Standing true to a Progressive Mission, *The New Republic* has been instrumental in creating and advancing the modern liberal creed. The magazine was founded in 1914 to address a new array of challenges to American liberalism. More than a century later, the project faces many of the same core obstacles. Now, as 105 years ago, we aim to advance a confident politic that answers the most urgent and foundational demands for justice, public accountability, and mutual care in the American grain.
In order to save our democracy, we must not merely defeat the GOP—we have to abolish it.

By Osita Nwanevu

Alex Shepherd

Republicans Will Never Accept the Election Results

The media keeps asking when the GOP will acknowledge that Joe Biden won a fair election. It ain’t happening.
SOCIAL INJUSTICE/Sold Short

The Year That Killed the Native Mascot

Rick Martin

If there is a silver lining to 2020, it’s the reminder that even the toughest fights in Indian Country can have a happy ending.
An Animal’s-Eye View of Mass Extinction in Progress

Bil Zelman’s photos confront viewers with the unvarnished, immediate reality of climate and habitat disruption.
Books & the Arts

The Tragedy of James Bond
Karen Tumulty

Wong Kar-wai’s Masterpieces of Political Uncertainty
Lotte H Mesa

How Trees Made Us Human
Daniel Korneva

Is America Trapped in a Caste System?
Inan Vishwanath circumvents American racism to structures of oppression in India and Nazi Germany.

How WeWork Got Away With Spectacular Failure
This co-working company may have been doomed from the start. Thaddeus Rutkowski

Movies & Television

In *The Undoing*, a Grisly Murder Rocks High Society Manhattan
Hannah Gadsby

The Social Dilemma and the Rise of the Clickbait Documentary
Ariel Garten

Black Cinema Matters

March 2020
## DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average HHI</td>
<td>42% $100k+</td>
</tr>
<tr>
<td>MF Split</td>
<td>75/23</td>
</tr>
<tr>
<td>Median Age</td>
<td>54</td>
</tr>
<tr>
<td>Education</td>
<td>66% Graduate+</td>
</tr>
</tbody>
</table>

## CIRCULATION

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Circulation</td>
<td>61K</td>
</tr>
<tr>
<td>YoY Growth</td>
<td>33%</td>
</tr>
</tbody>
</table>

## AUDIENCE PROFILE

<table>
<thead>
<tr>
<th>Segment</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wealthy Executives</td>
<td>404</td>
</tr>
<tr>
<td>Savvy Investors</td>
<td>293</td>
</tr>
<tr>
<td>Active Empty Nesters</td>
<td>284</td>
</tr>
<tr>
<td>Charity Minded</td>
<td>359</td>
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</table>

## READERSHIP

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>26%</td>
</tr>
<tr>
<td>West</td>
<td>28%</td>
</tr>
<tr>
<td>Midwest</td>
<td>18%</td>
</tr>
<tr>
<td>South</td>
<td>28%</td>
</tr>
</tbody>
</table>

---

Source: 1. Epsilon Research; 2. Readers Survey, October 2020
## DEMOGRAPHICS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>M/F Split</td>
<td>60/40</td>
</tr>
<tr>
<td>Median Age</td>
<td>55% A25-54</td>
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<tr>
<td>Education</td>
<td>57% Graduate+</td>
</tr>
<tr>
<td>HHI</td>
<td>65% $75K+</td>
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</table>

## VIEWERSHIP

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>6.4 million</td>
</tr>
<tr>
<td>Sessions</td>
<td>2.8 million</td>
</tr>
<tr>
<td>Unique views</td>
<td>2.1 million</td>
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## ENGAGEMENT

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Time Spent/Visits</td>
<td>1.38 Minutes</td>
</tr>
<tr>
<td>Desktop/Mobile</td>
<td>33%/67%</td>
</tr>
</tbody>
</table>

**HIGHLY ENGAGED CONSUMERS**

Source: Google Analytics Six month average; December, 2020
<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>EDUCATED</th>
<th>AFFLUENT</th>
<th>INFLUENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>80%</strong> of TNR readers have attended college or received a bachelors / post-graduate degree</td>
<td><strong>61%</strong> of TNR Readers are high-value security investors</td>
<td>Political donors are <strong>7x</strong> more likely than average to read TNR.</td>
<td></td>
</tr>
<tr>
<td>Highly educated homeowners with an HHI of $372K are <strong>2x</strong> more likely than average to read TNR</td>
<td>Individuals with a home value of +$1mm are <strong>5x</strong> more likely than average to read TNR</td>
<td><strong>1 in 4</strong> TNR Readers are Corporate Executives</td>
<td></td>
</tr>
<tr>
<td><strong>1 in 2</strong> TNR users are avid book readers</td>
<td><strong>1 in 2</strong> TNR Readers have a net worth of +$554K</td>
<td>All U.S. Legislative, Judicial, and Executive branches receive <em>The New Republic</em></td>
<td></td>
</tr>
</tbody>
</table>

Source: 1. Epsilon Research, 2. Infogroup Marketing Genetics
<table>
<thead>
<tr>
<th>AUDIENCE/ADVOCACY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>70%</strong> of TNR Readers contribute to environmental causes</td>
</tr>
<tr>
<td>Individuals that lead a philanthropic lifestyle are <strong>5x</strong> more likely than average to read TNR</td>
</tr>
<tr>
<td>Political donors are <strong>7x</strong> more likely than average to read TNR</td>
</tr>
<tr>
<td>Individuals that contribute to Not-For-Profits are <strong>15x</strong> more likely than average to read TNR</td>
</tr>
<tr>
<td><strong>50%</strong> of TNR Readers are considered environmentalists</td>
</tr>
<tr>
<td>Health cause related donors are <strong>3x</strong> more likely than average to read TNR</td>
</tr>
</tbody>
</table>

Source: 1. Epsilon Research, 2. Infogroup Marketing Genetics
56% of TNR Readers attend classical music concerts

Individuals that frequently watch Film/TV are 4x more likely than average to read TNR

Literary enthusiasts are 3x more likely than average to read TNR

Users that recently purchased Books, Music, or Video products are 6x more likely than average to read TNR

52% of TNR readers attend live theater events

Source: 1. Epsilon Research, 2. Infogroup Marketing Genetics
Individuals who are financially savvy are $3x$ more likely than average to read TNR.

58% of TNR Readers have annuities.

48% of TNR Readers are High-Value Stock Investors.

41% of TNR Readers are High-Risk/High-Return investors.

Source: 1. Epsilon Research, 2. Infogroup Marketing Genetics
The New Republic | @newrepublic - 8m
To save itself, artists and the rest of the creative class will need to get behind political movements that aim to provide low-cost housing, curtail the financial sector, and reinvest in public schools and municipal infrastructure, @robinshaysreport writes. newrepublic.com/article/160693...

Andrew Yang 🇺🇸 🐦 @AndrewYang - 6h
There is an opportunity here to support artists, musicians and creatives as well whose work right now the market is ignoring. One element of this ought to be a degree of support for work that tries to elevate and inform rather than divide us.

Rev. Dr. William J. Barber II 🤱 @RevDrBarber - Aug 21
Some powerful reporting in the New Republic today that illuminates findings of our #PoorPeoplesCampaign audit.

Jonathan Wilson-Hartgrove @jwilsonhartgrove - Aug 21
While unemployment may be at record lows, @brian_goldstone's reporting here makes clear how lack of living wage jobs & soaring rents have created a new class of homeless Americans.

Michael Moore 📽️ @MichaelMoore - Mar 7
Congratulations on victory for free speech. House Democrats knew better than to attack the brave Congresswoman from the Twin Cities. “Ilhan Omar’s Victory for Political Sanity” from The New Republic

John Cusack 🎥 @john_cusack - Aug 29
The impotence of “Stop Sanders” Democrats
His loudest opponents are party insiders who don’t represent a political constituency of any significance—and their strategy is self...

Ilhan Omar’s Victory for Political Sanity
The freshman congresswoman was right: The pro-Israel lobby uses financial muscle to influence Congress. That shouldn’t be a ... newrepublic.com

Social Media Metrics:
- TWITTER: 175,000
- FACEBOOK: 161,000
- LINKEDIN: 9,184
- INSTAGRAM: 12,000
ADVERTISING OPPORTUNITIES

PRINT

- Full Page
- 1/2 Page Horizontal
- 1/3 Page Vertical
- 2/3 Page Vertical

DIGITAL

- Display
  970x250, 300x250,
  300x600, 320x50
- Daily Newsletters
  970x250
- Sponsored Eblasts
  Custom

PODCAST

- The Politics of Everything
  :30/:60

EVENTS

- TNR Live
- TNR Salon book series
The New Republic has must-read newsletters every day of the week.

Each newsletter features a compilation of articles our editors think can’t be missed. While our long-time stable of newsletters have accumulated a loyal following, our novel emails promise to quickly find their audiences:

- TNR Daily: 58,000
- American Jitters: 33,000
- Politics of Everything: 12,000
- Apocalypse Soon: 7,500
- Sold Short: 4,200
- Critical Mass/Text Message: 4,100
- The Soapbox/Power Mad: 3,500

Three horizontal ad placements available on each newsletter: Specs - 970x250
Dear TMF Reader,

At Green Century, we believe in the power of investors to motivate corporate action. As the home of one of the most active shareholder advocacy programs in the U.S., we’re keen to help. It’s time to recognize that the power of investors isn’t limitless, however. There are some actors who simply can’t, or won’t, be moved.

I’m talking about the oil and gas industry. Oil and gas companies have spent billions and billions of dollars lobbying to abdicate climate change and categorically ignoring chatter about the science behind it. But they knew. They all knew. Click here to learn how you can invest ethically.

Green Century Funds are entirely fossil-free. And you can be too. Join our investments with your values today.

Sincerely,
Leanne Santamore
President
Green Century Capital Management

110,000+ SUBSCRIBERS

Resilient Democracies Rely on Informed Votes

Brennan Center LIVE
Transformative Criminal Justice Reform: Where Do We Go from Here?
Live stream on September 25 from 12 p.m. to 1 p.m. EDT

What’s next for criminal justice reform — and what will it take for the United States to truly partner with the United Nations to make justice for every person a reality? Join us for a conversation with the Brennan Center’s John F. Kennedy School of Government and New York University’s Steinhardt School of Culture, Education, and Human Development.

Transformative Criminal Justice Reform: Where Do We Go from Here?

Tune in for a live stream or watch the video on YouTube.

Register Here

110,000+ SUBSCRIBERS
American Military Supremacy is Not Inevitable
The United States decided to rule the world. We can also decide to step back.

How Pandemics End
The first Covid-19 vaccines have arrived. But when will life as we knew it finally resume?

On December 11, the Food and Drug Administration authorized Pfizer to begin distributing its vaccine for Covid-19. The triumphant moment comes as the threat of a global winter, and record case levels across the United States, and it is accompanied by countless unknowns. For Episode 2 of The Politics of Everything, sons Laura Martin and Alex Prashna talk to Nicholas Christakis, a physician and sociologist at Yale University and the author of Apollo’s Arrow: The Indelible Impact of Coronavirus on the Way We Live, about what to expect in the coming year and beyond—what will it take to recover from the pandemic’s devastation, and how our lives may be permanently changed. Later in the show, Alexandria Scheldner, a frequent contributor to The New Republic, and Andrew Cline, the executive director of the American Immigration Lawyers Association, join to discuss the challenges of the vaccine rollout. When will vaccines be available to ordinary people? What kind of priorities may, among they’re distributed and tracked? What is, in other words, will all this last?
<table>
<thead>
<tr>
<th>COVER DATE</th>
<th>AD CLOSE DATE</th>
<th>AD MATERIALS DUE</th>
<th>ON SALE</th>
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<tbody>
<tr>
<td>March</td>
<td>01/13/21</td>
<td>01/20/21</td>
<td>02/16/21</td>
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<td>02/24/21</td>
<td>03/23/21</td>
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<tr>
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<td>03/24/21</td>
<td>04/20/21</td>
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<tr>
<td>June</td>
<td>04/14/21</td>
<td>04/21/21</td>
<td>05/18/21</td>
</tr>
<tr>
<td>July/Aug</td>
<td>05/19/21</td>
<td>05/26/21</td>
<td>06/22/21</td>
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<tr>
<td>Sept</td>
<td>07/14/21</td>
<td>07/21/21</td>
<td>08/17/21</td>
</tr>
<tr>
<td>Oct</td>
<td>08/18/21</td>
<td>08/25/21</td>
<td>09/21/21</td>
</tr>
<tr>
<td>Nov</td>
<td>09/22/21</td>
<td>09/29/21</td>
<td>10/26/21</td>
</tr>
<tr>
<td>Dec</td>
<td>10/27/21</td>
<td>11/03/21</td>
<td>11/30/21</td>
</tr>
<tr>
<td>Jan/Feb</td>
<td>11/24/21</td>
<td>12/01/21</td>
<td>12/28/21</td>
</tr>
</tbody>
</table>
NET RATES

PRINT
FP4C : $10,000
2/3 V4C: $7,200
1/2 H4C: $5,500
1/3 V4C: $3,600

DIGITAL
$30 CPM

NEWSLETTER
$1,000/UNIT

DEDICATED EMAIL
$6,000/EMAIL
THANK YOU!

Tony Bolinsky
Sales Director, *The New Republic*

TBOLINSKY@TNR.COM
646.779.8036