

THE NEW REPUBLIC

Ideas. Influence. Impact.

2026 Media Kit

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



BREAKING NEWS

From Washington and beyond

Politics

Election 2024, Congress, Supreme Court Watch, Media

CLIMATE

Energy, Politics, Environment, Green Living

CULTURE

Books, Film, Television, Poetry



Far-Reaching Editorial and Audiences

Circulation (print + digital):

72,000

Monthly users:

5.3M

Newsletter opt-ins:

358,700+

Monthly page views:

28M

Monthly social reach:

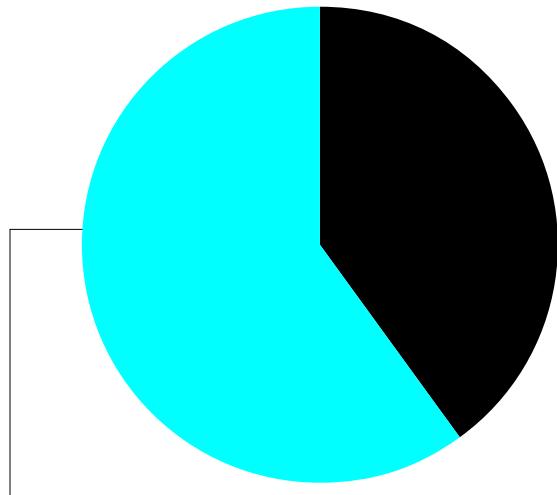
10M

Podcast daily audience*:

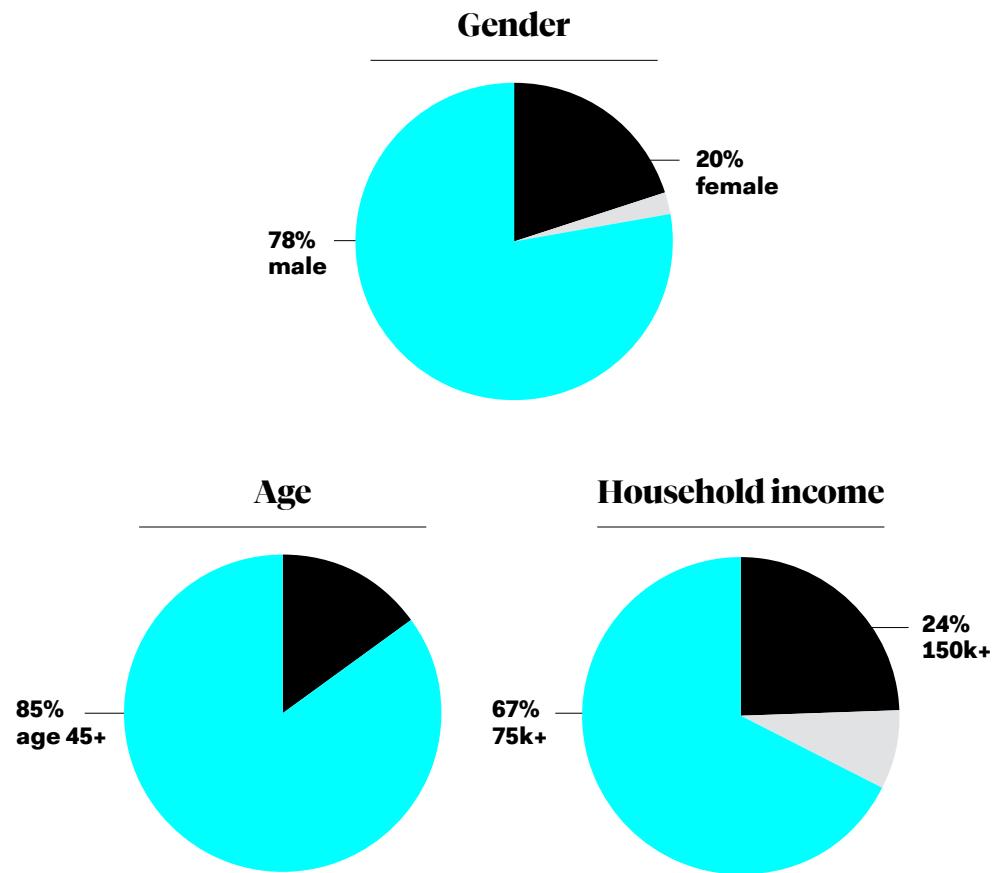
30,000+

Sources: CDS Fulfillment, August 2025; Google Analytics 12-month average, August 2025; Megaphone, August 2025. *Podcast numbers include readers of transcripts. Monthly users and page views include Apple News.

Readers With Buying Power, In the Know, and Engaged



60% of TNR readers are senior/C-suite executives/owners or have a net worth of more than **\$1 million** or household income of more than **\$100,000**.



Source: TNR Reader Survey, 2023

Readers Who Are Charity-Minded, Cultured, and Well Read



TNR readers enjoying
an exclusive tour of
Cuba curated by
The New Republic

Causes

Humanitarian
317 index

Liberal politics
308

Wildlife/environment
301

Charitable
197

Passions

Cultural/arts events
317 index

Gourmet foods
217

Photography
202

Wines
193

Home improvements
192

Investments

Investments
227 index

Stocks/Bonds
197

Insurance
131

Spending Habits

Advocacy/political publications
1,526 index

Business publications
1,472

Special interest publications
1,345

Environment publications
1,264

Health publications
997

Source: Epsilon Research, August 2022

Advertising Opportunities



Print

Full page

1/2 page horizontal

1/3 page vertical

2/3 page vertical

Digital

Web

970 x 250

Content ads:
300 x 250
300 x 600
320 x 50

Newsletters

400 x 600 image
+ 75 words or less
+ content link

Dedicated Email

Custom sizes

Video ads

Pre- and mid-rolls
:15 and :30

Podcast

The Daily Blast With Greg Sargent

Pre-, mid-, and post-rolls

:30 and :60

Live Chat

Right Now With Perry Bacon

Ask for custom integration.

Sponsored Advertising Opportunity

The Fight for America's Battleground States

An in-depth series looking at the critical contests of election 2020

Series Sponsor Location 1

This series sponsored by Logo here

The Future of the Democratic Party is in Pennsylvania

Why a new liberal-left coalition could be the key to unlocking America's rural conservative vote.

Nick Smeal

The Legend of Roy Cooper

The presidential race may be a toss-up in North Carolina, but the Democratic governor is cruising to reelection. What's he doing right?

Nick Martin

America 2050

Will the United States still be one nation? Should it be?

ILLUSTRATION BY DOUG CHAMPA

Series Sponsor Location 1

This series sponsored by Logo here

It's 2050. Does the United States of America as We Once Knew It Still Exist?

We asked 12 writers for their predictions—and recommendations for how to save democracy.

Michael Tomasky

Ad Component 970 x 250px

We Must Fight for a Better America. We Have No Choice.

The problem isn't "populism"; the problem is white supremacy?

Siva Vaidhyanathan

Why Our Country Is Too Big Not to Fail

ILLUSTRATION BY GILBERT KELLER

Work Sucks

An exploration of how we work, why we work, and when we might stop

ILLUSTRATION BY GILBERT KELLER

Series Sponsor Location 1

This series sponsored by Logo here

In Defense of Doing Nothing

The cultural imperative to hustle is built on decades-old political language. Why not try idleness instead?

Apoorva Tadepalli

Right to Work on a Hot Planet

Labor and climate campaigns quite literally share a common enemy. The name often ends in Koch.

Kate Aronoff

Ad Component 970 x 250px

Unbreaking America

How to fix a country that was already cracking up before Trump came along

ILLUSTRATION BY JOHN WONGSTORY 2020

Series Sponsor Location 1

This series sponsored by Logo here

A Pandemic Dividend for Every American

All citizens deserve a share of the wealth that's being disbursed to save the economy from Covid-19's ravages.

Christopher Mackin, Richard May

How Biden Can Bring Transparency Back to Government

Federal secrecy reached new heights under Trump, but there's a ray of hope for the incoming president to do let the sunshine back in.

Joshua Eaton

Ad Component 970 x 250px

How to Fix the House of Representatives

Thanks to gerrymandering, committee stacking is a distorted representation of the American people. Here's a remedy.

Matt Ford

Cancel Our Debts, Then Cancel Debt

We need a country that doesn't make debt accumulation the cost of entry into a decent life.

Nick Martin

How to Make the Paris Agreement Realistic

The climate accord will only succeed if the Biden administration can think outside of it.

Kate Aronoff

Receive 100% share of voice on a new editorial series, or provide your own expertise for a custom content feature.

TNR Newsletters



Must-read newsletters every day of the week

Daily.....	225,000
Weekly.....	101,000
Breaking News.....	57,600
Politics	51,000
Power Mad	40,900
Culture	40,900
Climate.....	31,000
Fighting Words	
by Michael Tomasky.....	32,400

Advertising opportunities:

Banners

Paid posts

Content ads

Podcast



Opportunities:
Pre-, mid-, and post-rolls :30 and :60

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.

Average daily downloads: **28,000**

Past guests include:

David Axelrod
Political consultant

James Carville
Political consultant

Leah Greenberg
Founder, Indivisible

Ron Klain
Former White House chief of staff

Celinda Lake
President, Lake Research Partners

Amanda Litman
Co-founder, Run for Something

Asha Rangappa
MSNBC commentator

Jamie Raskin
U.S. representative

Josh Shapiro
Governor of Pennsylvania

Live Chat



Opportunities:
Ask for custom integration.

A twice-weekly show about national politics with a focus on the radicalism of the Trump administration and tactics to combat it. The program features in-depth discussions with experts and politicians. It goes beyond the daily headlines to explain why things are happening and put them in a broader context.

Past guests include:

Justin Bibb

Mayor of Cleveland and head of the Democratic Mayors Association

Rohit Chopra

Former head of the Consumer Finance Protection Bureau

Leah Greenberg

Co-founder and co-executive director, Indivisible Project

Glenn Ivey

U.S. representative, Maryland

Ro Khanna

U.S. representative, California

Julie Margetta Morgan

President, the Century Foundation

Jamie Raskin

U.S. representative, Maryland

Maurice Mitchell

National director, Working Families Party

Garlin Gilchrist

Lieutenant governor, Michigan

Asha Rangappa

MSNBC commentator

Jamie Raskin

U.S. representative

Josh Shapiro

Governor of Pennsylvania

Events

TNR Live

The New Republic has been leading the American conversation for more than 100 years—and now we bring it to you live and in person. We present intimate roundtables, in-depth virtual interviews, and large-scale summits with an all-star lineup of experts, authors, and lawmakers.

2026 Opportunities

- January **The Year Ahead**
- February..... **The State of the Democratic Party**
- March..... **Women to Watch in Politics**
- April **Climate***
- May **America in Crisis***
- June **SCOTUS update**
- July **America's 250th Birthday, Washington, D.C.***
- August..... **Education Report Card**
- September..... **Climate Week***
- October **Labor and Unions**
- November **Election Update**
- December..... **End-of-Year Books***

*Opportunity for live event



2026 Editorial Calendar

Date	Themes*	Print Ad Close Date	Ads Due	On Sale	
March	Print+Digital	State of Democratic Party, Women in Politics	1/14/26	1/21/26	2/17/26
April	Print+Digital	Spring Books, Climate	2/18/26	2/25/26	3/24/26
May	Print+Digital	Animal Rights	3/25/26	4/01/26	4/28/26
June	Print+Digital	Women's Reproductive Rights, Health Care	4/22/26	4/29/26	5/26/26
	Digital only	SCOTUS Update			
July/Aug	Print+Digital	America's 250th Birthday	5/27/26	6/03/26	6/30/26
September	Print+Digital	Education	7/15/26	7/22/26	8/18/26
	Digital only	Fall Book Previews			
October	Print+Digital	Climate, Fall Books	8/19/26	8/26/26	9/22/26
November	Print+Digital	Artificial Intelligence and Labor	9/23/26	9/30/26	10/27/26
December	Print+Digital	Elections Update	10/28/26	11/04/26	12/01/26
	End-of-Year Books				
Jan/Feb 2027	Print+Digital	The Year Ahead	12/2/26	12/09/26	01/05/27

*Themes subject to change

Thank you

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