

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

Monthly page views:

28M

Newsletter opt-ins:

358,700+

Monthly social reach:

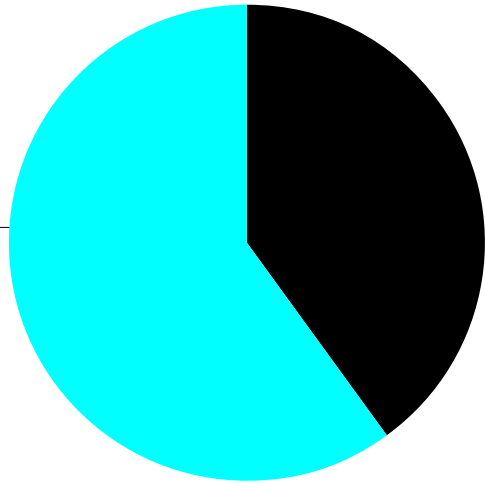
10M

Podcast daily audience*:

30,000+

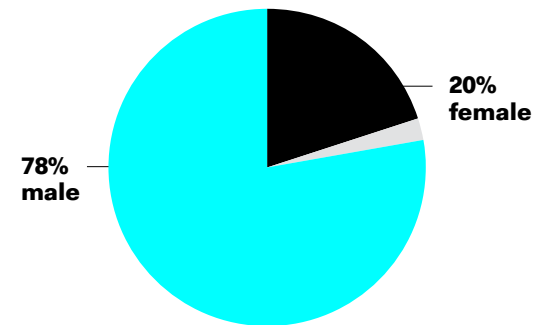
Sources: CDS Fulfillment, August 2025; Google Analytics 12-month average, August 2025; Megaphone, August 2025. *Podcast numbers include readers of transcripts. Monthly users and page views include Apple News.

Readers With Buying Power, In the Know, and Engaged

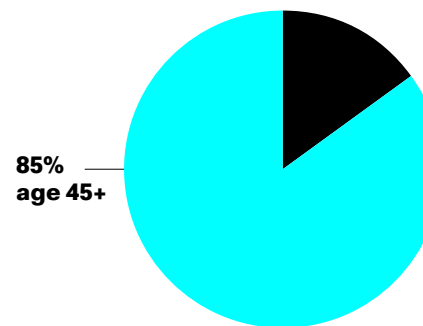


60% of TNR readers are senior/C-suite executives/owners or have a net worth of more than **\$1 million** or household income of more than **\$100,000**.

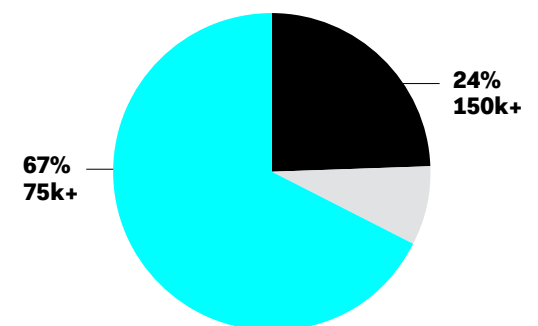
Gender



Age



Household income



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	Newsletters	Dedicated Email	Video ads
970 x 250 300 x 250 300 x 600 320 x 50	Content ads: 400 x 600 image + 75 words or less + content link	Custom sizes	Pre- and mid-rolls :15 and :30

Podcast

The Daily Blast With Greg Sargent

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

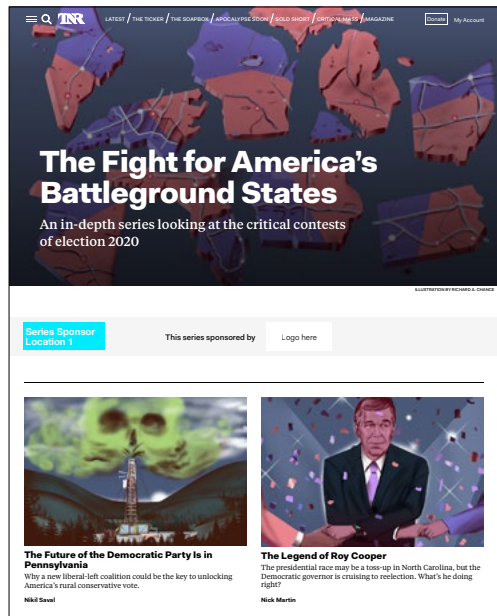
Live Chat

Right Now With Perry Bacon

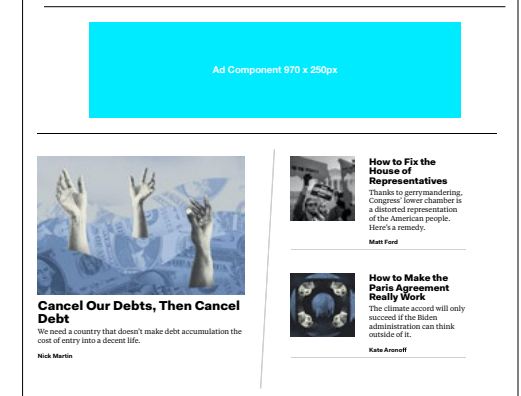
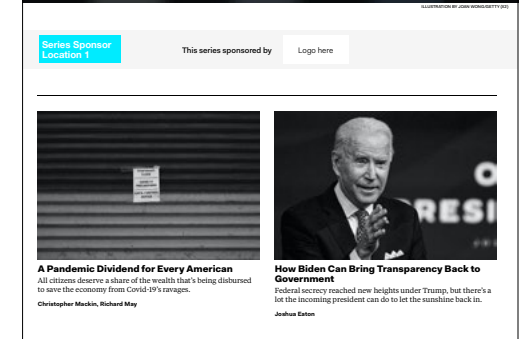
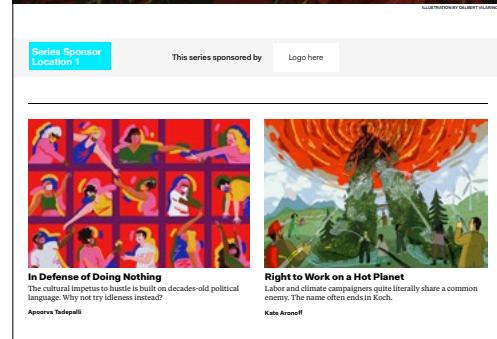
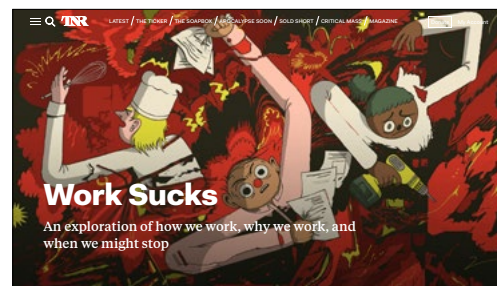
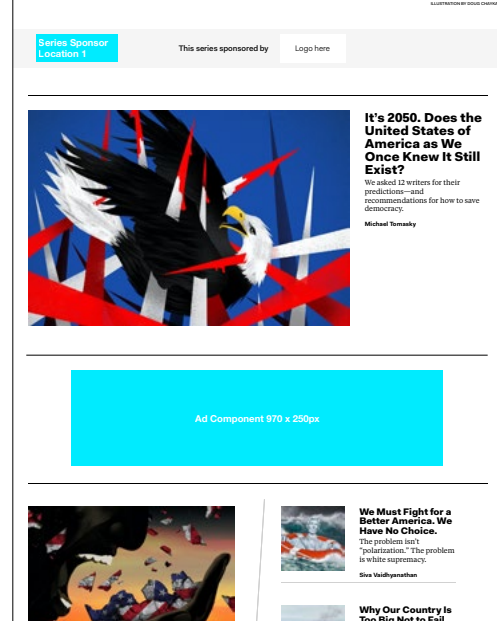
Ask for custom integration.



Sponsored Advertising Opportunity



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

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.

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

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

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

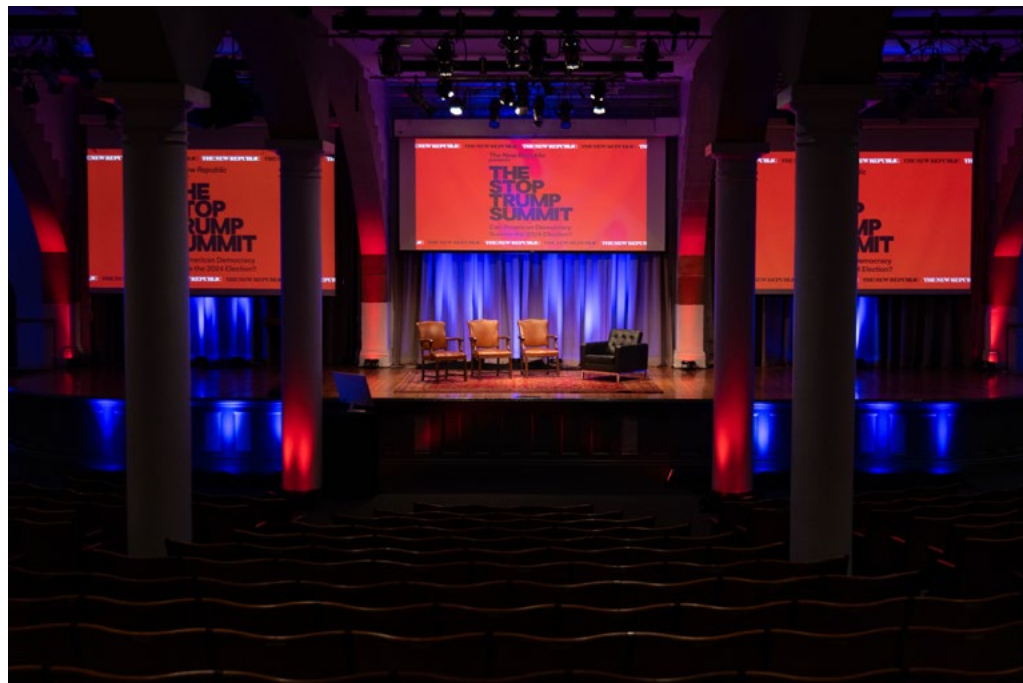


The New Republic has been leading the American conversation for more than 100 years—and now we bring it to you live and in person. We present intimate roundtables, in-depth virtual interviews, and large-scale summits with an all-star lineup of experts, authors, and lawmakers.

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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