trying to revolutionize higher education. She hails from western Massachusetts and graduated from Yale University. Her writing has also appeared in Slate.

MARC TRACY, a staff writer based in New York City, covers sports, media, Israel, New York City, and other subjects of dubious significance. Several of these obsessions are combined in *Jewish Jocks*, a collection of 50 original essays about great Jewish sports figures that Tracy edited with TNR Editor Franklin Foer. Prior to joining The New Republic in July 2012, he was a staff writer at Tablet, a daily magazine of Jewish life and culture; the blog he wrote and edited there, "The Scroll," won the 2011 National Magazine Award. In addition to The New Republic and Tablet, his work has appeared in The New York Times Book Review, Grantland, Slate, Washington City Paper, Capital, and elsewhere.

2014 PRINT ON-SALE + CLOSE DATES

NEW REPUBLIC

Books & Arts Section

| ISSUE # | ON-SALE DATE | COVER DATE | SPACE CLOSE | MATERIALS DUE | SPACE CLOSE | MATERIALS DUE |
|---------|--------------|----------------------------|--------------|---------------|--------------|---------------|
| 1 | December 23 | January 6 | December 13 | December 16 | December 5 | December 6 |
| 2 | January 20 | February 3 | January 10 | January 13 | January 2 | January 3 |
| 3 | February 3 | February 17 | January 24 | January 27 | January 16 | January 17 |
| 4 | February 17 | March 3 | February 7 | February 10 | January 30 | January 31 |
| 5 | March 10 | March 24 | February 28 | March 3 | February 20 | February 21 |
| 6 | March 24 | April 7 | March 14 | March 17 | March 6 | March 7 |
| 7 | April 7 | April 21 | March 28 | March 31 | March 20 | March 21 |
| 8 | April 28 | May 12 | April 18 | April 21 | April 10 | April 11 |
| 9 | May 12 | May 26 | May 2 | May 5 | April 24 | April 25 |
| 10 | May 26 | June 9 | May 16 | May 19 | May 8 | May 9 |
| 11 | June 16 | June 30 | June 6 | June 9 | May 29 | May 30 |
| 12 | June 30 | July 14 | June 20 | June 23 | June 12 | June 13 |
| 13 | July 21 | August 4 | July 11 | July 14 | July 3 | July 4 |
| 14 | August 11 | August 25 | August 1 | August 4 | July 24 | July 25 |
| 15 | September 1 | September 15 | August 22 | August 25 | August 14 | August 15 |
| 16 | September 15 | September 29 | September 5 | September 8 | August 28 | August 29 |
| 17 | September 29 | October 13 | September 19 | September 22 | September 11 | September 12 |
| 18 | October 13 | October 27 | October 3 | October 6 | September 25 | September 26 |
| 19 | November 10 | November 24/ December 8 | October 31 | November 3 | October 23 | October 24 |

